

HOW TO RECOMMEND SYNC III TO YOUR PATIENTS

If your patient is between the ages of 13-45, ask them, “Do you look at digital screens, such as your phone, computer, laptop, or tablet for more than two hours a day? Do you experience **tired eyes, headaches, blurred vision, dry or itchy eyes** or **light sensitivity?**”

When they say “yes”, tell them, “I recommend SYNC lenses. **They’re specifically designed for people who spend a lot of time focusing on digital screens or other near tasks.** Using digital devices puts additional strain on your eyes as they’re having to focus for extended periods of time at near distance. Eyes doing this tend to become over-worked and tired. **SYNC lenses allow your eye muscles to relax.** Here let me show you.”

HELP YOUR PATIENTS FEEL THE RELAXATION

- STEP 1** With patient wearing their present correction, have them look at reading card or phone
- STEP 2** Use a flipper or trial lenses (+.050, +1.00 or +1.25) to demonstrate the relaxing power for 10-15 seconds
- STEP 3** Have them read the card or phone again
- STEP 4** Remove the flipper or trial lenses and watch for a reaction. Ask patient if they feel their eyes working harder

May need to repeat several times for maximum effect.

ORDERING

When ordering, please provide the Distance Prescription and the chosen level of required functional support:

MINIMAL OR NO SYMPTOMS
SYNC 5 (+0.57D)

MILD TO MODERATE SYMPTOMS
SYNC 9 (+0.95D)

MODERATE TO SEVERE SYMPTOMS
SYNC 13 (+1.32D)

SYNC III FITTING REQUIREMENT

MINIMUM FRAME DEPTH
25-30mm

Note: the fitting position should be in the center of the pupil with the body in a natural position, and respecting the difference between the right and left eye.

HOYA + YOU

The power of a harmonious partnership

FREEDOM

We are there for you if you need us, but we don't dictate to you what to do.

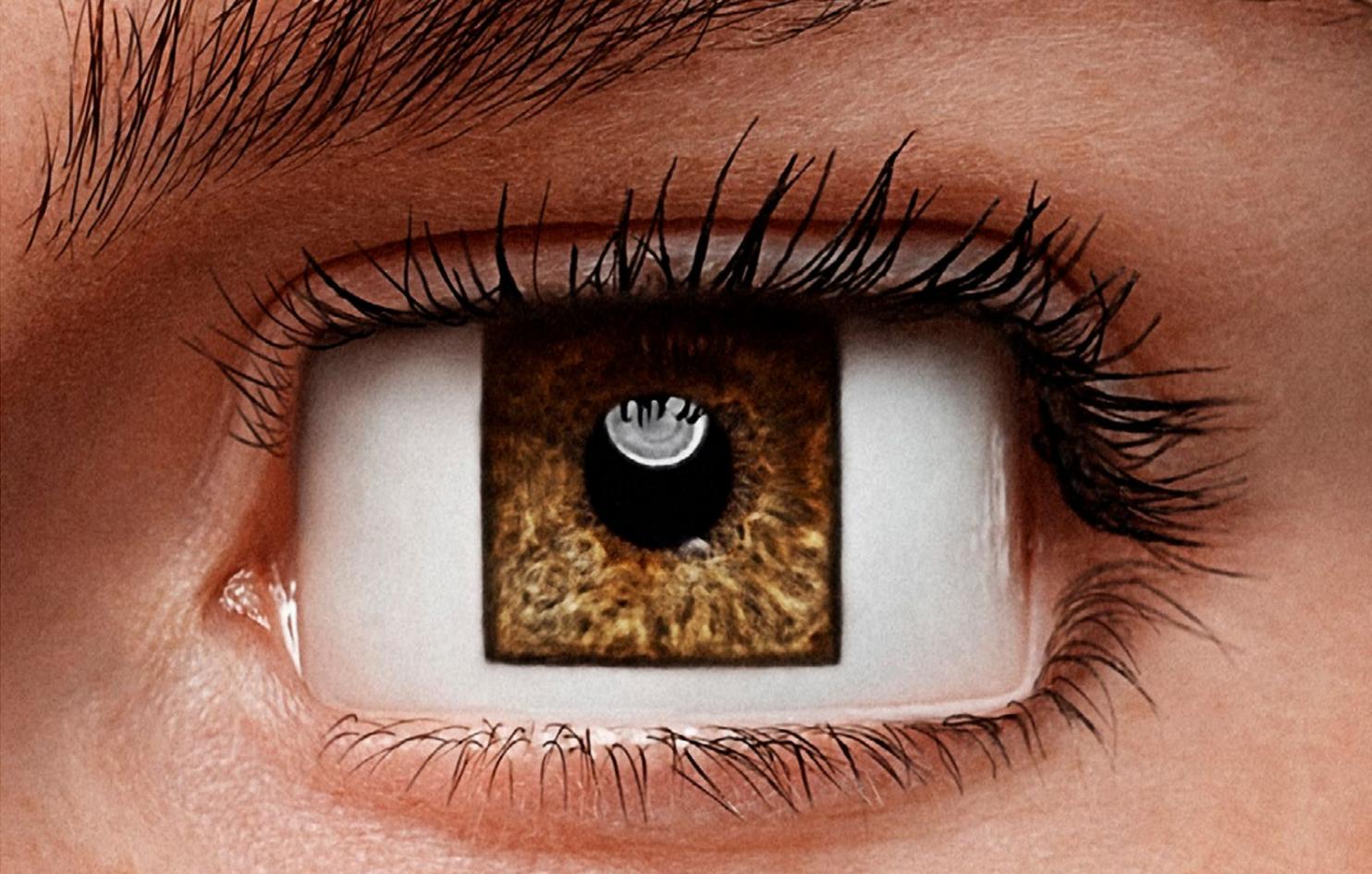
PARTNERSHIP

Our mission is to help you build and protect your brand, not to push our own.

FUTURE

We support you to differentiate your business—with technology, innovation, and best practice support to build a long-term relationship.

HOYA



OUR EYES AREN'T MADE FOR SCREENS



HOYA SYNC III LENSES ARE

HOYA

SYNC

III

DIGITAL EYE STRAIN CAN AFFECT ANYONE

Between cell phones, computers, tablets, TVs and other digital screens, the average person spends an average of 8 to 10 hours a day looking at screens.*

Digital eye strain symptoms can present themselves in as few as two hours.†

- TIRED EYES**
- HEADACHES**
- FLUCTUATION OF (BLURRED) VISION**
- DRY OR ITCHY EYES**
- LIGHT SENSITIVITY**

Many people will experience multiple discomforts at a time. And switching between devices can make matters even worse as eye muscles never get the chance to relax.

Spending a large amount of time looking at digital screens (or any near object) means eyes are constantly exerting more effort to focus. **When this happens, three reactions occur simultaneously:**

1

CILIARY MUSCLES CONTRACT

to make the lens more convex and shortening the focal length.

2

PUPILS CONSTRICT

to avoid diverging light from hitting the periphery of the eye.

3

EYES CONVERGE

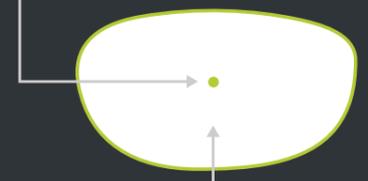
to work more comfortably together while focusing at near distance.

PUT SIMPLY, EYES ARE WORKING HARDER, CAUSING STRAIN



STANDARD SINGLE VISION LENS

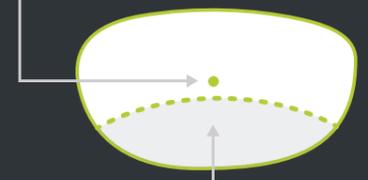
Distance power throughout lens



No power boost to help reduce eyestrain during up-close activities

SYNC SINGLE VISION LENS

Distance power throughout lens



Slight boost in power reduces eyestrain during up-close activities



HOYA SYNC III

LENSES DESIGNED TO RELAX YOUR PATIENTS' EYES

HOYA's first generation SYNC was introduced as a lens for people who spend extended periods of time looking at digital screens.

Now, HOYA introduces Sync III—the most advanced design in single vision lenses.

SYNC lenses have the distance power for everyday use and a 'boost zone' at the bottom of the lens. **The boost zone is an area with an increased amount of relaxing power, which reduces eye strain during prolonged up close activities such as looking at digital screens, reading or any 'near task' activities.**

This allows your patients' eye muscles to relax and focus more easily, helping to relieve eye strain and provide visual comfort. This is even after several hours looking at near distances.

* HOYA Consumer Digital Behavior Study Available October 2017
 † Ang C., Dinevski D., Vlasak N., Kok A. Taking the strain. Optician. 05/2017, vol. 253, no. 6600, p. 25-28