

Step  
into the  
light



**SENSITY**

*LIGHT REACTIVE LENSES*

Stand out with the new Sensity family

**HOYA**



Two new types of light reactive lenses

**Introducing Sensity Dark and Sensity Shine: the next step in light reactive lenses by Hoya. Discover the two new product innovations that deliver more than just exceptional wearer comfort.**

Hoya believes in the field of photochromics. That is why we have been striving to develop the best possible photochromic solutions since 1969. In line with that tradition we have added two new products to our Sensity family that will impress your patients and help grow your business.

### Sensity Dark and Sensity Shine:

- Next generation technology
- Extra darkening outside
- Lenses darken behind the car window
- 100% protection against UV rays
- Reduce glare

## Sensity lenses differentiate themselves with unique and distinctive elements.



*Emerald Green*

### Sensity Dark stands out with extra performance

Sensity Dark lenses deliver extra darkness outside as a reaction to UV light and visible light, offering the extra performance your patients require in their outdoor activities. The lenses even darken behind the car window. When your patients experience super-intense light or high temperatures, Sensity Dark lenses bring ultimate comfort. Another impressive feature: the lenses fade back to full clarity indoors. This is new and different!



*Bronze Brown*

### Sensity Shine stands out with extra style

Sensity Shine lenses also deliver extra darkness when outdoors in a unique way. They give your patients an exclusive look thanks to a mirror coating that is more intense in the light yet subtle when indoors. Shine is great for patients who are attracted to a more trendy and fashionable lens. Shine is ideal for patients who also value technology. The mirror coating and excellent darkening technology is the reason Shine embodies the evolution of the sun lens.



*Silver Gray*

### Sensity stands out with outstanding comfort

We launched our first Sensity lenses with the goal to provide wearers with the comfort they need in all different light situations. Thanks to Stabilight Technology and its other innovations, this breakthrough product is the foundation of the Sensity family.



## The full Sensity family

*"Aesthetically it is a very eye-catching and fashionable lens"*

\* Hoya data on file. Qualitative market research with ECPs about photochromic lenses, Italy, August 2017.

With Dark and Shine, Hoya turns the Sensity family into a strong and unique product category to fit every patient preference. Discover all the high-tech features of these unique Sensity lenses:

- 1 Solid performance in different climates, seasons and conditions due to Stabilight Technology
- 2 Outstanding contrast and glare reduction with Sensity's deep, natural colors
- 3 Different innovative combinations to fit every patient preference

### 1 Stabilight Technology: your invitation to innovation

Stabilight Technology takes Sensity light reactive lenses to new heights. The technology ensures a solid performance in different climates, different seasons and different conditions. Not only do they darken to an attractive category 3 sun lens tint faster than ever before, they also quickly fade back to full clarity as soon as the ambient light intensity diminishes. During these rapid transitions, total UV protection remains in place. As a result, Sensity provides the highest user convenience as well as the best protection.

### Next generation technology

Sensity Dark and Sensity Shine are the new flagships of the Sensity family. The technology represents an exciting new evolution for Sensity: the new lenses achieve greater darkness outdoors while still looking attractive. They even darken behind the car window because they react to a wider light spectrum. You can welcome new patients by offering these new Sensity lenses.





## ... 2 Color outside the lines

Sensity lenses are designed to provide more comfortable vision for people who are sensitive to light. And at the same time, they don't compromise on contrast or color perception. Sensity offers a choice of three deep, natural tints developed by color specialists to harmonize with sun lens trends, for an always fashionable look.

### All good things come in threes

Both art and science go into selecting the optimal colors that will provide ideal contrast and glare reduction without sacrificing precise vision. Hoya found three: a neutral gray tone, a more rich brown and a lively and slightly intense green. The colors have been professionally defined to match fashion trends and to ensure natural color perception and superior contrast handling.

### Sensity Shine has a matching light mirror coating in every color.

The tone of the colors in relation to the photochromic film combined with the light mirror coatings have specific characteristics. Three variations have been chosen to maximize the technical benefits in combination with the color of the lenses and the color of the light mirror coating.



#### Sensity Shine Bronze Brown

Light copper mirror provides extra contrast



#### Sensity Shine Silver Gray

Light silver mirror protects in intense light conditions



#### Sensity Shine Emerald Green

Light blue mirror for highest blue light filtration

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## Combine innovations to fit your customer preferences

Sensity lenses are available in a range of combinations to satisfy all different customer needs. They are specifically tailored for free form and they are compatible with almost all Hoya single vision, bifocal and progressive lens designs. There is always a perfect package for everybody.

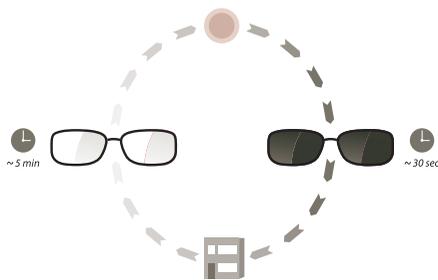


### Precision technology

**Lenses that offer precise vision and durability.**

Sensity light reactive lenses are made with Hoya's proprietary Photochromic Precision Technology. A microscopically accurate spin coating process ensures an even distribution of molecules over the entire lens surface. Superior adhesion is the result. And so: exceptional performance and extended durability.

Sensity lenses integrates seamlessly with Hoya's technology leading, protective lens treatments and anti-reflective treatments, for maximum durability and precise vision.



20% Less Temperature Sensitive



100% Satisfaction Guarantee

### UV and blue light Filtration

**Lenses that provide convenience and comfort from UV and blue light.**

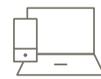
We live in a world filled with UV and High Energy Visible (HEV) blue light and that has an impact on our visual system. Sensity wearers outdoors receive added filtration from these harmful rays while providing comfort from glare and brightness.

Outdoors, in its darkened state, Sensity provides visual comfort from glare and brightness while blocking UV rays and filtering harmful blue rays of light.

Do you have patients who are heavy users of digital devices or on a computer for long periods of time? Add Recharge to Sensity lenses and provide improved contrast and relaxation to the visual system.



Block 100% UVA/UVB Light



2 in 1 blue light filtration



**Introduce your patients to the full range of Sensity light reactive lenses, featuring:**

- 1 Solid performance in different climates, seasons and conditions due to Stabilight Technology
- 2 Outstanding contrast and glare reduction with Sensity's deep, natural colors
- 3 Different innovative combinations to fit every patient preference

**Stand out with the new Sensity family**



**SENSITY**

Feature / Benefit	Sensity	Competing Photochromics
Time to darken	★★★★★	★★★★★
Fades back to clear	★★★★★	★★★★★
Durability	★★★★★	★★★★★
Temperature reactivity	★★★★★	★★★★
UV protection	★★★★★	★★★★★
Darkens in the car	★	★
Blocks HEV blue light	★★★★★	★★★★★

**SENSITY**  
DARK

Feature / Benefit	Sensity Dark	Competing Photochromics
Darkens in the car	★★★	★★★
Fades back to clear	★★★★★	★★★★

**SENSITY**  
SHINE

Feature / Benefit	Sensity Shine	Competing Photochromics
Darkens in the car	★★★	★★★
Fades back to clear	★★★	★★★
Technical benefit maximization	★★★★★	★