

## For the Patient

- Significantly reduces Harmful Blue Light exposure
- Reduces potential eyestrain and eye fatigue caused by prolonged exposure to Harmful Blue Light
- Provides UV Protection
- Accommodates various viewing needs
- Easy-to-clean for clear viewing
- 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
- Progressive, single vision and computer lens designs to accommodate a majority of patients
- Includes super-slick *Silk* top coat
- Kodak brand name: exclusively available from independent eyecare professionals



Color Guard Lens Technology™ is the proprietary process used in the creation of Total Blue Lenses. The combination of lens material and coating helps protect against UV rays and filters HEV Blue Light.



## Innovation in Spectrum Protection



### Your Success is Our Goal. Supporting The Success of True Eyecare Professionals

Kodak Total Blue Lens is the blue light management lens offering from the Kodak Lens Professional Series.

Kodak Lens Professional Series allows independent eyecare professionals to offer patients a full portfolio of lens products. Patients must visit independent eyecare professionals in order to enjoy the outstanding quality of the Kodak Lens brand.

Kodak Total Blue Lens is exclusively available to Independent Eyecare Professionals

Learn more at:  
[www.KodakLens.com/pro](http://www.KodakLens.com/pro) or [www.SignetArmorlite.com](http://www.SignetArmorlite.com)  
Watch the video demo: [www.youtube.com/watch?v=Gc3ZyhDqbzs](http://www.youtube.com/watch?v=Gc3ZyhDqbzs)



Signet Armorlite, Inc.  
800.950.5367  
[www.signetarmorlite.com](http://www.signetarmorlite.com)



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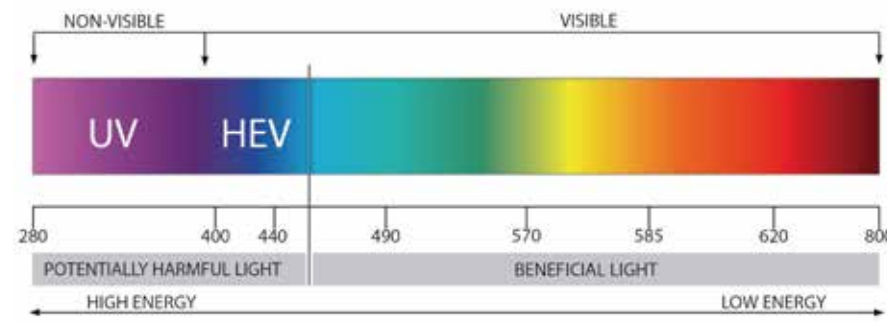
See the **Colors of Life**®

# Kodak Total Blue Lens



## Understanding The Color Spectrum

Vision is made up of colors. To be more specific, vision is made up 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\*.



## See the Colors of Life®



Total Blue Lens filters HEV Blue Light prevalent in many digital devices including computer screens.

- Minimal residual color with a slight blue reflection
- Lens Design Options: Progressive, Single Vision and Computer/Task-Oriented

Total Blue Lens is also available in polarized options for outdoor eyewear.

- Polarized gray with blue mirror-like finish
- Lens Design Options: Progressive and Single Vision

## Total Blue Lens Filtering Harmful Blue Light

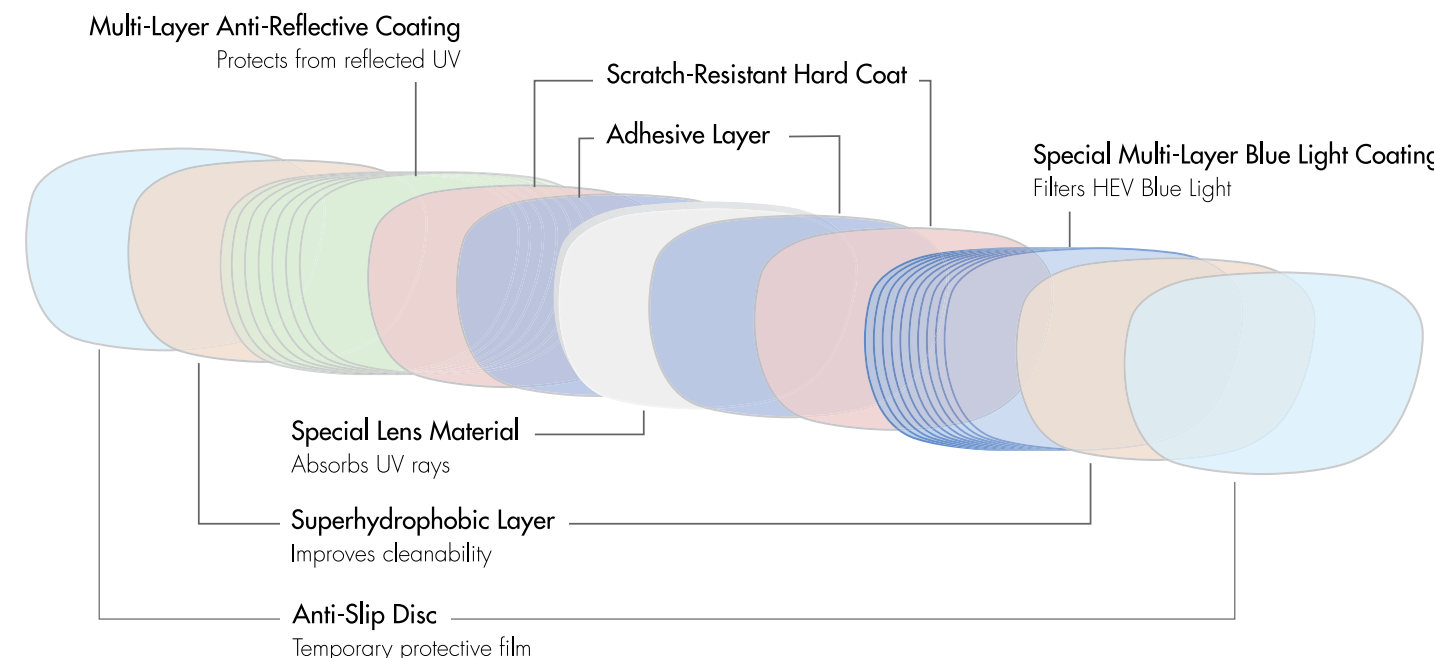
Technology has made a large impact, not only on how we communicate and keep in touch with the world, but also with the amount of devices and time we spend using them. The prevalence of blue-light emitting devices has introduced the potential for another level of vision protection.

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 multi-layer blue light coating is applied to the front of the lens to help filter up to 80% of HEV Blue Light. Additional layers on the backside of the lens provide protection from potential reflected UV rays. An ultra-slick superhydrophobic top layer, *Silk*™, is added on both sides for easy-to-clean lenses\*\*\*.



## Total Blue Lens Availability

LENS DESIGN	LENS MATERIAL							
	Poly*	Clear			Polarized Gray			
		1.56	1.67	1.74	1.50	Poly	1.67	1.74
PROGRESSIVE LENSES	Kodak Unique DRO™ & Unique DRO HD Lenses	✓	✓	✓	✓	✓	✓	✓
	Kodak Unique™ & Unique HD Lenses	✓	✓	✓	✓	✓	✓	✓
	Kodak Precise® PB & Precise Short PB Lenses	✓	✓	✓	✓	✓	✓	✓
	Navigator® FBS & Navigator Short® FBS Lenses	✓	✓	✓	✓	✓	✓	✓
	DirecTek™ & DirecTek Short Lenses	✓	✓	✓	✓	✓	✓	✓
COMPUTER/TASK-ORIENTED LENS	Kodak SoftWear® Lens	✓	✓	✓				
SINGLE VISION LENSES	Kodak PowerUp® Lens	✓		✓				
	Kodak Digital Single Vision Lens	✓	✓	✓	✓	✓	✓	✓
	Single Vision Lens	✓	✓	✓	✓	✓	✓	✓
STOCK LENSES	Kodak Finished Single Vision Lens	✓	1.60					
	Kodak Aspheric Finished Single Vision Lens			✓				

## See the Colors of Life®

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

\* Vision Council, 2016 Digital Eye Strain Report

\*\* Special lens material is only used in clear version of Total Blue Lens.

\*\*\* *Silk* is a super-slick top coat with superior oil, water, dirt, dust and smudge-repellant properties.



\* Total Blue Poly available September 2019. Stock Lens coming 1st Quarter 2020.