

HOYALUX iD LifeStyle



We've
made it
easy to



share
the
vision



Introducing HOYALUX® iD LifeStyle™

For more information contact: Luzerne Optical Laboratories Ltd at 1-800-233-9637 or on the web at www.LuzerneOptical.com.

HOYA

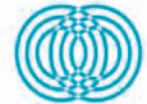


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HOYALUX® iD LifeStyle™

Powered by HOYA Free-Form Design Technology



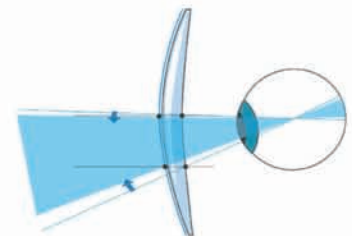
HOYA Free-Form™
Design Technology

HOYA introduces the newest innovation in HOYA Free-Form™ Design Technology. New HOYALUX® iD LifeStyle™, with award-winning Integrated Double Surface technology, now makes it easy for more people to share the vision.

HOYALUX iD
technology separates
the performance
of the front and
back surfaces

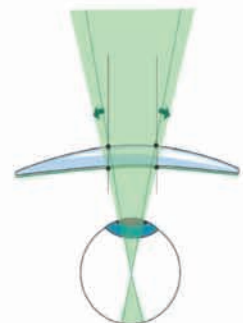
Standardized Vertical Progression on the front surface

- Vertical power progressions on the front surface for reduced eye movement between distance and near
- Lens structure designed to continuously follow the wearer's natural eye rotation
- Uniform curvature of the front surface ensures the same perception for every stage of presbyopia



Customized Horizontal Progression on the back surface

- Utilizes HOYA Free-Form Technology for a completely customized back surface
- Horizontal progressive powers are placed on the back surface for wider visual zones





share
the
vision



Balanced View Control

- Integrates front and back lens surfaces to provide a natural perception of the world around you
- Eliminates the uncomfortable perception of skew distortion and swimming sensations common in other progressive designs



A broad range of HOYA lens materials

Satisfying more patients and lifestyles

HILUX 1.50

Standard plastic lenses for moderate prescriptions

HOYA Phoenix

Safe, tough, light and clear, Phoenix offers the perfect combination of benefits for almost any patient with any lifestyle

EYNOA 1.67

Thin and lightweight lens material with unsurpassed strength and durability

Polycarbonate

Impact resistant and light

Unbeatable HOYA AR coatings

HOYALUX iD LifeStyle includes a choice of two anti-reflective coatings

HOYA Super HiVision

The most scratch resistant AR coating available

HOYA HiVision

with ViewProtect – A durable, high-performing, anti-reflective coating with an easy-to-clean ViewProtect topcoat

Choose the lens design that's right for any frame style

HOYALUX iD LifeStyle 18 mm minimum fitting height for standard frame sizes

HOYALUX iD LifeStyle cd 14 mm minimum fitting height for smaller fashionable frames

Here's what HOYALUX iD LifeStyle technology means to you and your patients

HOYALUX iD LifeStyle

Product Feature	Patient Benefit	Eye Care Practitioner Benefit
Standardized vertical power progression on the front surface	<ul style="list-style-type: none"> Provides for a natural transition between near and distance viewing Reduced vertical head movement Ease of adaptation 	Patients adapt quickly to their new lenses, helping to eliminate complaints
Customized horizontal power progression on the back surface	<ul style="list-style-type: none"> Wide visual zones at all distances 	Minimizes employee time spent dealing with adaptation issues
Balanced View Control	<ul style="list-style-type: none"> Elimination of peripheral swim Elimination of "skew distortion" 	Confidence that you are providing your patients with the most advanced progressive lens technology available
Broad range of lens materials to satisfy more patients and lifestyles	<ul style="list-style-type: none"> Light, comfortable choice of lens materials perfect for each prescription range 	Offer your patient the lightest lens material option, regardless of their prescription

Product Specifications	HOYALUX iD LifeStyle	HOYALUX iD LifeStyle cd
Minimum Fitting Height	18 mm	14 mm
Corridor Length	14 mm	11 mm
Minimum "B" Measurement	28 mm	24 mm
Material Availability	<ul style="list-style-type: none"> 1.50 CR-39 (Clear and Transitions) Polycarbonate Phoenix (Clear and Transitions) Eynoa 1.67 (Clear and Transitions) 	<ul style="list-style-type: none"> 1.50 CR-39 (Clear and Transitions) Polycarbonate Phoenix (Clear and Transitions) Eynoa 1.67 (Clear and Transitions)
AR Coating Availability	<ul style="list-style-type: none"> Super HiVision HiVision with ViewProtect 	<ul style="list-style-type: none"> Super HiVision HiVision with ViewProtect

