



SUPER DIVISION

EX3+

YOUR RESEARCH DRIVEN GUIDE TO AR SUCCESS

HIGHLIGHTS FROM 3 STUDIES AND EX3+
TECHNOLOGY TO BENEFIT YOUR PATIENTS

HOYA

ARE YOU TELLING THE RIGHT STORY?

Have you ever heard **“NO, THANK YOU”** when offering your patients a pair of lenses with AR treatment?

If you have, you are not alone. Too often the conversation on treatments results in a shrug and a headshake from the customer. No wonder! Even though most glasses wearers care about treatments, **only few know of their functionalities**. A shame, really, because having the right lens treatment could actually make their lives easier.

But now, finally, you have **a great story** to tell. A story, which comes from a profound understanding of your customers' needs.

How? Simple. Ever wondered what your customers **really think about treatments**?

HOYA PRESENTS: A smart campaign, which changes your customers' approach to treatments from “not sure” to “must have.”



WHAT'S ON THEIR MIND

IN PARTICULAR:

A recent **global study**¹ has shown, that your customers are less interested in generic descriptions and functionalities of coatings. **What does interest them**, is how to prevent daily annoyances they have to deal with.



“UV PROTECTION”

6 IN 10 CONSUMERS CONSIDERED UV PROTECTION AN IMPORTANT FEATURE²



“SERIOUSLY!?”

7 IN 10 CONSUMERS ANNOYED WHEN THEIR LENSES GET SCRATCHED¹



“EVERY TIME!”

7 IN 10 CONSUMERS ARE IRRITATED BY REFLECTIONS ON THEIR LENSES¹



“NOT AGAIN!”







6 IN 10 PEOPLE ARE DISSATISFIED BY CONSTANT LENS CLEANING¹

YOUR GUIDE TO AR SUCCESS AND PATIENT HAPPINESS

Recent independent consumer study confirms that Hoya Super HiVision EX3+ treatment excels in all categories consumers care most about:

NOW AVAILABLE! EX3+ WITH ISO-CERTIFIED TECHNOLOGY*

ISO Lens Surface Protection*

PRODUCT FEATURE	PATIENT BENEFIT	PRACTICE BENEFIT
 UV Backside Protection Complete UV Protection	<ul style="list-style-type: none"> + Ultimate UV protection + Enhanced backside UV protection for eyes and surrounding skin 	<ul style="list-style-type: none"> + Positions ECP as a leader by offering the top technology available in the market + Offers patients the ultimate protection package not only for their lenses but for their eyes
 Scratch Resistance Stronger Than Glass	<ul style="list-style-type: none"> + Superior protection against scratches + Clear vision and longer lens life + Perfect for active lifestyles 	<ul style="list-style-type: none"> + Long-term patient satisfaction reduces returns
 Clear Vision Reflection Protection	<ul style="list-style-type: none"> + Sharper, more comfortable vision + Eliminates glare and reduces eye fatigue + Improves cosmetic appearance + Safer night time driving 	<ul style="list-style-type: none"> + Positions you as a leader by providing the most advanced products and highest level of visual acuity
 Clean Vision Oil, Water and Dirt Don't Stick	<ul style="list-style-type: none"> + Resists fingerprints, water, dirt and smudges + Clean less and cleans easy 	<ul style="list-style-type: none"> + Minimizes patients complaints
 Substrate Matching Properties (SMP)³	<ul style="list-style-type: none"> + Increases clarity + Doesn't crack, peel, chip or craze 	<ul style="list-style-type: none"> + Greater patient satisfaction + Minimizes returns
 Hoya Guarantee 2-Year Unlimited Guarantee	<ul style="list-style-type: none"> + Protects patients' investment 	<ul style="list-style-type: none"> + Quality is guaranteed + Prescribe with extreme confidence



³Hoya's exclusive SMP matches the index of refraction of the hard coating with the lens material and eliminates color fringes and improves lens clarity.
 *ISO Lens Surface Protection based on ISO 22196:2011.

Super HiVision EX3+ is the best solution to overcome your patients hesitation towards AR.

Hoya's own in-house produced lens materials and jointly manufactured lenses meet the **highest quality standards**, all while reducing the most significant annoyances.

This treatment is the **perfect solution for anyone** who is interested in protecting their investment and keeping their lenses in excellent condition all year-round.

Based on a special composition of various layers, EX3+ treatment keeps lenses safe and glasses wearers happy, even after years of usage.



¹Independent research study amongst ECPs & consumers from seven countries. Data on file Hoya Vision Care 2019.
²Vision Watch AR consumer study November 2019.

BENEFIT FROM THE RIGHT ALLY.

For Hoya, partnership means doing everything we can to equip you best, also with valuable knowledge. That is why in addition to offering you the **best possible support**, we also challenge ourselves to **learn more about your business and your patients**³. For example, did you know that:

- + 75% OF CONSUMERS WANT SOUND AND COMPREHENSIVE ADVICE FROM THEIR ECP
- + 84% OF SPECTACLE WEARERS CARE ABOUT FUNCTIONALITIES OF LENS TREATMENTS



TOOLS TO DRIVE YOUR SUCCESS

- White paper – Summary of two consumer research studies as well as a summary of independent product lab testing. Validation EX3+ features meet patient demands.
- Continuing Education course “Ultimate Protection for Your Visual Comfort” is available for free on Empower U
- In-person training from your local Territory Sales Manager
- Patient benefit driven scripting for your practice based on solid research of their desires



TOOLS TO DRIVE PATIENT ACTION

- Compelling product sample display that features the benefits of EX3+
- Video and infographic that clearly explain benefits of AR
- Simple benefits focused patient brochures
- Product comparison chart
- Advice on maximizing managed vision care benefits
- Content for use in your marketing and social media channels
- Window clings – fun and benefits driven
- Frame board clings – innovative way to get patients thinking about AR benefits while they shop for frames

STRONG PARTNER. HIGH PROFIT.

At Hoya, we understand the importance of valuable partnership. Our mission is to help you build and protect your brand. We are interested in long term relationships. That's why we support you to differentiate your business – with technology, innovation and best business practice support to help you to grow your business.

FOR MORE INFORMATION VISIT WWW.HOYAVISION.US OR CONTACT YOUR SALES REPRESENTATIVE.

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³Test performed by an independent 3rd party laboratory. Data on file Hoya Vision Care 2019. EX3PSA: 09.20



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