

## Be a better resource to your patients

Being a better resource starts with gaining a better understanding.

The best way to protect the internal eye and the skin around the eyes from sun damage is with the best sunglass lenses. HOYA lenses that block 100% of the UV rays and shield eyes from blue light. In fact, good sunglasses are even important on overcast days as UV radiation can penetrate the clouds.

## Ask your patients

Asking the right questions leads to the right prescription.

- Do you wear sunglasses regularly?
- How much time do you spend outdoors?
- How much time do you spend driving per day?
- How much time do you spend playing outdoor sports or doing other outdoor activities?

## Protect your patients

Identify the problem and prescribe accordingly.

- Understand the patient's lifestyle.
- Check for signs of sun damage.
- Investigate family history (AMD & Cataracts).
- Perform an eye exam.

## Choosing great protection

### CHOOSE A SUN LENS



SENSITY DARK



SENSITY SHINE



COPPERTONE

### CHOOSE A LENS COLOR



BRONZE BROWN



EMERALD GREEN



SILVER GRAY



SHINE BRONZE BROWN\*



SHINE EMERALD GREEN\*



SHINE SILVER GRAY\*

\*Available only in Sensity Shine

## 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.

hoyavision.us

# HOYA premium sun lenses can make a world of difference for your patients and your practice



HOYA

## The benefits patients need

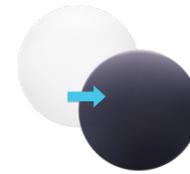
Most patients haven't tried prescription sunglasses.

Once eye care patients understand the benefits and experience HOYA sun lenses, they wonder why they didn't get them sooner.

- Better vision
- Better eye health
- Less eye fatigue
- Less squinting
- More comfort



## HOYA sun lenses give patients the style & options they want



### SENSITY DARK

Light-reactive lens darkens faster than any other lenses

Provides 100% UV protection and reduces glare

Filters 90% of blue light outdoors



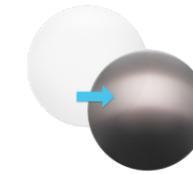
SILVER GRAY



EMERALD GREEN



BRONZE BROWN



### SENSITY SHINE

Light-reactive lens darkens to a mirrored finish outdoors

Provides 100% UV protection and reduces glare

Filters 90% of blue light outdoors



SHINE SILVER GRAY



SHINE EMERALD GREEN



SHINE BRONZE BROWN



**Coppertone**



The only polarized sunglass lenses recommended by the Skin Cancer Foundation

Provides 100% UV protection for eyes and surrounding skin

Blocks 2x more blue light than other sun lenses



GRAY



GREEN



BROWN

### TALKING POINTS

The sun emits UV light and blue light—100x more blue light than indoor lights.

The cumulative effects of blue light over a lifetime increase the risk of retinal damage.

UV and blue light increase by 8% with every 1000 feet in elevation.

50% of exposure to UV light occurs by the time children reach 18.

## The sun presents a world of danger for our eyes

People consistently say vision is the sense they cherish the most. Yet most of those people are unaware that every day spent in the sun without sunglasses may put them at risk of eye damage—possibly even permanent vision loss.

It's critically important for adults and children to wear sunglasses every time they're outdoors or even inside a car during the daytime.

## Provide your patients with protection

Sunglasses with HOYA sun lenses provide 100% UV protection and over 90% blue light filtering, safeguarding every part of the eye from damage.

**The Outer Eye:** Too much time in the sun without protection increases the risk of cancers to eye lids.

**The Front of the Eye:** Photokeratitis, aka snow blindness, is a painful sunburn of the cornea. Pterygia, an accumulation of UV Light, causes a yellow growth in the conjunctiva. Pterygium, an accumulation of UV Light together with environmental elements (wind, dirt), causes a thick triangular shaped growth that may extend onto the cornea and create vision problems.

**The Lens of the Eye:** High lifetime exposure to sunlight increases certain types of cataracts and may increase the risk of Age-related Macular Degeneration (AMD) due to HEV penetration of the retina.

## The choices patients want

HOYA premium lenses offer choices, choices and more choices.

Unmatched attention-to-detail, choice and protection offer patients an undeniable reason to buy from your practice

