



KODAK Total Blue Lens

Today's Digital Lifestyles

Digital technology allows us to connect and stay up-to-date globally. For work or pleasure, the amount of devices and time we spend using them grows every day.

Along with that connectivity comes the increase in exposure to blue light emitting from these same devices. Subjecting our vision to prolonged and close-up emissions may contribute to eyestrain, headaches, sleep disorders and tiredness.

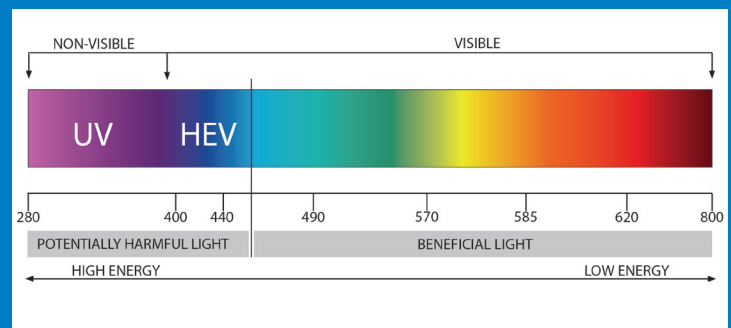
The need to protect our vision from the harmful effects of High Energy Visible (HEV) Blue Light has led to the creation of filtering software, screens and eyewear.

KODAK Total Blue® Lenses provide:

- **HEV Blue Light Filtering:** Up to 80%* indoors and outdoors. Blue light from sunlight, digital screens (televisions, computer monitors, handheld devices), LED lighting and energy-efficient compact fluorescent lights (CFLs)
- **UV Protection:** 100% from direct sun rays
- **Glare and Reflection Reduction:** From shiny and flat surfaces
- **Object Recognition:** Helps with object recognition in low-light, hazy and night-driving conditions
- **Brand Strength:** Kodak is one of the most trusted and recognized consumer brand names

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.*

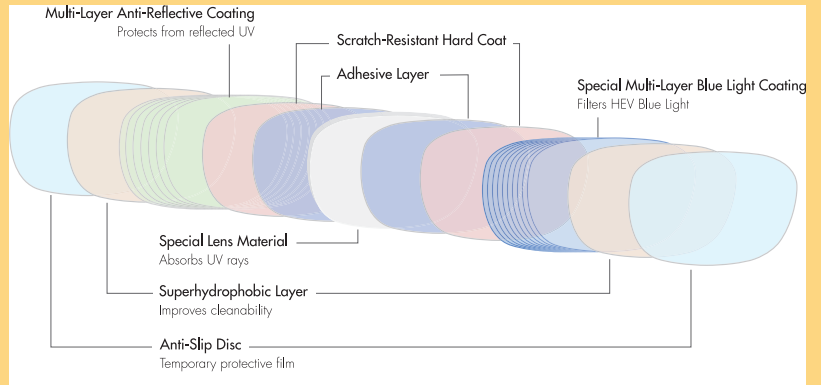


KODAK Lens

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 absorbs 100% of UV rays. A hard coat is applied to both surfaces for scratch resistance and adhesion. Then a special 14-layer blue light AR coating is added to the front to filter up to 80% of HEV Blue Light.

The backside AR layers protect from potential reflected UV rays. Finally, **Silk™**, an ultra-slick top coat, is added over both AR layers for a more durable and easy-to-clean lens surface.



Product Benefits

For the Patient

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

Availability

Single vision, computer and progressive 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



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

** Color Guard Lens Technology™ is used to combine lens material and AR coating to produce the hybrid KODAK Total Blue Lens

[Watch the Total Blue Demo video on YouTube.](#)



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