



HOYA Corporation announces a new product launch: MyoSmart with D.I.M.S. Technology to reduce myopia progression in myopic children and teenagers

Clinical research shows children wearing the lenses have significantly less myopia progression as compared with those wearing the single-vision lenses.

HOYA Corporation, a key player in the global market for ophthalmic lenses, is proud to announce a new product launch: MyoSmart with D.I.M.S. Technology, a lens for myopia control in children and youth, developed in cooperation with our partner, The Hong Kong Polytechnic University. Wearing defocus spectacles daily significantly slows myopia progression and axial elongation in myopic school children aged 8 to 13, according to a two-year double-blind randomized clinical trial in which 160 Chinese myopic children in Hong Kong participated.

Following the trial, which began in 2014, children wearing defocus lenses had 60 percent less myopia progression and in 21.5 percent of the children the myopia progression halted completely. The findings provide strong evidence that defocus lenses are effective in reducing myopia progression.

In 2012, HOYA Corporation and The Hong Kong Polytechnic University launched a cooperation with the focus on developing a new myopia control lens which is capable of preventing myopia from worsening or slowing down its progression.

Following years of academic studies, product design and clinical research, HOYA Corporation and The Hong Kong Polytechnic University developed a revolutionary spectacle lens, based on a Defocus Incorporated Multiple Segments Technology or “D.I.M.S. Technology,” which successfully won the Grand Prize, Grand Award and Gold Medal at the 46th International Exhibition of Inventions of Geneva in April 2018.

The lens, which has a smooth surface and looks almost identical to a regular lens was presented on the 6 March at a symposium in Shanghai which was organized by Hoya. A second successful symposium for key opinion leaders, “Symposium of Defocus Theory and Clinical Results in Myopia Control,” was held at Hong Kong Hyatt Regency Hotel in April, organized by Hoya Lens HK Ltd. and the Global Marketing team.

Additionally, Hoya Faculty organized an International symposium on myopia, which took place in Budapest in May 2018. There, 11 International and European experts exchanged views and insights on myopia control in general, as well as on our new MyoSmart lens.

These events were attended by more than 40 key opinion leaders and the D.I.M.S. technology was very well received.

MyoSmart lenses will be launched in Hong Kong and China in the summer of 2018. A broader, global launch is slated to begin in 2019/2020.

Fashion Forward and Gets Dark in the Car!

HOYA Vision Care Launches Two New Light Reactive Lenses – Sensity Dark and Sensity Shine

Independent eye care professionals seeking to “Wow!” patients with the latest in lens fashion and function will be thrilled with Sensity Dark and Sensity Shine. Hoya Vision Care announced the U.S. launch of Sensity Dark and Sensity Shine, extending the Sensity line of brand-differentiating photochromic lens technology. “Sensity Dark and Sensity Shine have distinctive technological advances in their processing and performance that will provide points of differentiation for independents and excite patients,” said Grady Lenski, Chief Marketing Officer of Hoya Vision Care, North America. He continued, “By offering technology that is not available anywhere else, Hoya strives to provide new lens technology that can help independent practices overcome commoditization and price erosion.”

Sensity Dark activates behind the windshield of the car and fades back to full clarity. The lenses are also priced the same as original Sensity. This is a big win for ECPs and patients. “Sensity Dark’s activation and fade back exceed industry expectations. With no price barrier between Sensity Dark and original Sensity lenses, ECPs can provide added value to patients who are looking for a darker lens at a competitive price point,” said Maria Petruccelli, Director of Product Marketing.

Sensity Shine also activates behind the windshield of the car, and offers wearers a fashion-forward look with mirror coating. Both art and science went into selecting the optimal colors that provide the ideal contrast and glare reduction without sacrificing precise vision. Hoya found three optimal combinations: a neutral grey tone, a more flamboyant brown and a lively and slightly intense green. The colors have been professionally defined to match fashion trends and to ensure natural color perception and superior contrast.

Sensity Dark and Sensity Shine wearers will benefit from all of the features in original Sensity such as StablighTM Technology, which ensures the lenses perform consistently in varying climates and temperatures, and has proven to be very popular with wearers.

A full line of free form progressive and single vision lens designs, materials and anti-reflective

treatments are available in Sensity Dark, Sensity Shine and Sensity.