



BluTech: The New Black Enhancing Sports Vision and Performance

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"Through the Lens"

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Have you heard that BluTech is "the new black"? In the fashion industry, black is always in style, and "the new black" is the hottest new thing. In eye care, BluTech is the hottest new thing – in part— because BluTech has a very cool attribute. It is the only lens material that protects the retina from high energy visible light. Also, product availability is deep and wide. Such très chic practicality is sexy to those who care about ocular health. However, medical benefits are only part of the story. BluTech is the "new black" for immediately enhanced visual performance. When you consider golf, baseball, tennis, and other summertime sports, remember to slather on sunscreen and wear your BluTech lenses too!

TRÉS CHIC PRACTICALITY

COOL SCIENCE

Patients worry about sunburn plus skin damage from exposure to UVA and UVB. However, many do not understand the additional risk from visible light. Whereas most UV light is absorbed by surface skin, high energy visible (HEV) blue light actually penetrates the eye, ultimately reaching the light sensitive retina. These HEV rays can irritate inflamed tissue prevalent in conditions like diabetic retinopathy and macular degeneration. Perhaps less serious, yet still annoying, HEV light increases glare. Also, there are reports that blue light exposure at bed time can disrupt sleep patterns.

The good news is a practical solution, a protective lens material. BluTech is derived from the synergy of: a unique substrate, a small amount of melanin, 3- Hydroxykynurenine, a pigment which naturally occurs in the human ocular lens. As a result, patients experience nature's wisdom through durable eyewear. Glare is reduced, the eye is protected and color perception is normal.

LENS BENEFITS

BluTech is a lightweight, comfortable, mid-index, lens material.

- Improves contrast and reduces glare
- Filters UVA and UVB 290 – 400 nm
- Filters HEV blue 400 - 500 nm
- Excellent optics, a 46 abbe value
- Improves visual performance and comfort
- Natural color vision
- High Impact Prescription Lens Material Qualification ANSI Z87.1-2010

BluTech Indoor lenses protect from HEV sources like computer screens and compact fluorescent lights (CFL).

BluTech Outdoor Lenses are polarized without distorting the appearance of digital devices. BluTech Outdoor allows you to read smart phones, fish finders, digital golf accessories and more.

BluTech Lenses is a Registered Trademark of

Eye Solutions Technologies, LLC

23010 North 17th Drive, Suite 6

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PRODUCT AVAILABILITY

Today, you can order BluTech in plano, Single Vision, Flat Top 28 and many progressive designs too. Hoya offers it in their Free Form Array, including variable length corridors and wrap too. You can order the Free Form Single Vision iQ, the anti-eyestrain Sync BKS and the computer lens Tact BKS. Kodak offers BluTech in their Unique HD, Precise PB and PB Short and Single Vision lenses. Signet Armorlite has BluTech in their DirectTek. Shamir features Golf BluTech, plus Autograph II, III, Duo, In Touch, Spectrum, Relax, Office and Workspace computer lenses. Vision plans are involved. VSP offers BluTech in the Unity progressives and CVX near variable focus lenses.

As the vendor list is growing, if you don't see your favorite supplier mentioned talk with your local representatives.

ENHANCED SPORTS PERFORMANCE

Doctors and opticians like the medical edge, however patients love BluTech for improved vision including sports performance. As you evolve your product mix, educate staff and patients. To help you, the following subject matter is organized with sport specific messaging. Use the content for staff training or to create your own patient information sheets.

BLUTECH OUTDOOR POLARIZED – FOR GOLF



Enhanced Vision:

- The best golfing sunglasses absorb blue light, enhancing contrast between the white ball and green terrain while muting a blue or grey sky.
- Polarized lenses reduce glare from horizontal surfaces like water hazards.
- Free Form digital lenses can provide wider clarity and crisper acuity.
- Top Tier Anti-Reflective Treatments repel dust and lint, reduce smudges from sweat and skin oils, plus reduce scratches from dirt and sand. You see your best through scratch free, clear, clean lenses.

Maximum Protection:

- Larger lenses and wrap can protect your eyes from damaging light rays from all angles.
- BluTech is a high impact material.

Comfortable:

- Frames should be lightweight and secure during your set up and swing.

Durable:

- Experience the best lenses with long life of wear. BluTech Outdoor is top quality gear for golf.

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BLUTECH OUTDOOR POLARIZED – FOR DRIVING



Enhanced Vision:

- The best driving sunglasses do not alter color perception for viewing road signs, traffic lights and hazards.
- Polarized lenses reduce glare off road surfaces.
- Free Form digital lenses can provide wider clarity.
- Top Tier Anti-Reflective Treatments repel dust and lint, plus reduce smudging and scratching.
You see your best through clean, clear, scratch free optics.

Maximum Protection:

- Select a frame that does not compromise peripheral vision—critical for avoiding potential hazards.
- Larger lenses and wrap can protect your eyes from UVA, UVB, and HEV at all angles.

Comfortable:

- Relax your eyes by eliminating blinding glare.

Durable:

- Enjoy the best vision and eye protection, plus long life of wear for safe driving.

BLUTECH INDOOR – FOR DRIVING

- Amber toned lenses improve contrast allowing the eye to naturally react to changing light conditions.
- Cut the glare at dusk and during inclement weather without compromising color vision.
- Experience the vision, protection, comfort and durability of BluTech during driving.

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BLUTECH INDOOR – FOR BASEBALL



Enhanced Vision:

- Like many sports played under stadium lights, baseball is subject to a lot of glare.
- BluTech lenses cut glare from lights or overcast conditions, to improve tracking the pop-fly or power-hit line drive.
- The inherent lens pigment heightens contrast for discerning a curveball from an inside fastball without impairing color perception.
- Free Form digital lenses can provide wider clarity and crisper acuity.
- Top Tier Anti-Reflective Treatments repel dust and lint, reduce smudges from sweat, plus reduce scratching. You see your best through clear, clean lenses.

Maximum Protection:

- BluTech is industry rated as a High Impact Prescription Lens Material.

Comfortable:

- Relax your eyes by eliminating blinding glare and enhancing contrast.

Durable:

- Enjoy the best vision and eye protection for safe ball sports.

BLUTECH OUTDOOR POLARIZED – FOR BASEBALL

- During sunny days, polarized lenses reduce unwanted glare while letting in desirable light necessary for sharp vision.
- Larger lenses and wrap can protect your eyes from UVA, UVB and HEV incoming from all angles.
- Experience the vision, protection, comfort and durability of BluTech Outdoor for baseball.

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BLUTECH INDOOR – FOR ONLINE GAMING

Games are often visually demanding, with high definition, fast moving graphics. Furthermore, dry eyes, focusing fatigue, eye strain and exposure to glare can impact your performance.



Enhanced Vision:

- Play to win, minus the visual fatigue from extended battle. BluTech Indoor lenses cut the glare and enhance contrast without impairing color vision. Stoke that competitive edge, your agile responses to dynamic graphics.
- Avoid glare induced headaches from exposure to too much light from intense images.
- Free Form digital lenses can provide wider clarity and crisper acuity.
- Top Tier Anti-Reflective Treatments ensure your lenses are dust and water repellent with resistance to scratching and smudging from eyelashes, eyebrows and skin oils. You see your best through clear, clean, scratch free lenses.

Maximum Protection:

- BluTech protects your eyes from high energy blue light emitted from computers, television screens, tablets, smartphones and other digital devices.
- Gamers blink less during intense viewing. If you select frames that fit closely to your face, then the glasses can prevent air movement from drying your eyes.

Comfortable:

- In addition to cutting glare and protecting your eyes from high energy blue light, some gaming glasses also make images and text appear larger. Low magnifying power can improve ocular comfort while preventing blur from eye strain.
- BluTech is a light weight ophthalmic material. Mount them into lightweight frames for relief during continuous gaming.

Durable:

- Enjoy great optics plus long life of wear. There is nothing better than crystal clear vision while you are in a competitive situation.

THE "NEW BLACK"

For multiple reasons, BluTech is "the new black". Yes, the medical edge is sexy and product availability is convenient. However, patients love improved vision with superior performance. When you evolve your product mix, include sports specific messaging. Create mental connections. These things belong together: Gear for Sports + Sunscreen + BluTech lenses too!

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