



HI-VISION
SUN PRO

SENSITY

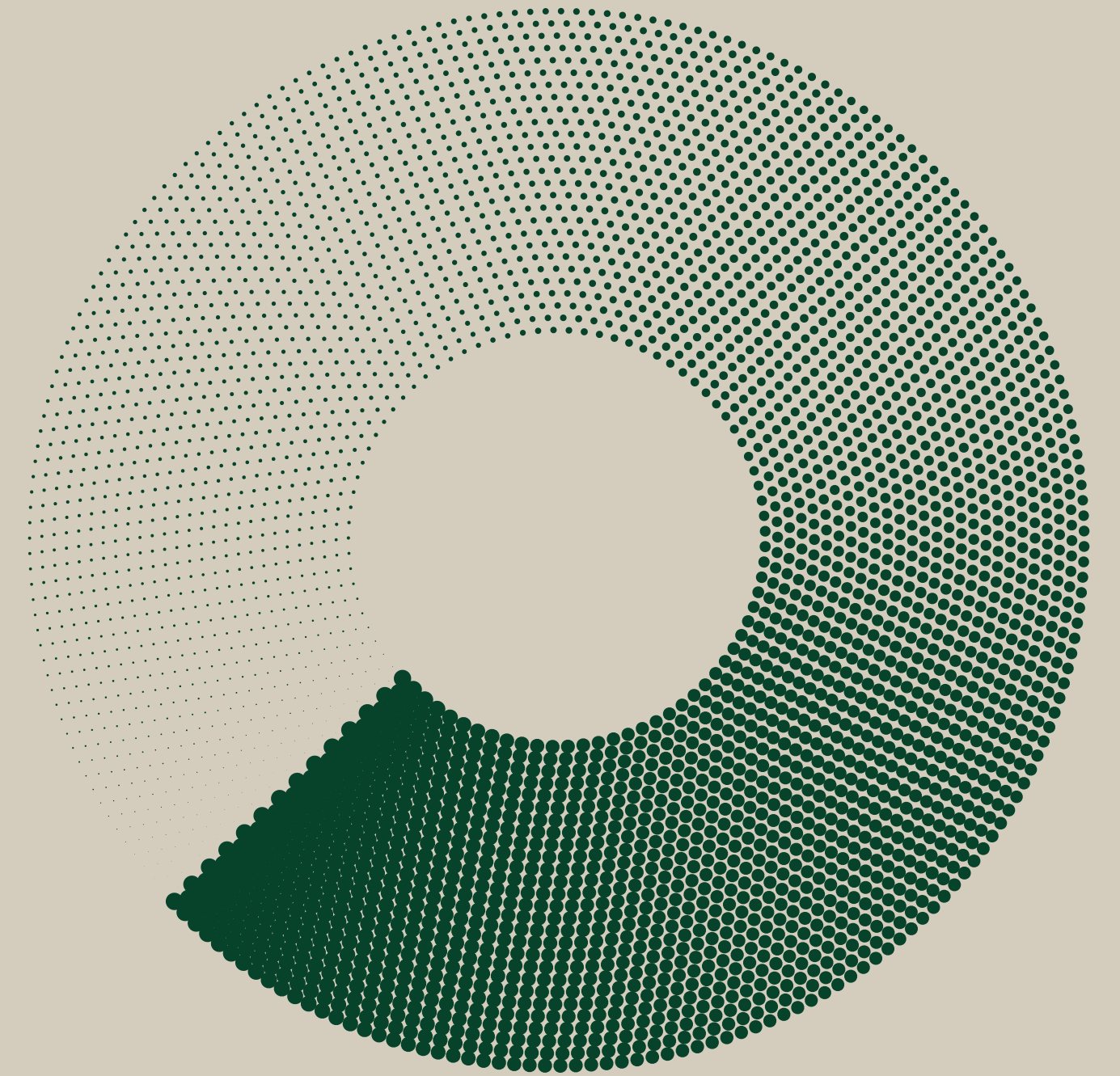
Your patients Your knowledge Our support

At HOYA, we understand the importance of having a trusted partner.

With our sales support and guarantee program, HOYA provides you with the confidence to sell Sensity and satisfy a wider customer group, with an adaptive product that matches their lifestyle.

- **Flexible combinations to suit patients' preferences**
- **Quality lenses and advice**
- **Strong POS and marketing support**

Our mission is to provide you with what you need to build and protect your brand. With the latest technology, innovation and best practice support, we help you grow your business now and into the future.



Lenses to match their lifestyle

- Convenience of a 2-in-1 solution
- Smooth transitions from dark to clear
- Range of tint and color options to suit individual styles NEW

For more information visit www.hoyavision.com
Or contact your sales representative.

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Sensity light adaptive lenses

For limitless lifestyles

Now available with Hi-Vision SUN Pro anti-reflective Coating

HOYA
FOR THE VISIONARIES

HOYA
FOR THE VISIONARIES

Sensity: for limitless lifestyles

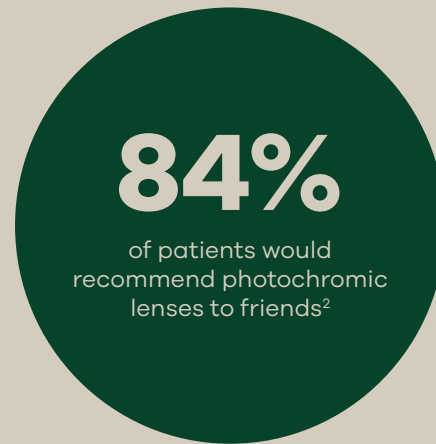
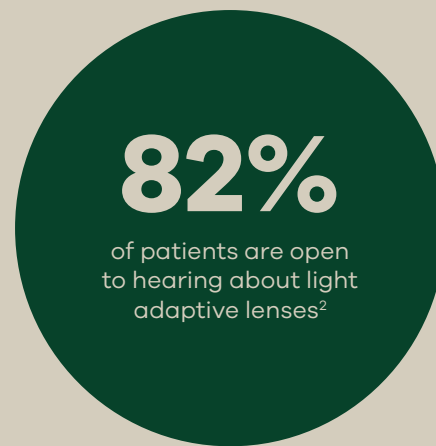
Featuring HOYA's premium photochromic technologies, Sensity light adaptive lenses offer active patients UV protection, with the convenience of 2-in-1 glasses.

Now, with the additional Hi-Vision SUN Pro anti-reflective coating available, elevate your Sensity lenses to a higher level of aesthetics.

For patients of all ages

Research shows that while many older people enjoy the benefits of photochromic lenses, there's an untapped audience of active, younger people who would value the convenience of light adaptive lenses so they can live a life without limits.

- When younger people ask family and friends about photochromics, they're likely to get positive feedback.
- Patients who try photochromics are the most likely to stay loyal to the product.¹



HOYA can help you satisfy a fresh audience of photochromic customers with an adaptive product to match their active lifestyles. Offer your patients a Sensity trial through HOYA's guarantee program and let them experience the convenience of light adaptive lenses.

1. HOYA data on file. Harris Interactive. Photochromics Strategy Research 2021..02/2022
2. HOYA data on file. Harris Interactive. In-depth evaluation of the photochromic and polarized lenses market -Total report. 05/2018

Premium technologies

Our drive to consistently update our performance and technology means that our products are at the forefront of photochromic possibilities.

Now, with the new layers of Hi-Vision SUN Pro on photochromic lenses, you can offer your patients lenses with outstanding aesthetics and durability.

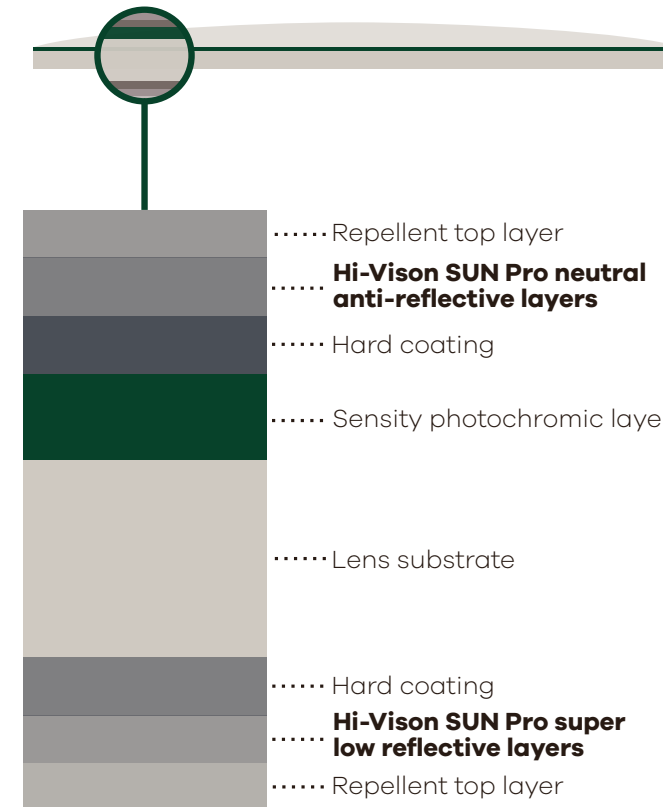
Sensity

- Stabilight Technology³: for consistent performance and UV protection in a variety of climate and light conditions
- Precision Photochromic Technology: microscopically accurate spin-coating process for superior adhesion
- UV protection⁴
- Modular blue light control⁴ for more comfort when using digital devices in a digital world
- A range of intense, natural color options
- Darkens to a category 3 sun lens tint³

Hi-Vision SUN Pro

- Designed for dark lenses to provide outstanding aesthetics⁵ and neutral colour reflection⁶ to match each wearer's unique sense of style
- Increased contrast by reduced ghost images
- 100% UV protection from the front of the lens, with extra protection from the back⁷
- High scratch resistance and durability⁸
- Water, grease and dirt repellance for easy lens cleaning⁹

3. Sensity 2, Sensity Dark, Sensity Shine
4. HOYA data on file. Sensity Range Product Assessment Report 2024. 03/2024.
5. Front side of the the lens: thanks to the neutral reflection colour on front surface that ensures photochromic colour to remain natural.

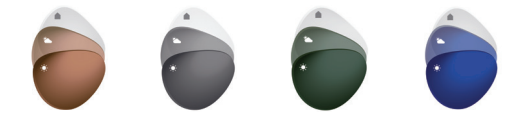


Now with **Hi-Vision SUN Pro** anti-reflective coating

The Sensity Range



- Fast fade back speed
- Exceptionally clear indoors
- UV protection⁴
- Comfort and convenience



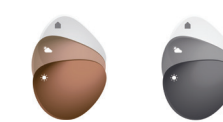
- Excellent glare reduction
- Darkens behind car window screen
- Darkens extra outside
- UV protection⁴



- Stylish mirror coatings for an exclusive look
- Extra dark when outdoors
- Alternative to sun lenses
- UV protection⁴



- The fastest fading light adaptive lenses available¹⁰
- Modular blue light control
- UV protection⁴
- Performs best in cold climates¹¹



6. Front side of the the lens: the photochromic colour remains natural looking due to the achromatic reflection
7. Thanks to the reduced UV reflection from the back side of the lens
8. Both sides of the lens: Hi-Vision LongLife durability.
9. Based on HI-Vision LongLife technology.
10. HOYA data on file. Sensity Fast Product Assessment Report 2024. 03/2024.
11. Makes it more suitable for everyday usage also when temperature drops below 15°C. HOYA data on file. Sensity Range Product Assessment Report 2024. 03/2024.

