

2020 VM
EYEVOTE
READERS' CHOICE 2023



iD LifeStyle[®] 4

Your favorite progressive lens brand just got better!

iD Lifestyle is **new and improved** with 3D Binocular Vision[™] technology.

HOYA
FOR THE VISIONARIES

Enable easy adaptation to progressive lenses with the new iD LifeStyle® 4

Prescribe HOYA's new iD LifeStyle 4 with confidence.

3D Binocular Vision™ technology has been added to our bestselling LifeStyle lens design. Your patients will experience easier adaptation resulting from comfortable vision, fewer distortion areas, and easier focusing, so you can prescribe iD LifeStyle 4 with confidence.

HOYA's 3D Binocular Vision

New 3D Binocular Vision technology delivers faster adaptation thanks to **3x less peripheral deformation**.¹ iD LifeStyle 4 reduces the occurrence of unwanted prismatic effects in the near-range peripheral vision, resulting in more comfortable, stable vision.

iD LifeStyle – proven results from the brand you trust

Eye care providers trust iD LifeStyle progressives for visual acuity, as proven by rating them 4.8/5.0 among trial wearers.² iD LifeStyle was also awarded the **2023 EyeVote for favorite progressive lens brand**. All three of HOYA's patented binocular technologies found in iD LifeStyle 4 support easier adaptation to progressive lenses, increasing visual comfort and patient satisfaction.

iD LifeStyle 4's four core technologies



3D Binocular Vision

Reducing the peripheral prismatic imbalance reduces distortions and offers a brand-new level of comfort.



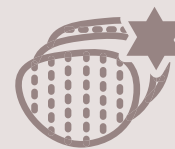
Binocular Harmonization Technology

A true binocular solution that helps the eyes work better together for precise and effortless focusing, depth of vision and stability.



Binocular Eye Model

Assesses the lens's binocular design to provide the best binocular and harmonized images possible.



Integrated Double Surface Design

Splitting the progressive component between the front and back surfaces maximizes the field of view, minimizes distortion and reduces eye rotation.

1. Based on models of peripheral progressive deformation with and without 3D Binocular Vision™ technology.

2. HOYA data on file. Trial lens survey data – US ECPs, n=107 - 05/23-12/23.



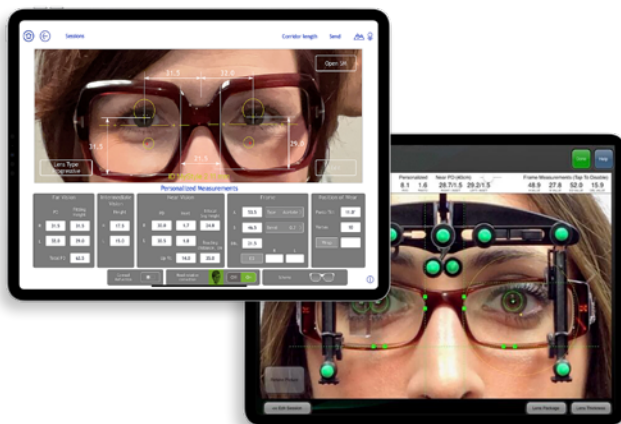
Discover the benefits of iD LifeStyle® 4

- Four binocular lens technologies, now equipped with 3D Binocular Vision, ensure easier adaptation and greater patient satisfaction
- Clear, lifestyle-based designs for more personalized lens recommendations – Indoor, Outdoor, Urban
- Less swim and sway effect for improved visual comfort in near and intermediate areas

Create a personalized experience

iD LifeStyle 4 takes your patient's position of wear into account, providing more accurate correction and wider visual fields – enabling even easier adaptation.

Use OPAL or Spectangle Pro® to take the measurements easily and accurately.



Confidently prescribe based on your patients' lifestyle

Designs you know and trust



Indoor

Designed with more focus on the near visual field.

Patients who spend a lot of time indoors and only rely on the far visual field occasionally are the ideal candidates for this design.



Urban

Designed with balanced focus across the near, intermediate, and far areas.

People who are always on the go and need to frequently change their visual focus from near, intermediate, and far fields will benefit most from this option.



Outdoor

Designed with a primary focus on distance.

Patients who live an active lifestyle and spend most of their time outdoors will prefer this option.

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Why iD LifeStyle® 4 is right for you today

Larger blank sizes

- Wider availability in premium managed vision care categories
- Offer a consistent visual experience to your patients who are prescribed a clear and sun option
- Patients can enjoy larger stylish frame choices for their sunwear

Faster patient adaptation

- Binocular design benefits anisometropic patients
- Reduced swim and sway
- Reduced peripheral distortion
- Improved overall comfort

More corridor options

- Now available in six corridor options
- Additional personalization for larger frame styles

Fewer remakes

- Improved adaptation rates
- Higher patient satisfaction
- Increased staff efficiency

Visit [hoyavision.us](https://www.hoyavision.us).

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Ask your HOYA Territory Sales Manager
for additional resources, product
availability, and training opportunities.

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