



For Immediate Release

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Fashion Forward and Works in the Car!

HOYA Vision Care Canada Launches Two New Light Reactive Lenses – Sensity Dark and Sensity Shine

Mississauga, ON, (June 1, 2018) Independent eye care professionals seeking to “Wow!” patients with the latest in lens fashion and function will be thrilled with Sensity Dark and Sensity Shine. HOYA Vision Care Canada announced today the launch of Sensity Dark and Sensity Shine, extending the Sensity line of brand-differentiating photochromic lens technology. “Sensity Dark and Sensity Shine have distinctive technological advances in their processing and performance that will provide points of differentiation for independents and excite patients,” said Grady Lenski, Chief Marketing Officer of HOYA Vision Care, North America. He continued, “By offering technology that is not available anywhere else, HOYA strives to provide new lens technology that can help independent practices overcome commoditization and price erosion.”

Sensity Dark activates behind the windshield of the car and fades back to full clarity. The lenses are also priced the same as original Sensity. This is a big win for ECPs and patients. “Sensity Dark’s activation and fade back exceed industry expectations. With no price barrier between Sensity Dark and original Sensity lenses, ECPs can provide added value to patients who are looking for a darker lens at a competitive price point,” said Maria Petrucci, Director of Product Marketing.

Sensity Shine also activates behind the windshield of the car, and offers wearers a fashion-forward look with mirror coating. Both art and science went into selecting the optimal colours that provide the ideal contrast and glare reduction without sacrificing precise vision. HOYA found three optimal combinations: a neutral grey tone, a more flamboyant brown and a lively and slightly intense green. The colours have been professionally defined to match fashion trends and to ensure natural colour perception and superior contrast.

Sensity Dark and Sensity Shine wearers will benefit from all of the features in original Sensity such as StablighTM Technology, which ensures the lenses perform consistently in varying climates and temperatures, and has proven to be very popular with wearers.

A full line of free form progressive and single vision lens designs, materials and anti-reflective treatments are available in Sensity Dark, Sensity Shine and Sensity.

Contact your local HOYA Territory Sales Manager to schedule your Sensity Dark and Sensity Shine demonstration and Lunch and Learn.

About HOYA Vision Care Canada

HOYA Vision Care Canada provides precision prescription laboratory services and high quality ophthalmic lenses to Eye Care Professionals across the country. HOYA provides a full range of proprietary lens materials, advanced designs for virtually every sight correction requirement and superior scratch and anti-reflection coatings using HOYA's world renowned Substrate Matching Properties™ processes. For more information, please visit www.hoyavision.ca

About HOYA

Founded in 1941 in Tokyo, Japan, Hoya is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. Hoya is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and HDDs. With over 150 offices and subsidiaries worldwide, Hoya currently employs a multinational workforce of 37,000 people. For more information, please visit <http://www.hoya.com>.

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