



See the **Colors** of Life[®]

Kodak Total Blue Lens

A Digital Reality

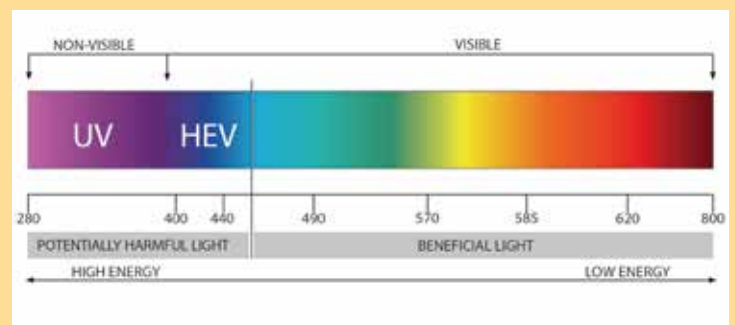
Technology has made a large impact, not only on how we communicate and keep in touch with the world, but also with the amount of devices and time we spend using them. The prevalence of blue-light emitting devices has introduced the potential for another level of vision protection.

Understanding The Color Spectrum

Vision is made up of colors; specifically of a color spectrum. Each color is created by different energy wavelengths measured in nanometers (nm). The high energy end of the visible light spectrum is known as HEV Blue Light. It is the violet/blue band of the color spectrum and may have an impact on eyestrain and overall eye health.*

Kodak Total Blue Lens delivers:

- **Blue Light Filtering:** Filters up to 80% of High Energy Visible (HEV) Blue Light*
- **UV Protection:** 100% protection from direct UV rays
- **Glare Reduction:** Provides protection from glare and reflections caused by digital devices (televisions, computer monitors, handheld devices), LED lighting and energy-efficient compact fluorescent lights (CFLs)
- **Object Recognition:** Helps with object recognition in low-light and night-driving conditions
- **Versatile Options:** Clear and polarized materials in progressive, single vision and computer lens designs
- **Brand Strength:** Kodak is one of the most trusted and recognized consumer brand names

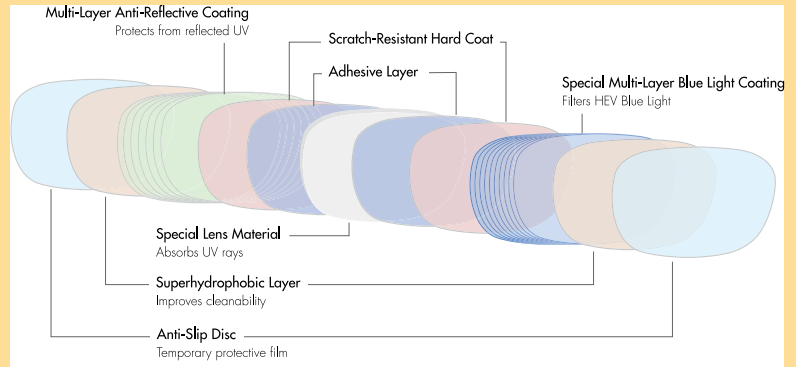


A Hybrid Offering for UV and Blue Light Management

Total Blue Lens is a hybrid of lens material and coating that filters HEV Blue Light and protects against UV rays.

It starts with a special lens material** that is able to absorb 100% of UV rays. A hard coat is applied for scratch resistance. A special 14-layer blue light AR coating is applied to the front of the lens to help filter up to 80% of HEV Blue Light. Backside layers protect from potential reflected UV rays.

Silk™, an ultra-slick top coat, is added over the blue light AR layers for a more durable, easy-to-clean and scratch resistant lens surface.



Product Benefits

For the Patient

- Significantly reduces Harmful Blue Light exposure
- Reduces potential eyestrain and eye fatigue caused by prolonged exposure to Harmful Blue Light
- Provides 100% UV Protection
- Easier to clean for clear, sharp vision
- Accommodates various viewing needs
- Confidence and peace of mind that comes with the trusted Kodak brand name

For the Practice

- Filters up to 80% of HEV Blue Light
- 100% Direct UV Protection
- Options for both indoor and outdoor activities
- **Now with Silk** - ultra-slick top coat for increased durability and cleanability
- Progressive, single vision and computer lens designs to accommodate a majority of patients
- Kodak brand name: exclusively available from independent eyecare professionals

Powered by **Silk**

Availability

Progressive and single vision lenses in:

- Clear poly, 1.56, 1.67 and 1.74 with light blue reflection
- Polarized gray 1.50, poly, 1.67 and 1.74 with blue mirror-like finish

POLY NOW AVAILABLE



*HEV Blue Light designation as 380-440nm based on visible light spectrum of 380-780nm. *Review of Optometry*, February 2014

Watch the Total Blue Demo video on YouTube.



Signet Armorlite, Inc.
800.759.4630
www.signetarmorlite.com

