



# Facts

## Simply outstanding progressive lenses

### Introduction

Things couldn't get any clearer than with iD LifeStyle 3 - Hoya's new and improved progressive design that comes with new variations matching your patient's lifestyle. Easy to explain, easy to prescribe, easy to adapt to.

### Our promise

iD LifeStyle 3 lenses will better match your patients' lifestyles. Equipped with premium patented technologies for precise and effortless focusing, it is Hoya's response to changing vision challenges. The three design variations are easy to recommend, they do not require extensive consultation procedures and they provide great adaptation and satisfaction rates.

### For whom

- For wearers who are looking for effortless customization
- For wearers who want to get progressive lenses tuned to their daily activities
- For customers that expect a quick adaptation and an easy wearing experience

### Three designs

<b>1</b>	<b>iD LifeStyle 3 Indoor</b>	Designed for presbyopes who spend a lot of their time indoors, looking at digital devices or reading.	
<b>2</b>	<b>iD LifeStyle 3 Urban</b>	Designed for presbyopes who are active, always on the go but also enjoy reading books and using their digital devices.	
<b>3</b>	<b>iD LifeStyle 3 Outdoor</b>	Designed for presbyopes who primarily wear their correction for distance use, but still require clear vision to see their phone and other near materials.	

### Consumer benefits

- Optimized visual acuity and a crisper image perception
- Noticeably more relaxed vision thanks to precise and effortless focusing
- More accurate correction
- Stable vision when using modern everyday digital devices such as tablets and smartphones