

HOYA

CLEARER  
FASTER

*with Sensity Fast Light Reactive Lenses*



**SENSITY**

**FAST**

*LIGHT REACTIVE LENSES*

# ***SPEED AND QUALITY***

*Sensity Fast* is one of the fastest light reactive lenses, rapidly changing from dark to clear, eliminating that awkward in-between period that most other lenses have - for a seamless experience moving from outdoors to indoors.

## ***CUTTING-EDGE LIGHT REACTIVE LENS TECHNOLOGY***

*Sensity Fast* brings speed to the light reactive lens wearers experience, the result of extensive research and testing.

### ***GIVE PATIENTS WHAT THEY NEED***



#### ***PROTECTION***

Shields them from UV and blue light through the day.



#### ***COMFORT***

No more squinting or covering their eyes in the sun.



#### ***CONVENIENCE***

Eliminates the need to carry multiple pairs of glasses.



#### ***STYLE***

The same high-quality lens in any frame they choose.

## ***WHAT'S IN IT FOR EYE CARE PROVIDERS***

With *Sensity Fast*, you can prescribe the technology your patients want while maximizing your reimbursement. As the ally of the eye care provider, we designed this new product to benefit your practice while ensuring your patients' eye health.

# POSITIONING SENSITY LIGHT REACTIVE LENSES

## Product Features & Patient Benefits

### SENSITY FAMILY FEATURES

- HOYA DNA
- Reduce remakes & redos / returns
- Brand builder for your practice
- Solutions that address real patient needs
- Stabilight Technology
- Deep natural colors
- 100% UV protection
- Blue light protection

#### Sensity Patient Benefits

- Overall performance
- Patients who already enjoy the performance of their current lenses
- Price friendly

#### Sensity Dark Patient Benefits

- Performance in the car
- Extra dark outdoors

#### Sensity Shine Patient Benefits

- Fashion forward
- Appeal to younger patients

#### Sensity Fast Patient Benefits

- Speed when fading back to clear
- Improve first time purchase rate

### SENSITY FAST

### VS. COMPETITOR

### VS. SENSITY

There's a reason it's called Sensity Fast.<sup>1</sup>

Sensity Fast has **47%** faster fadeback from dark to clear than the leading competitor.

Sensity Fast has **77%** faster fadeback than Sensity.

Better. Faster. Clearer.<sup>2</sup>

Sensity Fast lenses are clearer indoors AND more than **1.6** times clearer than the leading competitor after 1 minute of fadeback.

Internal testing results conclude Sensity Fast lenses are clearer indoors AND more than **2.5** times clearer than Sensity after 1 minute of fadeback.

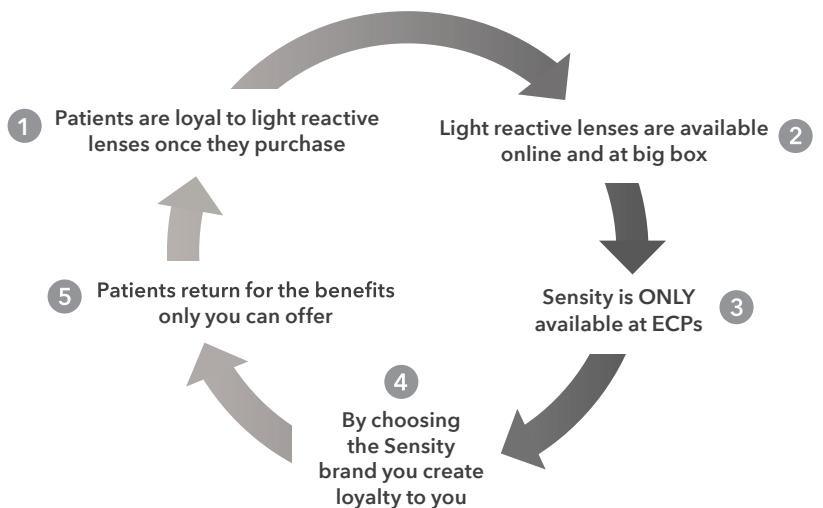
Inherent Blue Light Protection<sup>3</sup>

Sensity Fast has similar blue light protection as the leading competitor.

Sensity Fast has similar bluelight protection as Sensity.

\* Test Sources: 1 Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate time in minutes it takes for lenses in the dark state to fade back to clear at 70% light transmission. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.  
 2 Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate % light transmission at 1 minute (60 seconds) of fadeback. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.  
 3 Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate % of light filtered at 380nm to 460nm. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.

## THE IMPACT OF OFFERING THE RIGHT LIGHT REACTIVE LENSES ON YOUR PATIENTS & YOUR PRACTICE



## SENSITY

FAST

**Sensity Fast:** The fastest Hoya light reactive lens technology available. Cutting-edge speed when fading back from dark to clear. Sensity Fast addresses the age-old patient objection of slow fade back speed. Differentiate your brand with light reactive lenses only you can provide.



*Silver Gray*



*Bronze Brown*

**NEW!**

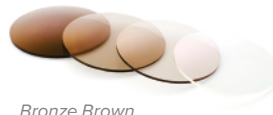


## SENSITY

Make your move towards Sensity light reactive lenses. They stand out with outstanding comfort in all different light situations. Sensity lenses darken outdoors and quickly fade back to exceptionally clear indoors, ensuring comfortable vision in different climates and seasons.



*Silver Gray*



*Bronze Brown*



*Emerald Green*

## SENSITY

DARK

**Sensity Dark:** This product innovation of the Sensity family stands out with extra performance. Sensity Dark lenses deliver extra darkness outside and behind the car window, offering the performance your patients require in their outdoor activities. Indoors they quickly fade back again to exceptionally clear lenses.



*Silver Gray*



*Bronze Brown*



*Emerald Green*

## SENSITY

SHINE

**Sensity Shine:** This product innovation of the Sensity family stands out with extra style. Sensity Shine lenses give your customers an exclusive look thanks to a mirror coating that is more intense in the light yet subtle when indoors. Sensity Shine lenses also deliver extra darkness when outdoors.



*Shine Silver Gray*



*Shine Bronze Brown*



*Shine Emerald Green*

# HOYA

Learn more at [hoyavision.us](http://hoyavision.us)