

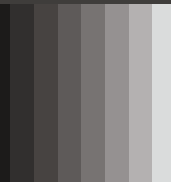
# XTRACTIVE® POLARIZED™

THE ONLY AND BEST  
EVER PHOTOCROMIC  
POLARIZED LENS\*

\*Compared to clear to dark photochromic lenses.



Frames by TALLA® - Lenses Transitions® Gray



Transitions™  
Light  
Intelligent  
Lenses



HOYA

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# DEFY THE GLARE



Frames by TALLA\* - Lenses Transitions® Gray

The **NEW** *Transitions® XTRActive® Polarized™* lens combines the **BEST OF BOTH WORLDS.**

*Transitions XTRActive Polarized* lenses use a breakthrough, exclusive, multi-layer matrix which hosts:

1. New *Transitions XTRActive* broad-spectrum dyes for more darkness.
2. New ultra-fast dichroic dyes for more polarization.



- Achieves up to 90% polarization efficiency<sup>1</sup>
- Blocks 100% UV
- Best blue light protection indoors<sup>2</sup>
- Activates in the car<sup>3</sup>
- New dimension of vision experience:<sup>4</sup>
  - ☐ Sharper vision
  - ☐ Larger view
  - ☐ Vivid colors

**Contact your HOYA Territory sales manager for more information.**

<sup>1</sup> Based on tests across materials on grey lenses @ 23°C, using ISO 12312-1 standard.

<sup>2</sup> Protection from harmful blue light (380nm-460nm) at 23°C among polycarbonate and 1.5 grey lenses in the clear to extra dark photochromic category.

<sup>3</sup> Based on tests across materials on grey lenses, achieving transmission below 45% @ 23°C behind a standard windshield. The lens achieves a polarization efficiency of 30% behind the windshield, which is not classified as being "polarized."

<sup>4</sup> EcoOptics Limited - Prof. Nicholas Roberts, Quantitative study evaluating the visual benefits of the polarization properties of lenses, 2019/2020.