

YOU MAY BE LOOKING AT SCREENS MORE THAN YOU THINK

Between cellphones, computers, tablets, TVs and other digital screens, the average person spends an average of 8 to 10 hours a day looking at screens.*

Digital eye strain symptoms can present themselves in as few as two hours†. And switching between devices can make matters even worse as your eye muscles never get the chance to relax.

* HOYA Consumer Digital Behavior Study Available October 2017

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

SYNC



SYNC



SEE THE DIFFERENCE

If you focus on digital screens or other near tasks for more than two hours a day, talk to your eye care professional about experiencing a demonstration of SYNC lenses today.

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OUR EYES AREN'T MADE FOR SCREENS



SYNC LENSES ARE

ARE YOU SUFFERING FROM DIGITAL EYE STRAIN?

Most people don't associate seemingly common discomforts with time spent looking at screens. But this increase in screen time means our eyes are working harder than ever to focus, and that causes strain.

Digital eye strain symptoms may include:

TIRED EYES

HEADACHES

**FLUCTUATION OF
(BLURRED) VISION**

IRRITATED EYES

LIGHT SENSITIVITY

Many people will experience multiple discomforts at a time. Luckily, there's something you can do to relieve or avoid digital eye strain.



HOYA SYNC III — LENSES DESIGNED TO RELAX YOUR EYES

HOYA's first generation SYNC was introduced as a lens for people who spend extended periods of time looking at digital screens.

Now, HOYA introduces
SYNC III—the most advanced
design in single vision lenses.

SYNC lenses reduce fatigue and eye strain while increasing the crispness of your vision and are specifically designed for people who spend 2 or more hours a day looking at near objects, like digital screens.

HOW DO SYNC LENSES WORK?

The superior design of SYNC lenses gives you the distance power for everyday use and a 'boost zone' at the bottom of the lens.

The boost zone is an area with an increased amount of relaxing power, which reduces eye strain during prolonged up close activities such as looking at digital screens, reading or any 'near task' activities.

This allows eye muscles to relax and focus more easily, relieving eye strain and providing visual comfort. This is even after several hours looking at near distances.