

Your research driven guide to AR success

Highlights from 3 studies and EX3+™ technology
to benefit your patients



Your patients expect their glasses to provide:

- + Dual side UV protection
- + Increase visual clarity
- + Superior scratch resistance
- + Long term cleanability

HOYA's Super HiVision® EX3+™ AR treatment provides everything your patients expect and goes one step farther with additional UV protection.









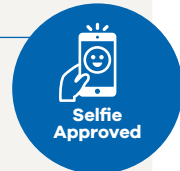
NEW!

Finished Single Vision Super HiVision EX3+ is available in clear materials FSV 1.50, AFSV 1.53, AFSV 1.59, and AFSV 1.67.

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:

PRODUCT FEATURE	PATIENT BENEFIT	PRACTICE BENEFIT
 UV Backside Protection Complete UV Protection	+ Ultimate UV protection + Enhanced backside UV protection for eyes and surrounding skin	+ 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	+ Superior protection against scratches + Clear vision and longer lens life + Perfect for active lifestyles	+ Long-term patient satisfaction reduces returns
 Clear Vision Reflection Protection	+ Sharper, more comfortable vision + Eliminates glare and reduces eye fatigue + Improves cosmetic appearance + Safer night time driving	+ 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	+ Resists fingerprints, water, dirt and smudges + Clean less and cleans easy	+ Minimizes patients complaints
HOYA Exclusive Technology		
 Substrate Matching Properties (SMP)*	+ Increases clarity + Increases color contrast + Doesn't crack, peel, chip or craze	+ Greater patient satisfaction + Minimizes returns
 HOYA Guarantee 2-Year Unlimited Guarantee	+ Protects patients' investment	+ Quality is guaranteed + Prescribe with extreme confidence



*HOYA's exclusive SMP matches the index of refraction of the hard coating with the lens material and eliminates color fringes and improves lens clarity.

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 swear when their lenses get scratched¹



"Not again!"
 6 in 10 people are annoyed by constant lens cleaning¹



"Every time!"
 7 In 10 consumers are irritated by reflections on their lenses¹

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 and consumers from seven countries. Data on file. HOYA Vision Care 2019.
²Vision Watch AR consumer study November 2019.

Tools to drive success

Our partnership means doing everything we can to equip you to succeed. Research that we have conducted was designed to help us **learn more about your business and your patients**³. For example, did you know that:

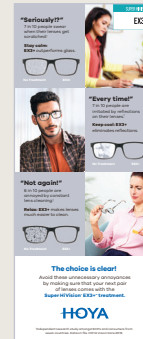
- + 75% of consumers want sound and comprehensive advice from their ECP
- + 84% of spectacle wearers care about functionalities of lens treatments

Our dispensing and patient tools are simple to use and easy to order.

Dispensing Mat



Patient Brochure



Lens Display



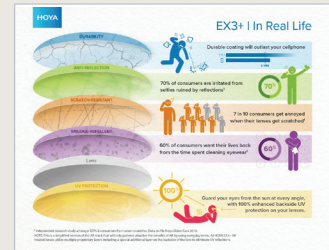
Sales Aid



Evolution of Anti-Reflective Treatments White Paper



Infographic



- + Super HiVision® EX3+™ is also available in most managed vision care plans
- + Members of the Visionary Alliance™ can earn loyalty points on their Super HiVision EX3+ work

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.

³Test performed by an independent 3rd party laboratory. Data on file. HOYA Vision Care 2019.