

Blue Control Lenses

It is now becoming increasingly appreciated that blue/violet light causes glare and discomfort. Modern LED lights and car head lights, phones all produce far more Blue light than the old Tungsten lights of old. This has been linked to Age related macular degeneration, cataracts, migraine, headaches and eye strain.

Using Blue filtered glasses such as Hoya Blue control may well help. I personally wear these and find them very helpful and have reduced my eye strain.

One Manufacture is Hoya. Ask you Optometrist about them.



For that extra comfort in a digital world

Hoya BlueControl is a coating that neutralises the blue light emitted by digital screens, preventing from eye fatigue and eye strain. This keeps the eyes in better condition whilst offering more comfortable and relaxed vision and a more natural colour perception.

BlueControl and Hi-Vision LongLife

BlueControl is offered in combination with Hoya's unsurpassed Hi-Vision LongLife anti-reflection coating. This durable coating layer is up to 7 times more scratch resistant than standard coatings and adds even more comfort to lens wearers.

Benefits

- Neutralises blue light, preventing from eye strain and fatigue
- Reduces glare for more comfortable and relaxed vision
- Better contrast perception offering a more natural colour experience
- Plus all the features of Hi-Vision LongLife!



83% of spectacle wearers experiences eye discomfort using digital devices

The target group

Hoya BlueControl is the optimal solution for the large group of consumers who come into contact with digital screens throughout the day:

- Stay-at-home (smartphones, laptops, tablets)
- Students (smartphones, TVs, laptops)
- Gamers (TVs, flat screen computers)
- Young professionals (laptops, smartphones, tablets, GPS)
- Kids/teenagers (TVs, smartphones, tablets)
- Office workers (flat screen computers)
- Pensioners (TVs, flat screen computers, tablets, laptops)



Hoya's BlueControl places a number of great sales assets at your disposal. It allows you to galvanise both existing and new customers into enjoying extra comfort in a digital world!