

SENSITY

FAST

Sensity[®] Fast

Fastest light-adaptive lenses available¹



HOYA
FOR THE VISIONARIES



Speed and quality

Sensity® Fast is one of the fastest light-adaptive lenses, rapidly changing from dark to clear, eliminating that awkward in-between period that most other lenses have – for a seamless experience moving from outdoors to indoors.



Cutting-edge light-adaptive lens technology Now available in cutting-edge designs

Sensity Fast brings speed to the light-adaptive lens wearers experience, the result of extensive research and testing. **Sensity Fast is now available in HOYA's premium iD technology designs**, including iD MyStyle® 3, iD LifeStyle® 4, and iD WorkStyle® 3 (Space, Screen, Zoom)*.

Please see the HOYA Technology Reference Guide for more details and additional availability.

Give patients what they need



Protection

Shields them from UV and blue light through the day.



Comfort

No more squinting or covering their eyes in the sun.



Convenience

Eliminates the need to carry multiple pairs of glasses.



Style

The same high-quality lens in any frame they choose.

What's in it for eye care providers

With **Sensity Fast**, you can prescribe a higher quality lens at a higher reimbursement. As the ally of the eye care provider, we designed this product to benefit your practice while ensuring your patients' eye health.

* iD WorkStyle 3 is available in 1.59 Poly. Additional materials will be added.

Positioning Sensity® light-adaptive lenses

Product features and patient benefits

All Sensity® light-adaptive lenses feature

- Reduce remakes, redos and returns
- Solutions that address real patient needs
- 100% UV protection
- Brand builder for your practice
- Deep natural colors
- Blue light protection

Sensity Fast

- Speed when fading back to clear
- Improve first time purchase rate

Sensity 2

- Overall performance
- Patients who already enjoy the performance of their current lenses
- Price friendly

Sensity Dark

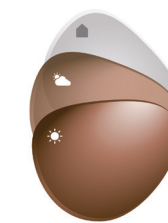
- Performance in the car
- Extra dark outdoors

Sensity Shine

- Fashion forward
- Appeal to younger patients

| Sensity Fast | vs. Competitor | vs. Sensity 2 |
|---|--|---|
| There's a reason it's called Sensity Fast.¹ | Sensity Fast has faster fadeback from dark to clear than the leading competitor. | Sensity Fast has faster fadeback than Sensity 2. |
| Better. Faster. Clearer.² | Sensity Fast lenses are clearer indoors AND more than 1.6 times clearer than the leading competitor after 1 minute of fadeback. | Internal testing results conclude Sensity Fast lenses are clearer indoors AND more than 2.5 times clearer than Sensity 2 after 1 minute of fadeback. |
| Inherent blue light protection³ | Sensity Fast has similar blue light protection as the leading competitor. | Sensity Fast has similar blue light protection as Sensity 2. |

Elegant color options

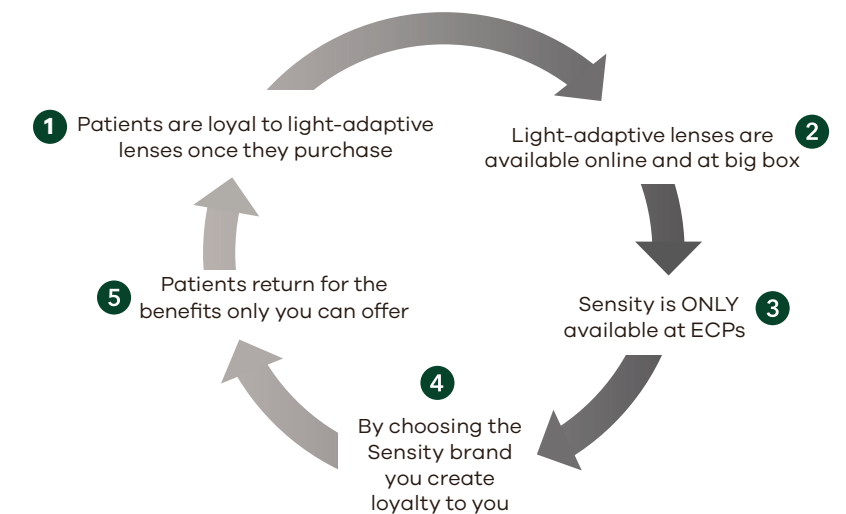


Bronze Brown



Silver Gray

The impact of offering the right light-adaptive lenses on your patients and your practice



1. Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate time in minutes it takes for lenses in the dark state to fade back to clear at 70% light transmission. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.
 2. Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate % light transmission at 1 minute (60 seconds) of fadeback. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.
 3. Internal HOYA testing conducted April 2020. Data on file at HOYA. Values indicate % of light filtered at 380nm to 460nm. Sensity Fast polycarbonate lenses were tested against competitor's generic plastic lenses. Plastic is the only lens substrate provided by the competitor that is standardized.



Sensity® Fast: The fastest HOYA light-adaptive lens technology available. Cutting-edge speed when fading back from dark to clear. Sensity Fast addresses the age-old patient objection of slow fade back speed. Differentiate your brand with light-adaptive lenses only you can provide.

- **Now available in iD premium progressive designs**



Silver Gray

Bronze Brown

SENSITY

FAST



Sensity 2: Provides all-day comfort for light-sensitive eyes, no matter the climate, season, or lifestyle.

- Best balance of fadeback speed and darkness for most patients
- Darkens to a dark category 3 sun tint
- Extremely clear indoors
- **Now Available!** Bifocal polycarbonate only, Gray, Brown, Green, Blue



Silver Gray

Bronze Brown

Emerald Green

Oceanic Blue

SENSITY

2



Sensity Dark: This product innovation of the Sensity family stands out with extra performance. Sensity Dark lenses deliver extra darkness outside and behind the car window, offering the performance your patients require in their outdoor activities. Indoors they quickly fade back again to exceptionally clear lenses.



Silver Gray

Bronze Brown

Emerald Green

SENSITY

DARK



Sensity Shine: This product innovation of the Sensity family stands out with extra style. Sensity Shine lenses give your customers an exclusive look thanks to a mirror coating that is more intense in the light yet subtle when indoors. Sensity Shine lenses also deliver extra darkness when outdoors.



Shine Silver Gray

Shine Bronze Brown

Shine Emerald Green

SENSITY

SHINE

Please contact your HOYA Business Consultant for more information.

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