

# Giving patients consistent vision from one progressive lens to the next

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Connecting to your patients.

Eye care patients often own two pairs of prescription glasses: clear glasses and sunglasses. This allows them to adapt to the environment throughout their day without sacrificing the quality of their eyesight. However, many patients who go from their progressive clear lenses to their progressive sun lenses experience an imbalance.

We've heard it before: "My reading isn't as good in my sunglasses as my clear glasses." The reason? Every progressive lens is unique. That's why HOYA has taken the [iD LifeStyle® 3](#) progressive lens design a step further — now offering it in polarized.

## How to bring balance back to your patients' progressive lenses

With the new announcement that iD LifeStyle® 3 is now available in polarized lenses, you can offer HOYA's premium progressive technologies to your patients in their clear glasses as well as their sunglasses.

Maintaining progressive design consistency allows for a more comfortable adjustment when switching between glasses. Your patients will be able to take advantage of our Integrated Design (iD), dual-sided optics for premium optical clarity, [Binocular Harmonization Technology \(BHT\)](#) for superior reading comfort, and personalization of choosing the best design option to match their lifestyle

iD LifeStyle® 3 offers three unique design options: Indoor (near vision focus), Urban (equal focus on all main vision areas), and Outdoor (primary focus on distance). With this progressive lens, patients experience a clear, relaxed vision for all distances, but why add polarization?

## Why polarized?

[Polarized lenses](#) have the ability to selectively reduce the brightness and intensity of reflected glare to a much larger degree than the surrounding objects. As a result, your sunglasses will provide safer driving, less eye fatigue or eye strain, 100% UV protection, fewer headaches from squinting, and better visibility (especially during sports) — and your patients will thank you.

## Increase patient satisfaction with iD LifeStyle® 3

Offering iD LifeStyle® 3 with the added benefits of a polarized lens will increase patient satisfaction at your practice. Your patients will enjoy optimized progressive clarity, additional comfort in their reading zones, and heightened visibility through their iD LifeStyle® 3 Polarized lenses.

Looking for more information?

Check out the HOYA USA Vision Care blog for ECPs:  
<https://blog.hoyavision.com/en-us>