

Increase patient satisfaction with light reactive lenses that live up to the name



**CLEARER
FASTER**

Light reactive lenses are [an ideal prescription sunwear solution](#) for your patients, and yet, 80% of your patients walk out of your practice without light reactive lenses. According to an internal study, the number one reason patients dislike wearing light reactive lenses is because during the first 5 to 10 minutes after returning from outdoor conditions, their lenses remain too dark and they can't see clearly.

How many more light reactive lenses do you think you could sell if we could speed up the fade back time by 25%? Or even 35%? Until now, it was difficult to fight fade back times but with HOYA's new Sensity Fast light reactive lenses, you can expect a fade back 47% faster than any leading competitor on the market*.



*Sensity Fast rapidly changes from dark to clear, achieving 47% faster fadeback than the top selling photochromic lens technology in the market by fading back to clear >1.7 minutes faster, and 77% faster fadeback than the original Sensity® lens by fading black to clear >6.6 minutes faster. Claims are based on internal testing across materials on grey lenses, being the most popular color, fading back to 70% transmission at 23°C.

Sensity Fast lenses help to improve patient satisfaction in three ways:

Speed: Sensity Fast has a 47% faster fade back than the leading competitor.

Innovation: Sensity Fast is an entirely new experience, standing aside from other light reactive lenses.

Quality: Sensity lenses, when matched with HOYA's lens technology, results in approximately 40% fewer remakes when compared to the leading competitor.

Sensity Fast lenses offer 100% protection from harmful UV rays when outdoors and [blue light protection](#) when using digital devices indoors. They provide the convenience of carrying one pair of glasses for indoor and outdoor use, giving patients [the style they want](#) as they move through various environments throughout their day.

Build confidence and grow your practice

Sensity Fast lenses will give you the confidence you need to offer a light reactive lens to the most discerning patients and will also make the patient feel more confident in their purchasing decision. All of this allows for a higher patient satisfaction, which will create more loyalty to your practice and higher number of patient referrals.

Looking for more information?

Check out the HOYA USA Vision Care blog for ECPs:

<https://blog.hoyavision.com/en-us>.