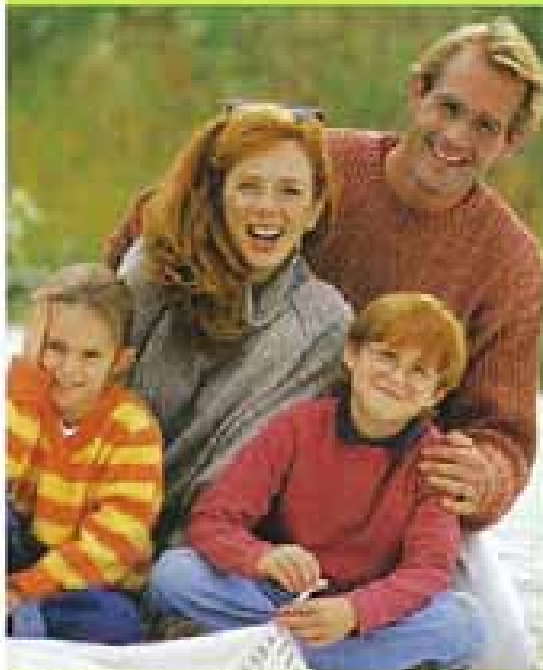


Ask for
Phoenix
by HOYA



Because they rely on you to
make the best decisions for
their vision health care.

HOYA

Who Should You Trust With Your Family's Vision?

An independent Eye Care Professional. Your eyes are precious and routine eye exams are the best way to maintain your family's vision health. Your independent eye care professional will provide your family with the highest standard of vision health care available.

Phoenix Advantages:

- Sharp, clear vision
- Lightest lens material available
- Strength and reliability under all circumstances
- UV protection
- Superior scratch resistance

Phoenix
SAFE, TOUGH, LIGHT & CLEAR.

SCIENCE YOU CAN SEE™

HOYA



Phoenix
SAFE, TOUGH, LIGHT & CLEAR.
SCIENCE YOU CAN SEE™

**The Right Lens
Choice For
Your Family**

HOYA

PHOENIX Lenses by HOYA

Your family relies on and trusts you to make the best decisions for many things, including their vision health care. So, when considering eyeglasses, it is important to know the most important part of any pair of eyeglasses is the lenses.

The PHOENIX lens material is the world's first material to achieve the ultimate combination of features found in any lens. It's safe, tough, light and clear - great for the entire family - adults, teens and children. So, ask your eye care professional if Phoenix is the right choice for you.

The Latest Technology Means Superior Vision

Compared to older technology, Phoenix insures that your eyeglass lenses give you the clearest possible vision - free from annoying distortions and aberrations, common in previous generations of lenses.



PHOENIX lenses are entirely free of the internal stress that causes the color distortion in Polycarbonate lenses.

Your Family Needs Phoenix Lenses Because They are...

Safe - A reassuring concept, especially for active children. Stringent tests have demonstrated the reliability of Phoenix in practice. They far exceed FDA impact guidelines providing an incredibly safe lens for every member of your family. Furthermore, Phoenix blocks 100% of UV rays, protecting the delicate structure of your eyes.

Tough - Phoenix lenses are designed to live up to just about anything your family can dish out. They provide as much as twice the scratch resistance of standard polycarbonate lenses.

Light - Phoenix lenses are the lightest lens material available on the market today. In fact, they are so thin and so light that they almost float on water. This means your eyeglasses will be comfortable in everyday situations and activities.

Clear - Thanks to Hoya's advanced manufacturing processes, Phoenix lenses allow you to see everything clearly at all points through the lens. Hi-Vision anti-glare technology can be added to your Phoenix lenses - permitting more light to pass through the lenses and thereby improving your vision up to 20%.

Phoenix

SAFE. TOUGH. LIGHT & CLEAR.

SCIENCE YOU CAN SEE™

PHOENIX lenses are the perfect choice for every member of your family.

ADULTS

Whether at work or school, active or relaxed, you want sharp, clear vision. Phoenix lenses offer you the highest level of comfort and clarity so that you can be at your best, all day long.



TEENS



With teenagers, it's all about style - and if they're bothered by heavy, uncomfortable eyeglasses, they can't possibly maintain their style. Phoenix will take that bother away. Since they are ultra light and comfortable, your teenagers will forget they're wearing them - they maintain the style and you know that their vision is at its best. Phoenix lenses are also designed to live up to the active lifestyle of today's teens - they are safe and tough.

CHILDREN

Before Hoya introduced the Phoenix lens material, polycarbonate was the lens material typically recommended for children. Today, it's Phoenix. When it comes to your child's vision don't settle for anything but the best. Phoenix far exceeds the FDA's Impact Resistance Standards and also has a scratch resistance rating twice that of polycarbonate. What could be better for your child? Phoenix lenses by Hoya...they're safe, tough, light and clear!

