

Be your best self with HOYA MySelf.

Hoyalux iD MySelf. Award-winning lenses
for superior vision, near and far.



OPTICIAN
AWARDS
WINNER
2020

Hoyalux iD MySelf
Product of the Year 2020

HOYA
FOR THE VISIONARIES

Some progressive lenses are more progressive than others

Technology affects every aspect of our daily lives. In fact, we live in a world filled with digital devices. While we love the convenience and connection this affords us, the various short viewing distances can be a real pain in the eyes: switching from laptop to mobile, from tablet to laptop to in-car navigation, and so on.

Did you know that most of us spend an average of 8 to 10 hours a day looking at different digital devices?¹ Resulting in irritated eyes, blurred vision, headaches, back, neck and shoulder pain.

And we didn't even mention the world beyond digital screens

Obviously, the world is a lot more than what your arms can reach. Did you know that **9 out of 10 progressive lens wearers long for an easy solution** when updating their progressive lenses?²

Overall satisfaction rate



More than twice as many participants prefer Hoyalux iD MySelf.³

Recommend nothing but the best from HOYA to your patients.

- **Easy switch from far to near**
- **Easy to adapt to**
- **Easy focus on near and far objects**

We at HOYA pay close attention to what patients are saying, to be able to translate this into optical lenses that match their needs. That's the reason why we developed Hoyalux iD MySelf. Recent research³ confirms that Hoyalux iD MySelf brings significant improvements in all the areas that matter for your patients.

¹ Independent research study among Consumers. Data on file HOYA Vision Care 2017.

² Independent research study among Eye Care Professionals and Consumers. Data on file HOYA Vision Care 2019.

³ Internal R&D Research: Performance comparison of iD MyStyle V+ and Hoyalux iD MySelf. Data on file HOYA Vision Care 2019.

Your patients rely on you and your team

A recent independent study² confirms that **93% of progressive lens wearers rely on their Eye Care Professional's recommendation** when updating their progressive lenses.

Recommend nothing but the best from HOYA to your patients.



1. FREE FORM LENS CALCULATION & SURFACING

- Minimises the visual distortion
- Reduces the eye movements required



2. BINOCULAR HARMONISATION TECHNOLOGY

- Improves depth perception
- Enhanced clarity of vision even when there is a prescription difference between the right and left eye



3. 3D BINOCULAR VISION

- Significant reduction of peripheral distortion
- Enhanced focus switch during dynamic activities, even while using digital devices



4. ADAPTEASE TECHNOLOGY

- Unprecedented wide visual fields at all distances
- Optimised intermediate field for the comfortable use of digital devices
- Makes it easy to quickly adapt to the lenses



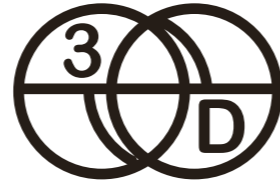
5. HOYA IDENTIFIER

- HOYA's unique and updated consultation tool that ensures the lenses are 100% individualised to each wearer's needs



² Independent research study among Eye Care Professionals and Consumers. Data on file HOYA Vision Care 2019.

Unsurpassed binocular performance



Hoyalux iD MySelf elevates binocular performance to the next level thanks to HOYA's proven Binocular Harmonisation Technology and the **pioneering 3D Binocular Vision**.

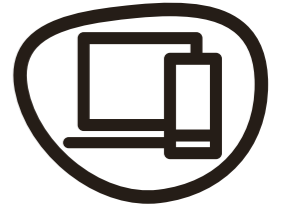
73% of presbyopes have a different prescription for their right and left eyes.⁴ HOYA MySelf takes into account this difference and **balances the additional power difference between the two by utilising the unique Binocular Harmonisation Technology**.

With the addition of the innovative 3D Binocular Vision, HOYA iD MySelf is able to control the unwanted prismatic effect within the periphery of the lens. This allows progressive lens wearers to benefit from significantly reduced distortion and swaying effect along all dimensions.

- Exceptional clarity of vision
- Enhanced focus switch with significantly reduced eye and head movements
- Stable vision with less distortion and swaying effect for easy adaptation between different visual tasks, including the use of digital devices

⁴ Data on file HOYA Vision Care. European progressive lens orders 2007-2013. Comparison images for illustrative purpose only.

Optimised for real-life adventures



Did you know that **9 out of 10 progressive lens wearers believe that easy adaptation is one of the most important benefits²** when updating their progressive lenses?

AdaptEase Technology improves the near and intermediate visual width and gaze transition without influencing the far vision. Thanks to the optimised visual fields, Hoyalux iD MySelf offers a comfortable experience while using digital devices, as well as during many other activities.

- Significantly improved near and intermediate visual fields with no compromise on the far vision
- Optimised intermediate field for the comfortable use of digital devices
- Easy and fast adaptation
- Relaxed eyes even during near tasks

Fig.1



Fig.2



Fig.3



Fig.1 – Standard progressive lens

Fig.2 – Hoyalux iD MyStyle V+

Fig.3 – Hoyalux iD MySelf

Our complete range of progressives

FEATURE	AMPLITUDE TRUEFORM	DAYNAMIC	BALANSIS	iD LIFESTYLE 3/3i	iD MYSTYLE V+	iD MYSELF
Free Form lens calculation & surfacing						
Multiple corridor lengths						
View Xpansion Technology						
Swim and sway reduction						
Position of wear customisation						
Inset optimisation						
Lifestyle customisation						
Binocular Eye Model						
Binocular Harmonisation Technology						
HOYA iDentifier						
3D Binocular Vision						
AdaptEase Technology						



What's on their mind?

A recent **global study**² has shown, how little progressive lens wearers know about personalised progressive lenses. Truth to be told it also has shown, **that personalised progressive lenses are important margin generators for your business.**

In particular:

Only 7% of progressive lens wearers have heard about personalised progressive lenses.²

After a brief introduction to the benefits of personalised progressive lenses 90% of them showed interest.²

What's even more exciting is that 66% of them are willing to pay up to 22% more for personalised Progressive lenses.²

Are you ready to improve that 7%? It's easy! Read on to see how!

² Independent research study among Eye Care Professionals and Consumers. Data on file HOYA Vision Care 2019.

Together. Stronger.

At HOYA, our mission is to help your brand grow and flourish. We are interested in long-term rewarding relationships.

That's why we support you to differentiate your business – with technology, innovation and the best business practice support.

We want your business to thrive.

For more information visit:
www.hoyavision.co.uk

Or contact your Business Development Manager

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