

Commercial Guide 2025

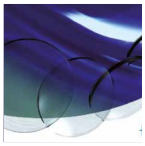
South Africa

HOYA

FOR THE VISIONARIES

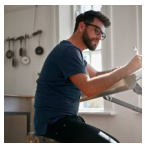
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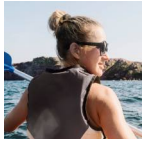

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About Hoya



Hoya's Advanced segments and products

Hoya Corporation is a global leader in Information Technology, Eye Care, Medical Devices and Imaging System. Hoya employs nearly 35000 people in more than 100 subsidiaries across the globe.



Top quality products for total vision care

Hoya has achieved world wide fame for the com plete range of products and services it offers, and has rapidly become a one-stop-shop for various optical practices.

Hoya creates the latest lens designs and applies them to the thinnest and the most durable lens materials. We can then enhance visual comfort even further by adding one of our renowned anti-reflection coatings or other treatments.

Keeping our motto „We care about your eyes" in mind, we offer hi-index materials, advanced surfacing and coating technologies, cus tomised lens designs and exceptional service to meet the changing demands of our customers as well as of our trade partners.

The expertise we have ac cumulated and our atten tion to research and devel opment are our guarantee for value-added spectacle lenses, lenses that not only correct eyesight but also of - fer a natural field of vision and maximum comfort.

Milestones

HOYALUX 3 · HOYALUX SUMMIT · NULUX EP · SUPER · HOYALUX iD · HOYALUX iD MyStyle · LONGLIFE

1941 Establishment of Hoya Corporation

1961 Listing of Hoya on the Tokyo Stock Exchange

1963 The first single layer anti-reflective coating on mineral lenses

1980 The first single layer anti-reflective coating on plastic lenses

1984 Multilayer coatings for plastic and mineral lenses

1987 Introduction of the first Hoya progressive lens

1994 The first progressive design taking eyeball rotation calculations into account

2001 The first single vision design produced with freeform technology

2004 The first integrated double surface design with Hoya's patented iD FreeForm Design Technology

2008 The first 100% personalised progressive lens design that is truly tailored to the individual

2009 The hardest and the most durable anti-reflective coating on the market

2011 Full freeform progressive



THE POWER OF A HARMONIOUS PARTNERSHIP

HOYA+YOU

Freedom

We believe that you should decide what is best for your practice. So we are there for you if you need us – we don't dictate to you what to do.

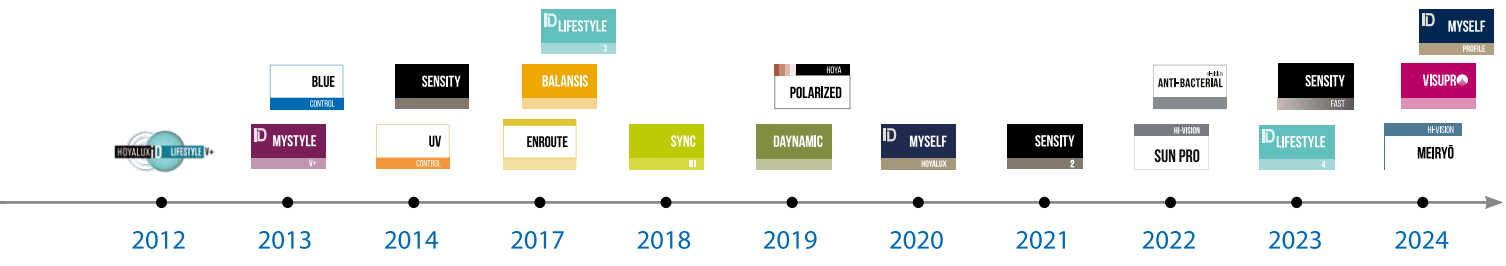
Partnership

At Hoya Vision our mission is to help you build and protect your brand, not to push our own.

Future

Hoya Vision is interested in long-term relationships not short-term deals. That's why we support you to differentiate your business - with technology, innovation and best business practice support.

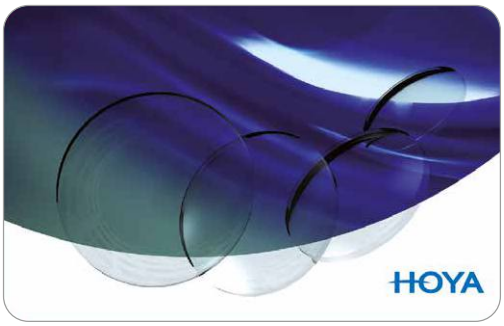
These commitments are not just warm words, they are our promises to you. And that's what "HOYA+YOU" is all about. We are both dedicated the best in service, and if we work together, we can reach a level of performance that benefits us all.



INNOVISION

Hoya Guarantee

Security for you and your customer



PROGRESSIVE LENS NON-ADAPTATION POLICY*

iD MYSELF HOYALUX | iD MYSELF PROFILE | iD LIFESTYLE 4 | BALANSIS | DAYNAMIC

- Within **3 months** from invoice date
- 100% credit on original order when the new order is invoiced. New order will be charged for as normal

*The same **Terms and Conditions** will be applied to **iD LifeSyle V+ X-Act** and **iD LifeStyle V+** that apply to LifeStyle 3 with regards to non-adaptation policies.

SUMMIT TRUEFORM | AMPLITUDE PLUS

- Within **3 months** from invoice date
- Conversion to Single Vision or Bifocal at no charge*.
- Upgrade to a premium product and pay the difference

*A full credit will not be done on Summit or Amplitude lenses. Only a conversion to above products will be allowed

COATING MANUFACTURING DEFECT WARRANTY*

UV CONTROL | BLUE CONTROL | HI-VISION Full Control | HI-VISION MEIRYŌ

36 Months

Industry leading coating warranty!

HARD | HI-VISION PROTECT | HI-VISION SUPER | HI-VISION SUN PRO

24 Months

HOYA MIRROR

12 Months

*Coating warranty only applies to delamination, cracking or peeling

MATERIAL BREAKAGE WARRANTY*

PNX 1.53

We are so confident about PNX that we have a 24 months breakage Warranty

EYAS 1.60 | EYNOA 1.67 | EYVIA 1.74

12 months breakage Warranty

*All material warranties apply to lenses fitted by Hoya staff only.

Please consult our pricing guide for a full range of product warranties and conditions

Single Vision Designs



HOYA
FOR THE VISIONARIES

Single Vision Designs

Individualized Premium

NULUX IDENTITY V+

Nulux iDentity V+ is Hoya's personalised Single Vision lens.

Benefiting from Hoya's Binocular Eye Model, it incorporates asymmetrical aspheric design with right and left lens being calculated independently to optimise clarity of vision, no matter what the position of wear is.


Position of Wear Customisation


Binocular Eye Model


Advanced Aspherization

Premium STRX

NULUX IDENTITY

Nulux iDentity the single vision spectacle lens that does not compromise style for functionality and offers excellent edge-to-edge visual clarity on a thin, sleek-looking spectacle lens, to meet the diverse needs of your patients.


FreeForm Lens Calculation & Surfacing


Advanced Aspherization

Advanced

NULUX TRUEFORM

HILUX TRUEFORM

Nulux TrueForm is HOYA's double sided aspherical lens design optimized on prescription.

- Thinner and flatter lens for a more aesthetic appearance
- Wide field of vision and excellent visual experience
- Suitable for higher power corrections and prescriptions with cylinders.

Hilux TrueForm is HOYA's free-form SV lens with spherical front curvature and inside aspheric/atoric surface, optimized on prescription.

- Wider field of vision and improved aesthetics compared to conventional designs.
- Improved visual experience especially for complicated prescriptions with cylinders


Advanced Aspherization

Standard

NULUX

HILUX

Nulux: Aspherical Single Vision design

- This design allows an esthetically attractive thin lens even in high powers
- Vision on the periphery is wider and magnification is less, compared to spherical design.

Hilux: Hoya's successful spherical lens available in a wide choice of materials and coating treatments.

- Recomended for low spherical prescriptions

Special

SYNC III

Sync III: Hoya's third and improved generation of **accommodative support lenses,** specifically designed to relax the eyes in a digital world. Due to the Binocular Eye Model the right and left lenses work harmoniously together even when there is a difference in the prescription between them.

Primary lens for young people to late 30's, who spend 2+ hours a day looking at digital screens or any near task and/or displays digital eye strain symptoms.


Position Of Wear Customisation


Binocular Eye Model


Ultra Boost


Image Equaliser


Smooth Switch


Auto Adjust

Wearing Benefits



Individualized Premium

NULUX IDENTITY V+

Nulux iDentity V+ is an individualized premium lens that gives you the best possible vision in all directions.

The lenses are tailor-made by using accurate measurements of your face and the chosen frame.

Premium STRX

NULUX IDENTITY

Nulux iDentity:

- Superior edge-to-edge clarity of vision
- Consistent image quality at the periphery of the lens, ensuring clear vision when looking in different directions and changing focus
- Natural-looking eye compared to the conventional lenses
- Flat and sleek looking lenses
- Comfortable vision during intensive visual activities with focus in all directions

Advanced

NULUX TRUEFORM

HILUX TRUEFORM

Nulux Trueform & Hilux Trueform:

- More aesthetically pleasing and thinner compared to standard lenses
- Essential for a comfortable visual experience with complex prescriptions or higher visual expectations

Standard

NULUX

HILUX

Nulux and Hilux:

- Excellent quality of vision for uncomplicated prescriptions
- A perfect choice as entry level lenses

Special

SYNC III

Sync III: Relaxing your eyes in a digital world

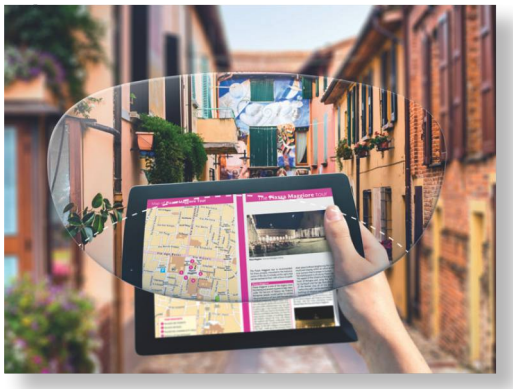
Sync lenses have the distance power for everyday use and a 'boost zone' at the bottom of the lens. This allows the eye muscles to relax and focus more easily, relieving eye strain and enhancing visual comfort during prolonged up close activities such as looking at digital screens, reading or any 'near task' activities.

- Help to prevent or relieve digital eye strain[1)]
- Enhance visual comfort throughout the day

[1)] *Ang C., Dinevski D., Vlasak N., Kok A. Taking the strain. Optician. 05/2017, vol. 253, no. 6600, p. 25-28.*

Features

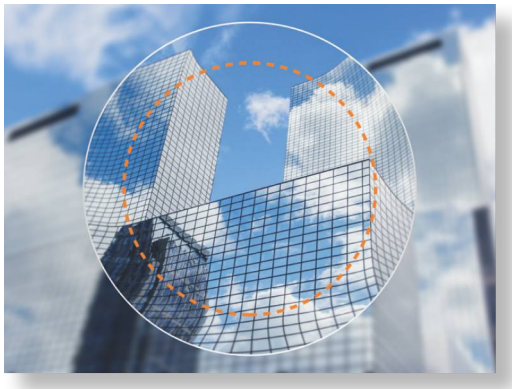
SYNC III



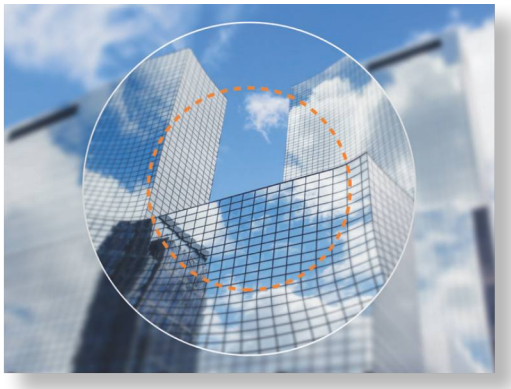
NULUX IDENTITY V+



NULUX



HILUX



Availability

	EYVIA 1.74	EYNOA 1.67	EYAS 2.0 1.60	PNX 1.53	PLASTIC 1.50
SYNC III	■	■	■	■	■
NULUX IDENTITY V+	■	■	■		■
NULUX TRUEFORM	■	■	■	■	■
HILUX TRUEFORM		■	■	■	■

Advanced Focus



Advanced Focus Design

Advanced Focus

VISUPRO

VisuPro advanced focus lenses are specifically designed to offer a holistic solution tailored to the visual needs of patients in their late 30s up to mid 40s experiencing first presbyopic symptoms, providing them with a rejuvenated vision experience, sharp vision and comfortable focus across all distances all day long.

- exceptional clarity of vision and an elegant look
- extreme durability and scratch resistance
- enhanced contrast and glare reduction during the day and night
- Eye strain and fatigue reduction when using digital devices[1]

Focus Max Optimization

Binocular Harmonization Technology

Binocular Eye Model

Individualization

VisuPro advanced focus spectacle lenses provide a rejuvenated vision experience and comfortable vision at all distances, all-day every day, thanks to special designs and applied premium HOYA technologies.

Addressing the needs of 2 different groups of patients experiencing first presbyopic symptoms

VISUPRO ALL DAY

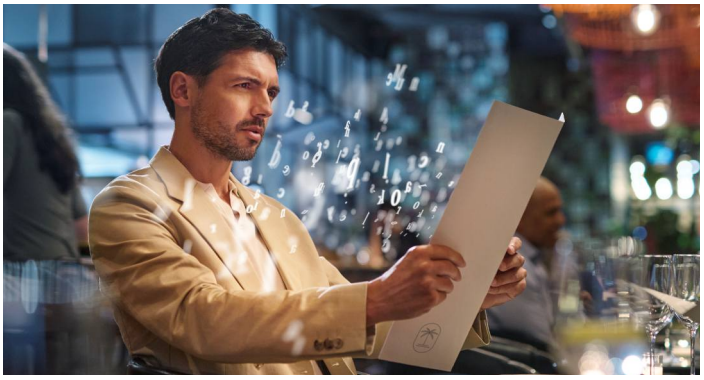
VISUPRO FLEX

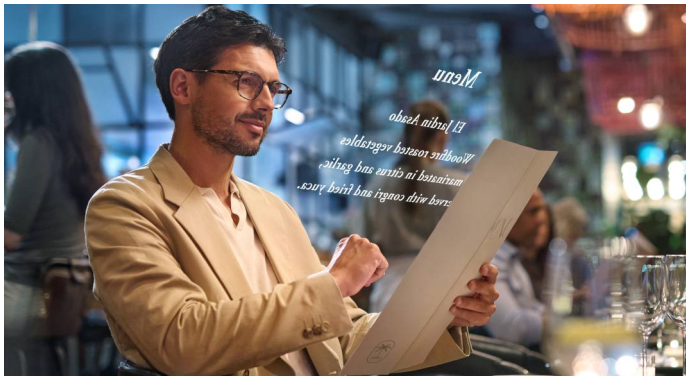
Focus Max Power

VISUPRO ALL DAY		VISUPRO FLEX	
• Type 1 (+0.57D)	• Type 5 (+1.32D)	• Type 1 (+0.58D)	• Type 3 (+0.96D)
• Type 3 (+0.95D)		• Type 2 (+0.77D)	• Type 4 (+1.16D)

For whom

VISUPRO ALL DAY	VISUPRO FLEX
• Existing spectacle lens wearers	• Wearers who use their spectacle lenses primarily for near distance activities
• Spectacle wearers who wear glasses throughout the day	• Emmetropes
	• Contact lens wearers
	• Refractive surgery patients





1. Vlasak N., Dobisch E. Digital eye strain – recognising the symptoms. Optician. 11/2018, p. 34-38.

Wearing Benefits



Advanced Focus

VISUPRO ALL DAY

VISUPRO FLEX

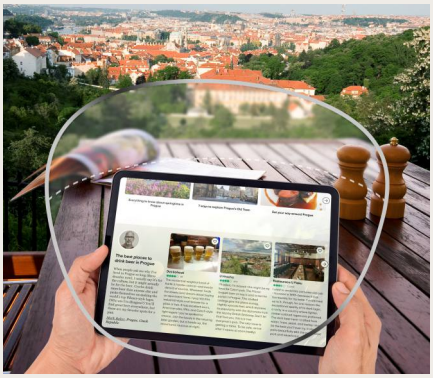
VisuPro spectacle lenses are designed to give you clear, comfortable vision throughout the day, especially for close-up tasks.

- All-day comfort for your eyes
- Clear vision at all distances, especially up-close
- Extra comfort for reading and looking at digital devices
- Help for your eyes to stay strong during long periods of close-up work
- Reduce eye strain and fatigue when using digital devices[1]

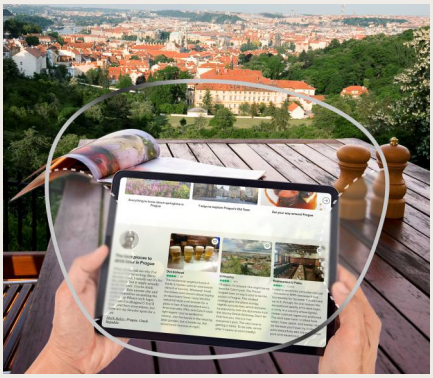
Solutions

VisuPro All Day lenses offer versatile vision correction across all distances, thanks to Focus Max Optimization. This technology ensures clear and comfortable vision for both close-up tasks and digital device use - providing exceptional support throughout the day

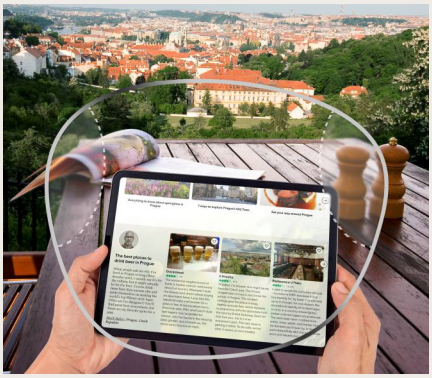
VisuPro Flex offers exceptional support for near vision tasks and digital use, while also addressing vision correction at other distances. This ensures both visual comfort and a stylish look while wearing glasses.



Single Vision lens for reading



VisuPro All Day



VisuPro Flex

Visuals for illustration purpose only

[1] Vlasak N., Dobisch E. Digital eye strain – recognising the symptoms. Optician. 11/2018, p. 34-38.

Indoor Designs



HOYA
FOR THE VISIONARIES

Occupational Lenses

Individualized Premium

HOYALUX iD WORKSTYLE 3

Hoyalux iD WorkStyle 3 is HOYA's individualized premium indoor progressive, tailored to personal working & wearing conditions. With the application of Hoya's unique patented "Binocular Harmonization Technology™", it balances the difference in prescription in each eye, besides it controls the unwanted prismatic effect between the eyes with the "3D Binocular Vision" technology, both satisfying the vast majority of presbyopes who have a different prescription in their right & left eyes. Three designs – Close, Screen and Space – allows for the highest level of individualisation and optimum visual performance next to ideal ergonomic conditions.



AdaptEase Technology | 3D Binocular Vision | Hoya iDentifier / Total Analysis | Binocular Harmonization Technology | Binocular Eye Model | Integrated Double Surface Design | Position of Wear Customisation

Premium

HOYALUX WORKSTYLE BUSINESS

Hoyalux WorkStyle Business is HOYA's premium indoor progressive, offering an extra wide visual perception at work distances; great for near and intermediate zones, up to 400 cm. Crafted with Binocular Eye Model technology, assessing the binocular performance of the lens design providing better comfort and relaxation in all gaze directions.



View Expansion Technology | Binocular Eye Model | Integrated Double Surface Design | Swim And Sway Reduction | Quickfocus

Advanced

HOYALUX WORKSMART ROOM

Hoyalux WorkSmart Room is HOYA's advanced indoor progressive design, offering an extra wide visual perception at work distances; good for near and intermediate zones up to 400 cm.



Swim And Sway Reduction | Quickfocus

Standard

SUPEREADER

SupeReader A/B: is HOYA's entry level indoor degression design, providing dynamic solution for wearers reading regularly and need an increased field of vision even in case of higher addition. Available in 2 degression variations:

- SupeReader A: Degression 0.75 D
- SupeReader B: Degression 1.5 D



Quickfocus

Wearing Benefits



Individualized Premium

HOYALUX iD WORKSTYLE 3

Hoyalux iD WorkStyle 3 is the most personalized indoor progressive lens by HOYA, when mid and near visual tasks are your main priority. It fully takes into account how both of your eyes work together, if you constantly switch from one device to another at the near to far-intermediate distances (up to 6 m), this is the best option for you.

Using Hoya's software, we build your personal vision profile to select the most suitable design for your specific needs.

Premium

HOYALUX WORKSTYLE BUSINESS

Hoyalux WorkStyle Business is HOYA's premium indoor progressive lens design, providing extra wide visual fields for near and intermediate zones. Reading for hours becomes a much more relaxing experience than ever.

- especially suitable for the users of digital devices
- equable and comfortable switching of focus between different distances
- 400: optimal for indoor activities up to 4m (dynamic activities with frequent switching of near/far focus
- 200: wide field of vision for near and intermediate distances up to 2 m, ideal for "sitting work"

Advanced

HOYALUX WORKSMART ROOM

Hoyalux WorkSmart Room is HOYA's advanced occupational lens, providing comfortable vision in near and intermediate field of view. Offering increased sense of stability and clear vision even during any dynamic movement, available in 2 distance variations:

- 400: optimal for indoor activities up to 4m (dynamic activities with frequent switching of near/far focus
- 200: wide field of vision for near and intermediate distances up to 2 m, ideal for "sitting work"

Standard

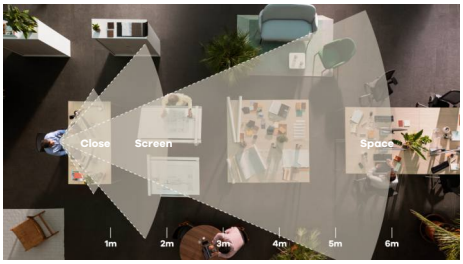
SUPEREADER

SupeReader A/B is the entry-level indoor degression design lens of HOYA for intensive readers. Beneficial for:

- wearers, who want to have more distance coverage as compared to off-the-shelf reading glasses
- for early presbyopes, looking for a more advanced and convenient design instead of reading glasses
- clear and sharp vision
- 2 design variations (B: up to 1.2 m / A: up to 0.6 m)

Features

HOYALUX iD
WORKSTYLE
3





HOYALUX
WORKSTYLE
BUSINESS



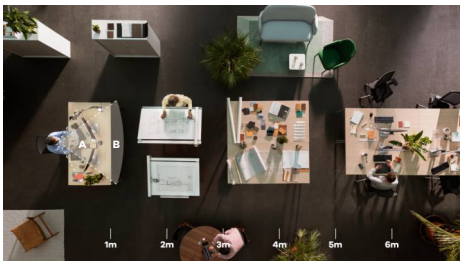


HOYALUX
WORKSMART
ROOM



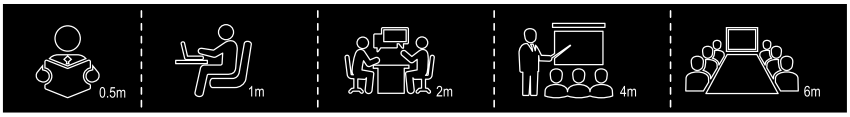


SUPEREADER





Distance coverage



Hoyalux ID WorkStyle 3	Space	up to 6 m
	Screen	up to 2 m
	Close	up to 1 m
Hoyalux WorkStyle Business	400	up to 4 m
	200	up to 2 m
Hoyalux WorkSmart Room	400	up to 4 m
	200	up to 2 m
SupeReader	B	up to 1,2 m
	A	up to 0,6 m

Progressive Designs



HOYA
FOR THE VISIONARIES

Progressive Lenses

Below logos represent some important feautures only, for full feature-list please go to page 23.

Individualized Premium+

Hoyalux iD MySelf is the most premium personalized progressive lens from HOYA, combining pioneering technologies with people based innovation. A 100% individualised solution to ensure excellent performance during all activities. Helping the wearer to be the very best version of himself.



Integrated Double Surface Design | Binocular Harmonization Technology | Hoya iDentifier | Auto Adjust | 3D Binocular Vision | Lifestyle customization | AdaptEase Technology

Individualized Premium

Hoyalux iD MySelf Profile provides the most optimized visual performance by matching a suitable lens design through a short consultation process thanks to 5 pre-defined designs. With the latest HOYA progressive lens technologies, users get comfortable vision not only when switching visual focus at a distance, but also during occasional digital usage.



Integrated Double Surface Design | Binocular Harmonization Technology | Auto Adjust | 3D Binocular Vision | Lifestyle customization | AdaptEase Technology

Premium

Hoyalux iD LifeStyle 4 is a premium FreeForm lens that comes in three design variations to better match your customers' vision requirements related to their lifestyle. Equipped with premium technologies for precise and effortless focusing, these lenses respond to today's dynamic, digital world. Above all, they are easy to explain, easy to prescribe and easy to adapt to.

Hoyalux iD LifeStyle 4i even takes individual wearing parameters into account to meet your customers' specific vision conditions.



Binocular Eye Model | Integrated Double Surface Design | Binocular Harmonization Technology | Auto Adjust | 3D Binocular Vision | Lifestyle customization

Advanced

BALANSIS

Balansis provides great visual comfort to carry out all modern everyday activities at every viewing distance. Incorporating three proven Hoya technologies, more wearer's can benefit from wide fields of vision, a secure feeling and an easy adaptation.

- Comfortable switching between far and near vision areas, and wider vision fields
- Wide, clear fields of vision
- Stable image perception when moving around and walking the stairs



Integrated Double Surface Design



Stable View Enhancer



View Xpansion Technology

Standard+

DAYNAMIC

Daynamic is an improved FreeForm standard progressive design with special technology that significantly extends the field of vision for all viewing distances.

- Advanced technologies available to wider client base
- Improved performance over conventional progressive lenses
- Simple fitting procedure
- Fast and easy ordering



Multiple Corridor Lengths



Power Optimiser



View Xpansion Technology

Standard

AMPLITUDE PLUS

Amplitude Plus is an all-around entry-level FreeForm multifocal lens, offering visual comfort and clear focus at all viewing distances. Primarily for those having no unique and special needs in vision correction. Reliable HOYA quality at an affordable price.

- Optimal visual performance for your patient's exact prescription
- 2 corridors for different frame sizes
- Smooth transition from near to far distances compared to bifocals



QuickFocus



QuickScan



Multiple Corridor Lengths

Wearing Benefits

Individualized Premium+



Hoyalux iD MySelf: The best progressive lens from Hoya by far. And near.

- Our most personalized and individualized progressive lens ever
- Designed for the Digital Consumers. Always easy and effortless focusing in a multiscreen environment.
- Perfect depth perception
- Natural visual experience, stable field of vision
- Significantly improved near and intermediate visual fields

Individualized Premium



Hoyalux iD MySelf Profile: exclusive lens that is tailored to the patient's vision needs

- The most optimized visual performance by matching a suitable lens design through a short consultation process
- Easy switching of focus from near to far
- Comfortable vision during occasional use of digital devices
- Distortion and sway effect reduced to the least
- Precise and effortless focusing, depth of vision and stability

Premium



Hoyalux iD LifeStyle 4: Tuned to your daily activities

- Optimised visual acuity and a crisper image perception
- Noticeably more relaxed vision thanks to precise and effortless focusing
- More accurate correction, when considering individual wearing parameters
- Stable vision when using modern, digital devices
- 3 different designs variations ensure the wearers' visual needs and their lifestyle activities are mett
- Easy to adapt to

Advanced



Balansis: Confidence during the day

- Large, clear viewing areas
- Easy switching from far to near viewing areas for an instant focus on digital devices
- Feeling more steady and secure when moving around
- Easy to adapt to

Standard+



Daynamic: A wider view for a wider audience

- Sharp far and near vision
- Large and clear viewing areas
- Wider visual field and precise power distribution

Standard



Amplitude Plus: Clear focus in all distances

- Comfortable, sharp and clear vision
- Excellent price-quality ratio
- Ideal upgrade over conventional progressive lenses

Features

Features	Advantage	AMPLITUDE PLUS	DAYNAMIC	BALANSIS	iD LIFESTYLE 4	iD MYSELF PROFILE	iD MYSELF HOYALUX
Personalized Designs	Design variations to match and support your patients' visual needs based on their lifestyles						●
Smart Analysis	Optimized vision by taking into consideration key factors affecting visual performance					●	●
AdaptEase Technology	Improved width of visual fields within the area in which the power changes, without compromising the far vision					●	●
3D Binocular Vision	Compensates occurrence of unwanted prismatic effects in the peripherical part of the lenses, reducing distortions along the depth direction of the lenses				●	●	●
HOYA iDentifier	Records individual prescription, wearing history, wearing parameters and lifestyle preferences				●	●	●
Binocular Harmonization Technology	Considers the prescription for right and left eye individually as components to calculate the required binocular lens design				●	●	●
Inset Optimization	Precise inset calculation by including monocular PD measurements				●	●	●
Binocular Eye Model	A combination of five binocular evaluation methods assessing the binocular performance of lens designs by this evaluation programme				●	●	●
Lifestyle Customization	Predefined design variations to match your patients' visual needs based on their lifestyles and activities				●	●	●
Auto Adjust	Automatic adjustment of clear area for prescription with oblique astigmatism			●	●	●	●
Integrated Double Surface Design	An integrated double surface design where vertical and horizontal progressive components are distributed to the front and back surfaces of the lens			●	●	●	●
Stable View	A stable image perception in dynamic situation			●	●	●	●
View Xpansion	Maximizing the visual fields to the periphery of the lenses		●	●	●	●	●
Power Optimizer	Design variation based on power		●	●	●	●	●
Multiple Corridor Lengths	A progressive distribution for each frame type	●	●	●	●	●	●
QuicScan	Widens clear near visual field with HOYA's back surface technology by placing the progressive component at the back of the lens	●	●	●	●	●	●
QuicFocus	Calculates the inset accurately by taking into account the total reading power and monocular PD	●	●	●	●	●	●

Materials



HOYA
FOR THE VISIONARIES

Materials

EYVIA 1.74

Ultra-thin, crystal clear and lightweight, Eyvia 1.74 is ideal for customers with higher plus or minus prescriptions offering them natural vision with an elegant look.

As Hoya's thinnest material, it comes only with the most high-end coating and designs.

- Ultra-thin lenses good for rimless and ideal for high prescriptions
- Blocks 100% of harmful UV

EYNOA 1.67

Eynoa 1.67 is a thin and elegant material offering unsurpassed Hoya quality. A superior combination of clarity, comfort and lifestyle with very high heat resistance and incredibly good adhesion.

- Thin lens is recommended for high prescriptions
- Lightweight
- Heat resistant, no warping, suitable for application of color and coatings
- Blocks 100% of harmful UV

EYAS 2.0 1.60

Eyas 2.0 1.60 Hoya's most balanced material; the best seller for more than fifteen years. Still the preferred choice for drilling and nylor, because it is the easiest lens material to process.

- Easy to process, ideal for lower to medium prescriptions
- High Abbe number with low chromatic aberration
- Strong, flexible, easy to drill and groove
- Blocks 100% of harmful UV

PNX 1.53

PNX 1.53 is characterized by exceptional impact resistance, incomparable lightness and excellent optical qualities.

- A great choice for lower to medium power prescriptions
- The lightest plastic material available
- High Abbe number with low chromatic aberration
- Very high impact resistance
- Strong and flexible
- Blocks 100% of harmful UV

PLASTIC UV 1.50

The international standard with UV protection.

PLASTIC 1.50

The international standard. This basic material has proven itself over the years.

Wearing Benefits



EYVIA 1.74

Ultra-high index material for ultra-thin lenses.

- Great choice for prescriptions with high optical power.
- Strong prescription: lens wearers are now free from thick and heavy lenses.
- 100% UV protection

EYNOA 1.67

Eynoa 1.67 is a thin and elegant material of unsurpassed Hoya quality.

- Thinner lenses with strong impact and heat resistance.
- Excellent tintability for fashionable sunglasses.
- Suitable for rimless frames.
- 100% UV protection

EYAS 2.0 1.60

Eyas 2.0 1.60: Hoya's most balanced high index lens material with the largest share on the market for more than fifteen years.

- Both refractive index and high Abbe number provide an optical performance similar to glass lenses.
- Widely recognized as the best material for rimless frames.
- The highest heat resistance and coating compatibility.
- 100% UV protection

PNX 1.53

PNX 1.53 is characterized by exceptional impact resistance.

- The safest material for sports and children.
- High wearing comfort - lightest weight
- Excellent visual perception due to high Abbe-number
- Optimal for rimless and nylor frames

PLASTIC UV 1.50

The international standard with an additional feature:

- Blocks 100% of harmful UV
- Stock: Available with Hi-Vision Meiryo and Hi-Vision LongLife UV Control as of the 1st of April 2024.
- RX: currently only for clear lens in combination with Hi-Vision Meiryo coating

PLASTIC 1.50

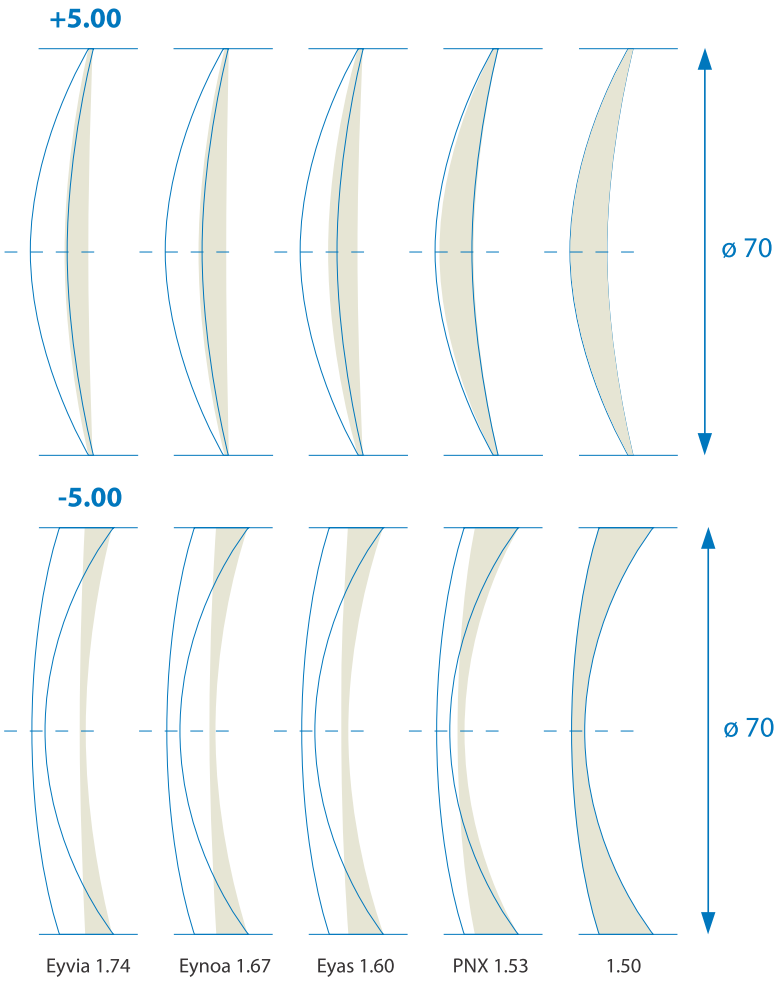
Plastic 1.50: The basic material that suits low powers prescriptions.

- The highest Abbe number guarantees excellent visual experience.
- Not recommended for drilling, i.e. rimless or nylor frames

Features

	EYVIA 1.74	EYNOA 1.67	EYAS 2.0 1.60	PNX 1.53	PLASTIC UV 1.50	PLASTIC 1.50
Lightweight	■■□□□	■■■□□	■■■■□	■■■■■	■■■■□	■■■■□
Thin	■■■■■	■■■■□	■■■□□	■□□□□	□□□□□	□□□□□
Safe	■■■□□	■■■□□	■■■□□	■■■■■	■■□□□	■■□□□
Suitable for high prescription powers	■■■■■	■■■■□	■■■□□	■□□□□	□□□□□	□□□□□
Color fidelity	■■■□□	■■■□□	■■■■□	■■■■□	■■■■■	■■■■■
Easy to process	■■■□□	■■■■□	■■■■■	■□□□□	■■■□□	■■■□□
Recommended for drilling	■■■□□	■■■■■	■■■■■	■■■■□	–	–
UV protection	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■□
Tensile strenght	■■■■□	■■■■■	■■■■■	■■■■□	■□□□□	□□□□□

Thickness comparison



Coatings



HOYA
FOR THE VISIONARIES

Coatings

Elite

HI-VISION
MEIRYŌ

NEW!

ODMA AWARDS OF EXCELLENCE 2023 FINALIST

Hoya's latest innovation, it's most reliable AR coating, providing clarity that lasts

- Exceptional clarity and long-lasting benefits; lowest reflectance, extreme scratch resistance and unmatched durability for care- and glare-free vision
- Easy to clean properties - antistatic, dirt- oil, grease and dust repellent - extending the lifetime of the lens
- 100% UV protection and strongest heat resistance
- Suitable for night driving thanks to antireflective properties



Full Control

HI-VISION
Full Control®

bacteria protective

Having all the features & benefits of Hi-Vision LongLife coating with a special layer, that consists of silver ions, proven to reduce bacterial growth on the lens surface by up to 99.9%**. **HOYA's Anti-bacterial coating** is suitable for healthcare workers, patients suffering from eye infections and all those who want a step ahead to feel safer. Available on HOYA branded RX products, in the following combinations:

- **Hi-Vision LongLife UV Control & Anti-Bacterial coating** (Anti-Bacterial coating combined with UV Control, with all features & benefits of HOYA UV Control)
- **Hi-Vision LongLife UV Control & BlueControl & Anti-Bacterial Coating** (Has the same features as Hi-Vision LongLife UV Control & Anti-Bacterial, improved with BlueControl)

Currently not available in European Union countries & Switzerland, due to recently amended regulatory framework on biocidal products in the EU. We can currently supply only non-EU countries.

Premium

BLUE CONTROL

Hoya BlueControl anti-reflection coating reduces potentially harmful blue light emitted by modern digital devices. This blue light is associated with asthenopic complaints, sleeplessness and poor visual comfort, situations reported by 83% of spectacle wearers in a research.*

BlueControl is particularly beneficial for anyone using digital devices for more than two hours per day.



UV CONTROL

Hoya UV Control is the anti-reflective coating providing 100% protection against harmful UV light in all lens indices, including 1.50. In combination with Hoya's leading Hi-Vision LongLife coating, UV Control helps to protect your patients, and children in particular, from the adverse effects of UV, such as cataract formation and other eye diseases.



Advanced

HI-VISION
SUPER

Hoya's advanced anti-reflective coating

- Super hard – minimizes the risk of scratches
- Super anti-scratch, 3x more than Hoya's standard AR

Available in all plastic materials (stock and Rx) including photochromics



Standard

HI-VISION
PROTECT

Hoya's standard anti-reflective coating

- Eliminates annoying light reflections
- Scratch-resistant and easy-to-clean

Available in Plastic 1.50, PNX 1.53, Eyas 1.60 (stock and Rx) including photochromics



Sunglass

HI-VISION
SUN PRO

Hi-Vision SUN Pro: HOYA's premium coating **for outdoor wear,** providing **better vision experience for tinted and polarised lenses** by improving their: **aesthetic appearance** (eliminating unwanted colourful reflection), visual performance (backside mirror effect) and **UV protection as well as durability** (back- and front-side UV protection across all materials).



* Millward Brown. November 2012.
** Compared to non anti-bacterial lens coating. BOKEN quality evaluation institute's anti-bacterial activity value test results (Staphylococcus aureus and E.Coli).

Wearing Benefits

Elite

HI-VISION
MEIRYŌ

Hoya's latest innovation, it's most reliable AR coating, providing clarity that lasts

- Lowest reflectance, highest scratch resistance and durability for extended lifetime of the lens
- Easiest cleaning - antistatic, water-, dirt-, oil-, grease- and dust repellent - for long lasting clarity, care-and glare-free vision.
- 100% UV protection against potentially harmful UV light, which can affect eye health and strongest heat resistance.
- Suitable for motorists/drivers, etc, due to its extreme antireflective properties - optimized for night driving.

Premium

HI-VISION
Full Control*

Hoya's unrivaled high end anti-reflective coating

- Exceptional scratch resistance: your lenses will be more protected against sratches.
- Water droplets will easily slip down and will not stick on the surface.
- Dust will be also easily removed each time you wipe your glasses.
- It is always easy to clean your lenses.
- Helps to step ahead to feel and keep your vision safer with the reduction of the bacterial growth on the lens surface, both front and back

Special

HI-VISION
LONGLIFE
BLUE CONTROL

Hoya BlueControl

Digital devices such as smartphones, tablets and computers emit blue light, which has been linked to headaches, eye strain and poor sleep. A coating called BlueControl cuts out some of this blue light improving your visual and physical comfort. It is particularly beneficial for those who use digital devices for more than two hours per day.

HI-VISION
LONGLIFE
UV CONTROL

Hoya UV Control

Hoya UV control gives your eyes 360° protection from potentially harmful UV light, which can affect eye health. It helps you to see more clearly and look good by reducing reflections from your lens.



Advanced

HI-VISION
SUPER

Hoya's advanced anti-reflective coating

- Super anti-sratch resistant: minimizes the risk of scratches
- Highly water repellent
- Dirt repellent
- Gives clear and contrasted vision

Standard

HI-VISION
PROTECT

Hoya's standard anti-reflective coating

- Eliminates annoying light reflections and glares
- Water repellent
- Gives natural and clear vision
- Excellent value for money

Sunglass

HI-VISION
SUN PRO

Hi-Vision SUN Pro is a premium coating designed for outdoor use. It provides better vision for tinted and polarized lenses by improving their:

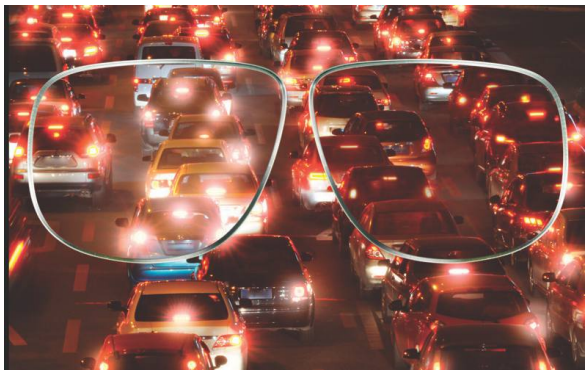
- Aesthetic appearance - Lenses look more attractive and keep their natural color. (Lowest unwanted color reflection)
- Optical performance by reducing image reflections and improving contrast.
- 100% UV Protection from both sides
- Highest durability (HVLL level)

Features

	HI-VISION PROTECT	HI-VISION SUPER	HI-VISION SUN PRO	HI-VISION LONGLIFE BLUE CONTROL	HI-VISION LONGLIFE UV CONTROL	HI-VISION Full Control	HI-VISION MEIRYŌ
anti-reflection	■■■■□	■■■■□	■■■■□	■■■□□	■■■■□	■■■■□	■■■■■
water-repellent	■■□□□	■■■□□	■■■■□	■■■■□	■■■■□	■■■■□	■■■■■
scratch-resistant	■■□□□	■■■■□	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■
dirt-repellent	■■□□□	■■■■□	■■■■□	■■■■□	■■■■□	■■■■□	■■■■■
antistatic	-	-	-	■■■■■	■■■■■	■■■■■	■■■■■
blue light protective	-	-	-	■■■■■	-	■■■■■	-
UV 100% UV protective	-	-	■■■■□	-	■■■■□	■■■■□	■■■■■
bacteria protection	-	-	-	-	-	■■■■■	-

AR coating comparison

The pictures are demonstrating the features of AR coated lens compared to a non AR coated lens.





Special lenses



The Driving lens that takes you places

ENROUTE

Refined Drive View

Ultra-Low Reflection

Glare Filter

Contrast Enhancer

EnRoute lenses are designed specifically for motorists, minimising the stress on the visual system and providing a more comfortable driving experience. Combining a premium single vision or progressive lens design with a specially developed Glare Filter and an optional contrast-enhancing filter, EnRoute lenses offer clear, contrast-rich vision in the far distance, of the dashboard, and in mirrors. Drivers can feel comfortable and confident on the road, whatever the weather or time of day.

Availability:

	PLASTIC 1.67	PLASTIC 1.60
EnRoute Progressive Pro	■	■
EnRoute Progressive	■	■
EnRoute Single Vision Pro	■	■
EnRoute Single Vision	■	■

Wearing benefits

- Reduced glare and reflections from oncoming traffic and streetlights
- Better contrast and brightness experience while driving in low light conditions
- Clear vision in the far distance, the dashboard and in mirrors
- Easy switching between distances
- Relaxed and comfortable driving

See the difference

	Standard	EnRoute	EnRoute Pro
Day			
Night			

All images shown are for illustration purposes only. Actual visual experience may vary due to weather conditions, optometric conditions and/or wearing conditions of the spectacles.

Made to perform better

High-Curved Sport lenses

SPORTIVE



Sportive View



Eye Tracking



Wrap Fit



Asymmetrical Design

Hoya Sportive lenses provide an exceptional level of binocular stability through freeform surfacing. This enables the application of our unique prism and power compensation in any wearing position.

Sportive lenses are available as Polarized, Sensity and in a range of attractive tints to enhance contrast and reduce glare. They also come with impact-resistant options and UV protection.

Availability:	EYAS 2.0 1.60	PNX 1.53	PLASTIC 1.50
Hoyalux Sportive (progressive)	■	■	■
Nulux Sportive (single vision)	■	■	■

Wearing benefits

Sportive lenses are designed for highly curved frames. They use the latest manufacturing and design technology to help you improve your sporting performance through improved vision.

These lenses are ideal for different weather conditions. You can also add tints to them to make your vision more comfortable and protect your eyes.

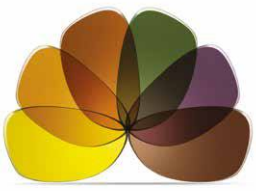
TINTS

SPECIAL

Special Sphere: a new perspective on performance

Function and fashion go hand in hand with Special Sphere, Hoya's range of contrast-enhancing tints. Fine details remain clearly visible when light conditions are far from optimal.

- High contrast vision in all weather conditions
- Suitable for the most diverse activities
- Ample choice for fashion-conscious customers



Special Sphere	Weather condition	Sports indication
Green	☀	
Orange	☁	
Yellow	☁	
Copper	☀	
Brown	☀	
Purple	☀	

Sun Solutions



HOYA
FOR THE VISIONARIES

Sun Solutions



Sensity photochromic lenses

SENSITY 2
LIGHT REACTIVE LENSES



Stabilight Technology™



Natural Colours



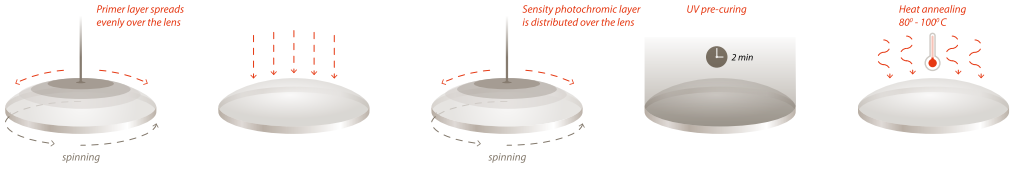
Precision Technology

Hoya Sensity 2 photochromic lenses provide outstanding user comfort.

Sensity 2 light reactive lenses provide excellent performance. They swiftly darken to a category 3 sun tint outdoors and fade back quickly indoors.

Sensity 2 has low temperature dependence and is available in four natural colours (Emerald Green, Silver Grey, Bronze Brown, Oceanic Blue) on a wide selection of Hoya lenses.

Photochromic precision technology



1 Applying a primer layer

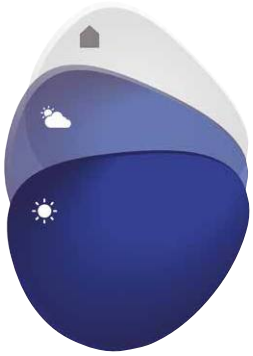
2 Drying the primer layer

3 Applying the Sensity photochromic layer

4 Hardening the photochromic layer

5 Polymerization

Wearing benefits



Sensity light reactive lenses are clear indoors, turn sunglass dark outdoors and quickly fade back to clear when you go indoors.

Available in four natural colours, they give 100% protection against potentially harmful UV light.

Natural colours



Bronze Brown



Silver Grey

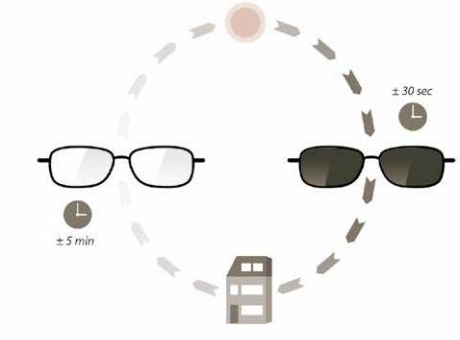


Emerald Green



Oceanic Blue

Light reactive



Sensity Dark and Shine: stylish flagships of the Sensity family

Sensity Dark stands out with extra performance

SENSITY
DARK
LIGHT REACTIVE LENSES

Lenses darken even behind the car window

Sensity Dark lenses deliver extra darkness in the open air as a reaction to UV light and visible light, offering the extra performance your customers require in their outdoor activities.

The lenses even darken behind the car window. It means that when your customers experience super-intense light or high temperatures, Sensity Dark lenses bring ultimate comfort. And most spectacular of all: the lenses fade back to full clarity indoors as never before. Sensity Dark lenses are for consumers who are focused on outdoor activities, driving, living in warm countries and/or are highly sensitive to light.





Step into the light and the lenses react immediately. Changing from a clear lens into a darker one in seconds.

Sensity Shine stands out with extra style

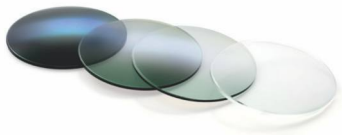
SENSITY
SHINE
LIGHT REACTIVE LENSES

Real alternative to sun lenses

Sensity Shine lenses also deliver extra darkness when outdoors, but in a unique way.

They give your customers an exclusive look thanks to a mirror coating that is more intense in the light yet subtle when indoors.

Sensity Shine is great for customers who are attracted to a more trendy and fashionable lens. Or because of its technical features: Shine embodies the evolution of the sun lens thanks to its mirror coating and its excellent darkening technology.



Sensity Shine Emerald Green - Light Mirror Blue



Sensity Shine Bronze Brown - Light Mirror Copper



Sensity Shine Silver Grey - Light Mirror Silver





Sensity Fast

SENSITY
FAST

- Fastest light adaptive lenses available on the market[2]
- Fades back to half clear already in seconds[3]
- Full clarity indoors[5]
- UV protection and modular (moderate) blue light control[4]
- Available in elegant brown and grey colors

Full clarity indoors[5]

Comfortable vision in any lighting condition

Fades back to half clear in seconds[3]

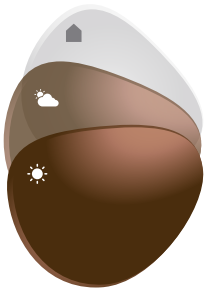
Fastest fading light adaptive lenses available[1]

Sensity Fast Photochromic lenses darken quickly to category 2 sun lens tint outdoors, and fade back to half clear already in seconds outdoors[1-4]. The fastest light adaptive lenses available on the market[2], providing an optimal solution for your dynamic lifestyle.

It is important for a lens to keep up with younger patients busy, active lifestyle, especially if they move frequently between indoors and outdoors. Chilling at home or climbing a mountain? No matter, Sensity Fast light reactive lenses adapt to any light condition extremely quickly, making it unnecessary to change glasses.

Thanks to the fastest fading back speed on the market[2], and its 100% UV protection[4], Sensity Fast unites the benefits of two different lenses into a 2 in 1 solution for your convenience.

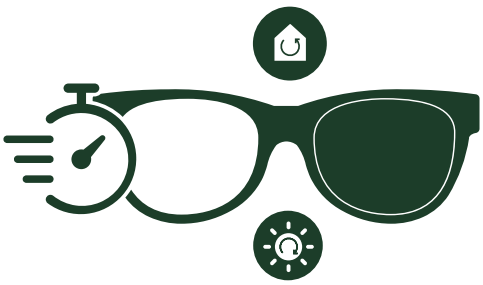
Natural, elegant colors



Brown



Grey



[1] HOYA data on file. Internal Product performance validation Sept. 2022. Up to 27% faster in reaching the half faded back state vs. the fastest fade back of the two leading players in the market (1.6 with AR coating brown).
[2] HOYA data on file. Internal Product performance validation Sept. 2022. Takes less than 50 sec to reach half faded back state starting from 76% (or category 2) max absorption at dark state on 23 °C. (1.6 with AR coating grey)
[3] HOYA data on file. Internal Product performance validation. Sept. 2022. HOYA density at 23 °C: Grey: 76% Brown: 73%. (1.6 with AR coating.)
[4] HOYA data on file. Internal Product performance validation Sept. 2022. According to the UV definition in the EN ISO 8980-3:2022, internal assessment by HVC R&D Laboratories.
[5] HOYA data on file. Internal Product performance validation Sept. 2022. Initial clarity at 23 °C: Grey: 93% Brown: 91%. (1.6 with AR coating.)

Sensity Colours: Celebrate Colour with smart and stylish, light-adaptive lenses

Where style meets functionality



New SENSITY COLOURS

Sensity Colours combines HOYA's pre-tinted colours with HOYA's premium photochromic technology with six solid and gradient tint options, adapting seamlessly to light conditions. These smart lenses enhance both vision and style, allowing patients to stand out effortlessly.

Colour options



Energizing Orange | Aqua Blue | Lovely Pink | Green Zen | Dynamic Yellow | Orange Splash

Specialised for sports

Energizing Orange and Dynamic Yellow (full tint) are designed to enhance visual contrast from a subtle yellow/orange tint, making them **ideal for those who enjoy outdoor activities and sports.**

Features

Swift darkening	Swift darkening to sunglass tinting outdoors[1]
Comfort	Ensures comfort in any light condition
Sensity Fast Grey photochromic layer	Fast Grey photochromic layer providing a neutral true to life visual experience
Fast fading back	Fast responsiveness in changing light conditions[1]
Modular blue light control	Consistent blue light management in all lighting conditions[1]
Precision Photochromic Technology	Microscopically accurate spin coating process to create superior adhesion for prolonged and stable performance
UV protection	100% UV protection against UV-A and UV-B rays[2]

Benefits

- Smart sunglasses that quickly adjust and fade back to different light levels[1]
- Quick darkening to a sunglass tint when outdoors[1]
- True to life visual experience outdoors[3]
- Comfort and protection in any light condition
- 100% UV protection[4]
- Stylish & unique look without compromising on functionality

1. HOYA data on file. HOYA internal Product performance assessment Sensity Colours. 02/2025
2. Mahjoob, M., Heydarian, S. & Koochi, S. Effect of yellow filter on visual acuity and contrast sensitivity under glare condition among different age groups. Int Ophthalmol 36, 509–514 (2016). https://doi.org/10.1007/s10792-015-0154-7
3. Due to grey photochromic layer in activated state
4. HOYA data on file. HOYA internal Product performance assessment. 11/2022. According to the UV definition in the EN ISO 8980-3:2022 standard, internal assessment by HVC R&D Laboratories

Hoya Polarized & Hoya Mirror

Hoya Polarized

HOYA
POLARIZED

100% UV Protection

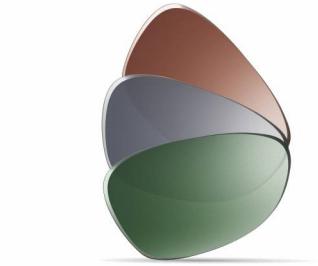
Polarized Film

Fashionable Tint Colours

Hoya Polarized lenses effectively block reflections and eliminate annoying glare from the sun, while increasing contrast, providing better comfort outdoors.

- A polarizing efficiency of over 98 %
- Eliminates glare and unpleasant reflections
- Neutralizes the excessive brightness of sunlight
- 100 % UV-A and UV-B protection
- Three fashionable colors to choose from (grey, brown, and green-grey)*
- Combined with Mirror coating options giving a very wide array of fashionable shiny colors
- Contrast-rich vision
- Suitable for all ages, including children

** Thickness Control Technology: Thinnest Polarized, suitable for Rimless- and Nylor frames. 1.53 only available in grey and brown*





You will benefit from the Hoya Polarized effect if you:

- Are active and like to travel
- Enjoy water & winter sports
- Are sensitive to light
- Want to experience all reach colors of nature.
- Drive often (for daytime driving)
- **Don't want to settle for anything less than the best sun solution**

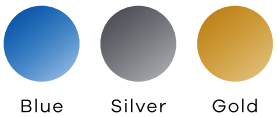
Hoya Mirror

HOYA
MIRROR

Hoya Mirror is a trendy coating option which can be combined with Hoya Sun and Sport lenses, but can be applied to virtually every lens design. Customers who wish to keep up with the latest fashion trends can opt for a Hoya Mirror coating, which is available in three eye-catching colour variations.

Mirror coatings

The Hoya Mirror coating can be ordered in combination with the following tints: **Special SPORT colors; Maroon B UV, C UV and D UV; Granite B UV, C UV and D UV; Green B UV, C UV and D UV; American Gray C UV and D UV.** Mirror Coating can also be ordered on **Polarized lenses.** Lenses ordered with Mirror coating, always come with backside anti-reflection coating.



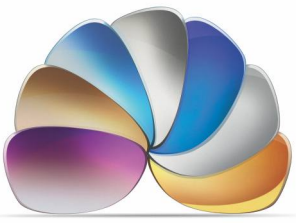
Blue Mirror | Silver Mirror | Gold Mirror

Light Mirror coatings

The Hoya Light Mirror coating can be ordered in combination with the following items: **Sensity Colours lenses, Sensity Dark (this combination is called Sensity Shine) OR Polarized items OR Spectrum Sphere, Special Sphere – Contrast colours and E40** tinted lenses . Light Mirror coated lenses always come with backside anti-reflection coating.



Blue Light Mirror | Silver Light Mirror | Copper Light Mirror | Violet Light Mirror



Digital Customer Experience



HOYA
FOR THE VISIONARIES

Digital Customer Experience



The HOYA customer journey

HOYA APPS

Hoya offers a full range of New Media devices and applications for opticians to enhance the experience of their customers

What should the Customer Journey look like? The entire selling process of the most high end, personalized products doesn't need to be a complicated and boring experience for the patient: Eye Care Professionals now have the opportunity to provide a unique experience to their customers using high-end interactive technology. Through this journey the customers will get a better understanding of the products and lenses of choice and at the same time enjoy the purchasing process through interactive, state-of the-art experience.



Eye exam

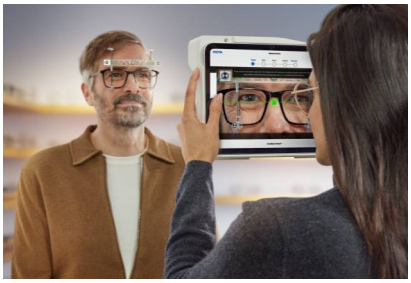


HOYA EYEGENIUS

Refraction in the quality of the future

- Completely new system for measuring and correcting fixation disparity only within 10 minutes
- Additional 60 vision tests for a complete eye examination

Frame selection



HOYA VISUREAL PORTABLE HOYA VISUREAL MOVE AI

The world's first iPad video centration system

- Precise and easy-to-use mobile device
- Determines all required centration values within seconds
- Web-based and uses cloud computing for its calculation
- **VisuReal portable Plus** measures reading distance and inset making the process easier by the AutoShot function
- **VisuReal Move AI:** (as of 09/2024) With AI powered algorithm, trained to reduce manual adjustments, guaranteeing enhanced patient fit and improved long-term comfort.
- Simple, efficient, accurate process.
- Greater user independence
- Fast, precise lens centration



HOYA VISUREAL MASTER HOYA VISUREAL MASTER AI

The centring system of the future

- Easily integrated into any shop
- Face Auto-detection
- Eye tracker option for high ametropia
- Smallest available high-end video centring device with multiple cameras
- Measuring with a smart set-up – precisely and automatically
- No additional centring tools necessary
- All measurement data are determined from one frontal image
- **Visureal Master AI:** extending standard Master's functions with Automatic AI Shape Detection, Colored Image & New User Interface.

Personal needs

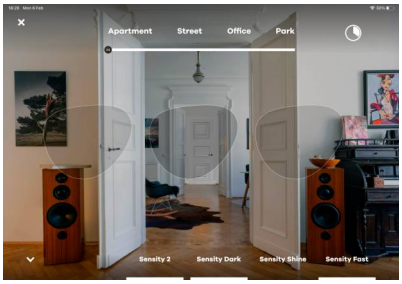


HOYA iDENTIFIER

Personalized visual experience for the most personalized lenses

- The essential consultation tool for the most personalized Hoyalux iD lenses: MySelf, MyStyle V+, LifeStyle 4 and Workstyle 3
- Distant, intermediate and near areas can be independently tailored to the needs of each individual patient
- Takes into account the prescription, lifestyle and frame parameters

Lens choice



HCC 360 — HOYA CC360

Interactive demonstration and consultation app

- A simple way of making the visual effects of different lens options tangible
- Consumer-oriented sales consultation

Order & make



HOYA iLOG

Hoya's Online Ordering System

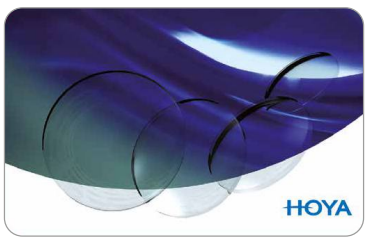
- Web-based online ordering system, no software installation needed
- Always up-to-date with the latest Hoya products and running promotions
- Intuitive, fast and easy to use



Hoya Tracers - Perfect fitting

- Accurately and precisely measures the dimensions of a frame
- Ensures a perfect mounting of the lenses, even for high base curve frames
- Easy-to-use

Pick up & after care



Hoya Guarantee Card

- Certifies that your lens is original Hoya lens
- Contains all the important information about your lens and Hoya guarantee terms

Contact

Need support? Get in touch and we'll be more than happy to assist you with more information

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