

HOYA PNX FEATURES AND BENEFITS:

PRODUCT FEATURE	PATIENT BENEFIT	EYE CARE PROFESSIONAL BENEFIT
Lightweight	Improves overall comfort.	Makes it possible to satisfy the most important consumer feature.
Tough and Durable	Eyeglass lenses last longer.	<ol style="list-style-type: none"> 1) Provides your patients with uninterrupted vision by minimizing scratches. 2) Allows you the ability to offer patients today's popular rimless frames with confidence.
Clear Vision	Provides optimal vision.	Provides your patients with unsurpassed optical clarity.
Safety	Enhances patient safety; perfect for all prescriptions. A must for children, sports and industrial applications.	Provides peace of mind knowing your patients' vision is protected.

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One of our greatest inventions is one your patients will barely notice.



Discover why HOYA is the best choice for your practice, your patients, and the future of Independent Optometry, at ecpALLY.com

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THE IDEAL LENS CHOICE FOR EVERY ACTIVE LIFESTYLE

HOYA PNX is a very strong and reliable material, the ideal choice for your customers and their children when it comes to protecting their eyes. Patients want lightweight lenses along with crisp, clear vision. Only HOYA Phoenix™ delivers that, plus the ultimate combination of toughness and scratch resistance.

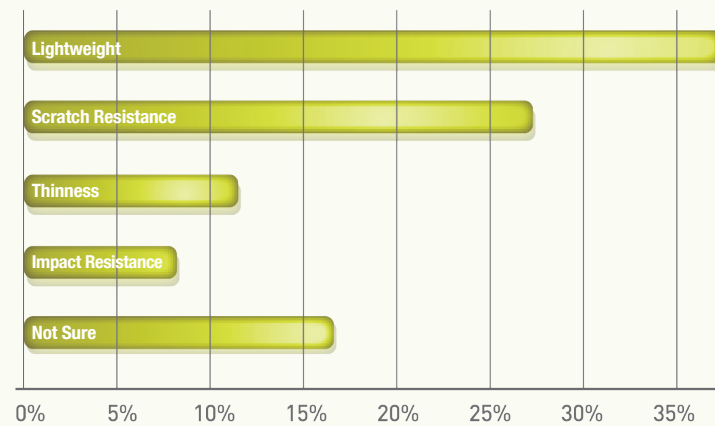


GIVE YOUR PATIENTS WHAT THEY WANT.

Phoenix lenses, especially when combined with SUPER HiVision EX3™ A/R, deliver on the most important consumer demands – lightness and scratch resistance.

IMPORTANCE RANKING

Source: Vision Council of America, Vision Watch Survey of 100,000 respondents

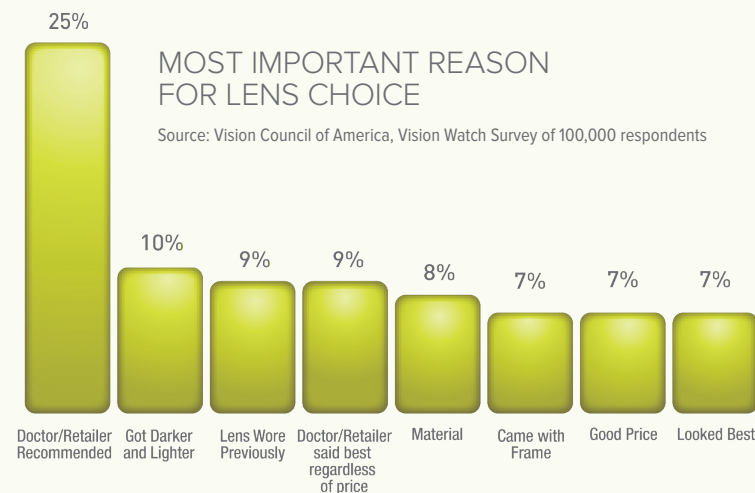


YOUR ADVICE COUNTS.

Patients look to their Eye Care Professional for a recommendation of the latest lens technology. Phoenix provides exactly what your patients are looking for – make the recommendation Phoenix.

MOST IMPORTANT REASON FOR LENS CHOICE

Source: Vision Council of America, Vision Watch Survey of 100,000 respondents



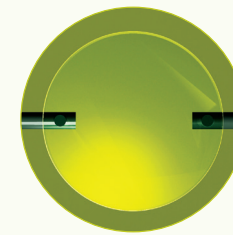
PHOENIX PROVIDES THE PERFECT COMBINATION OF FEATURES AND BENEFITS



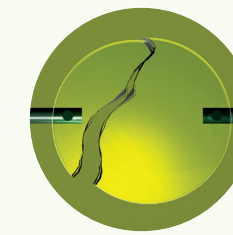
LIGHTWEIGHT:

Phoenix is the lightest lens material available today.

- ▶ Specific gravity of 1.1 g/cm³ (polycarbonate = 1.20 g/cm³)
- ▶ Up to 19% lighter than standard plastic and up to 8% lighter than polycarbonate
- ▶ Up to 20% thinner than standard plastic



PHOENIX

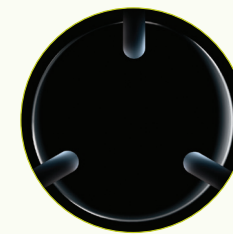


PLASTIC

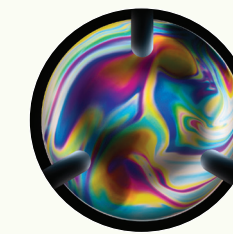
TOUGH AND DURABLE:

Tough enough to withstand virtually anything that your patients can dish out.

- ▶ Automatically includes HOYA Clarity Shield 2 Scratch Protection
- ▶ Superior Tensile Strength: Withstands up to 180 lbs. of pulling force
- ▶ 6 times stronger than standard plastic
- ▶ Chemical and heat resistant



PHOENIX

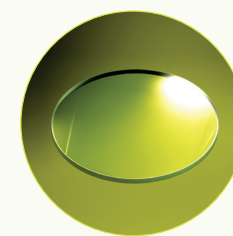


POLYCARBONATE

CLEAR VISION:

Prescribe the lens material choice that gives your patients extremely clear vision.

- ▶ 30% improved Abbe value over polycarbonate (Abbe value of 43 vs. 30 for polycarbonate)
- ▶ Free of internal stresses that cause the color distortion in polycarbonate lenses



PHOENIX



PLASTIC

SAFETY:

Far exceeds FDA impact standards in order to protect your patient's vision.

- ▶ Meets the same industrial safety standards as polycarbonate
- ▶ 60 times more impact resistant than standard plastic
- ▶ Provides 100% UVA and UVB protection