



**Do you want
your glasses to
last you longer?**

**Your solution is
Diamond Finish**

HOYA
Premium Optical Lenses

Diamond Finish multi-coated lenses are 5 times more scratch resistant than standard coatings



Without Diamond Finish multi-coat



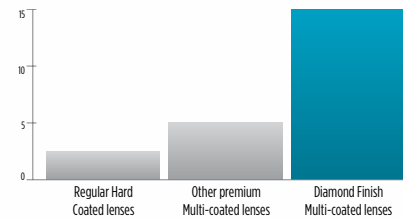
With Diamond Finish multi-coat

The wear and tear of everyday life can scratch and diminish the quality of your glasses. Diamond Finish multi-coated lenses are designed to completely protect you from life's everyday mishaps. The advanced technology of Diamond Finish provides you with the highest scratch resistance available, ensuring long term durability and excellent performance.

Reflections and glare can disturb your vision when outdoors or driving. Diamond Finish will significantly reduce glare and eliminate reflections showing a dramatic improvement when driving at night, offering you increased comfort and safety all day.

Condensation, rain and dirt will regularly come into contact with your glasses, especially if you lead an active lifestyle. Diamond Finish multi-coated lenses offer protection through its unique dirt, water and chemical repellent qualities, ensuring that water and dirt will not affect your vision. The lenses are also much easier to clean, and will stay cleaner for longer.

Scratch Resistance Comparison Test*



- ◆ **Ultimate scratch resistance:** complete protection from damage means your glasses will last you longer
- ◆ **Anti-reflection and anti-glare:** clarity of vision is dramatically improved, especially when driving at night
- ◆ **Increased comfort:** Diamond Finish multi-coated lenses provide relaxed vision, and are comfortable to wear for long periods of time
- ◆ **Condensation Free and Water Resistant:** protection when outdoors or in the rain, with exposure to chemicals having virtually no effect
- ◆ **Durability:** repeated cleaning will not reduce the durability of the lens, guaranteeing your glasses will last the distance
- ◆ **Easy to clean:** your lenses will repel dirt, staying cleaner for longer



**For further information on the advanced
properties of Diamond Finish, please contact
your local eyecare professional**



*COLTS Laboratory Independent Bayer testing-2009