

NEW!

MySV™

360° Visual Comfort™

An individual focused single vision lens offering 360° visual comfort.

**Deliver confidence.
It's what your patients
want and deserve.**

HOYA
FOR THE VISIONARIES

Why MySV™ is right for today's patients



Traditional single vision lenses correct the central vision very effectively. Unfortunately, traditional single vision lenses do not meet patients' demanding needs for overall quality of vision. Your patients deserve lenses that utilize today's lens technology for today's visual demands.

Which patients will benefit most from MySV?

Confidence



Patients who want to have 360° visual comfort everywhere they look.

Peripheral Vision

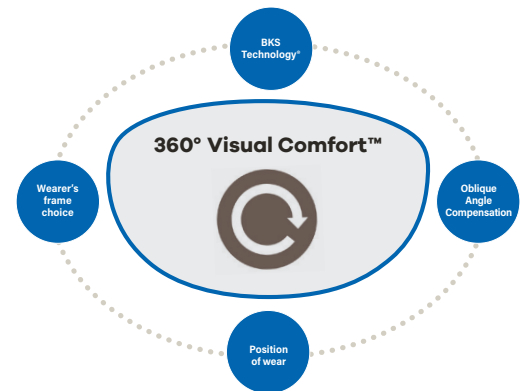


Patients with higher prescriptions who struggle with peripheral distortions in old conventional lenses.

Aesthetics



Patients who feel limited in their frame selection due to lens thickness.



The MySV experience implements four powerful elements

For too long, single vision wearers have been underserved. The technology available to differentiate their experience is here. HOYA's MySV lenses with fully personalized 360° Visual Comfort are achieved by:

- 1 **BKS Technology**
- 2 **Oblique angle compensation**
- 3 **Each patient's position of wear**
- 4 **Wearer's frame choice**

For more information contact your HOYA Territory Sales Manager or visit www.hoyavision.us.

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