

THE PROGRAM THAT GROWS WITH YOUR Kids

Make sure to visit your eye care professional to discuss your **substitute pair of lenses** available through Hoya's Eye-M-Growing Kids Program!

Encourage Healthy Vision Habits

To get the most benefit from their lenses, encourage your children to wear and properly care for their glasses.

Here are a few tips to help your kids keep their glasses in tip-top condition:

- Use both hands to put glasses on and take them off.
- Remove smudges and fingerprints with optical lens cleaning cloths – never a shirt or rag.
- For very dirty lenses, rinse them in lukewarm water and pat them dry with a clean, soft cloth.
- Never use the floor as a place to set down glasses. One wrong step and CRUNCH!
- If glasses are not on the face, put them in their eyeglass case.

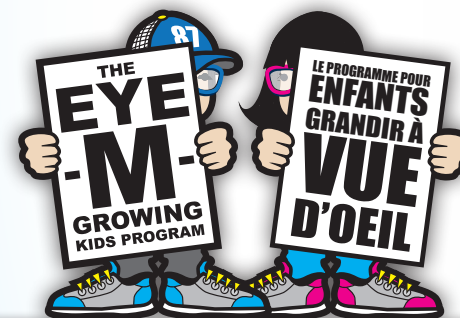
Thank you for choosing HOYA lenses!

HOYA

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LOOKING FOR DURABLE Kids LENSES?

LOOK NO FURTHER



Eye-M-Growing Kids Program

Made for the demands of childhood.

HOYA

The Protection They Need

Kids play hard. That's why it's important to keep their eyes safe every moment of the day.



Impact Protection

Active children need protection from everyday things that can poke or scratch.

- Made with premium lens material, Eye-M-Growing lenses are highly impact resistant and extremely strong.

90% of sports-related eye injuries are preventable with proper eye protection.



UV Protection

Just as skin needs sunscreen to prevent sunburn, children's eyes need protection from harmful ultraviolet (UV) radiation.

- Children's eyes are more vulnerable to sun exposure than adult eyes.

80% of a person's lifetime of UV exposure occurs by age 18.

- Eye-M-Growing lenses block UV rays and protect sensitive young eyes from the sun.

WHY CHOOSE THE EYE-M-GROWING

KIDS PROGRAM?

Tough, Light, and Clear

Benefit from Hoya's lenses — the clear choice for children's eyeglasses!

Your child will benefit from:

- The lightest lens material available
- Superior scratch resistance
- Sharp, clear vision
- Impact resistance
- UV protection

The Eye-M-Growing Kids Program only uses Hoya's state-of-the-art materials, scratch-resistant and anti-reflective coatings to protect your child's vision and your investment.

Comfort They Want

Smaller faces and facial features make wearing eyeglasses more challenging for kids.



Thin and Lightweight

Conventional eyeglasses can feel heavy and awkward on a child's face.

- Eye-M-Growing lenses are extra thin and ultra-lightweight. Kids hardly know they're on their face!

Eye problems can affect physical abilities and athletic performance.

- Eye-M-Growing lenses help keep eyeglasses in place and prevent them from sliding down the nose.



Visual Clarity

Children need visual clarity to thrive in everything they do.

- To study books, view computer screens and read a chalkboard.
- To do fun things like catch and throw a ball and play video games.
- Eye-M-Growing lenses provide unsurpassed optical clarity so that kids can see with detail and precision.

The eyes provide 24 million images in a lifetime.