

# EX3+ | In Real Life



Durable coating will outlast your cellphone



70% of consumers are irritated from selfies ruined by reflections<sup>1</sup>



7 in 10 consumers get annoyed when their lenses get scratched<sup>1</sup>



60% of consumers want their lives back from the time spent cleaning eyewear<sup>1</sup>



Guard your eyes from the sun at every angle, with 100% enhanced backside UV protection on your lenses.

<sup>1</sup> Independent research study amongst ECPs & consumers from seven countries. Data on file Hoya Vision Care 2019.

NOTE: This is a simplified version of the AR stack that will help patients visualize the benefits of AR by using everyday terms. All HOYA EX3+ AR treated lenses utilize multiple proprietary layers including a special additional layer on the backside of the lens to eliminate UV reflections.