



YES, I am wearing BluTech Lenses.

YES, I feel the difference.

## Beyond Digital Eyestrain

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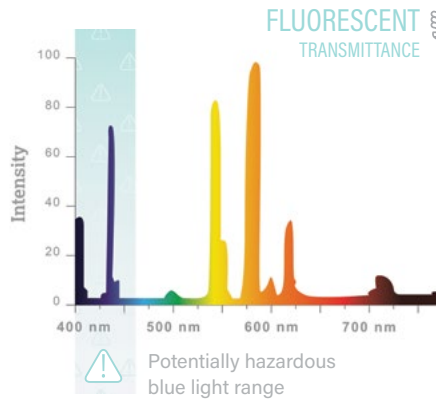
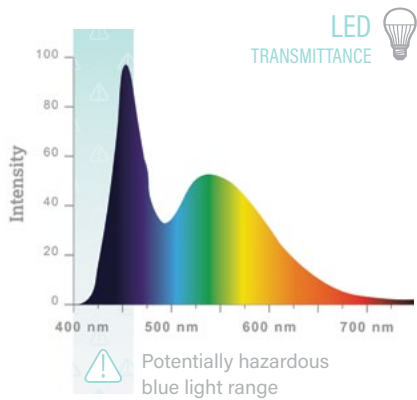
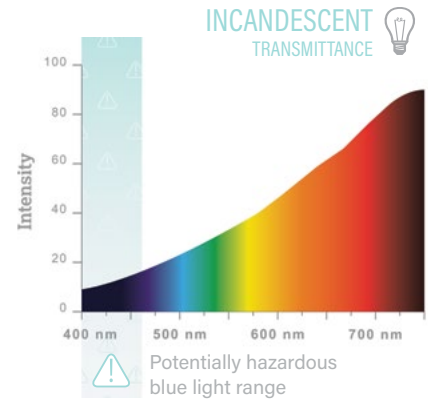
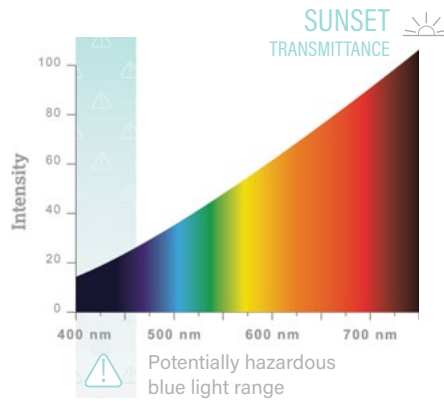
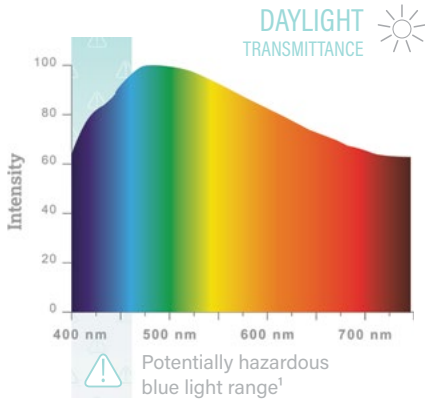
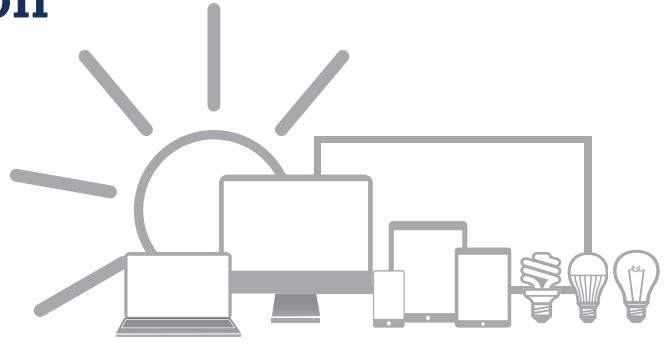
BluTech Lenses: Clinically Proven to Regulate Melatonin,  
Improve Cognition and Increase Productivity.

**BLUTECH**  
LENSES

# The Best Blue Light Protection

## HOW WE ARE EXPOSED

Blue light is a part of the visible light spectrum, between 400 nm and 500 nm, and contributes to a variety of eye and health issues. The sun is the strongest source of intense blue light that decreases visual clarity and can potentially harm your retina. Digital devices and artificial lights bathe us in rich blue light that can lead to visual blur, eyestrain, sleep disruption and headaches.



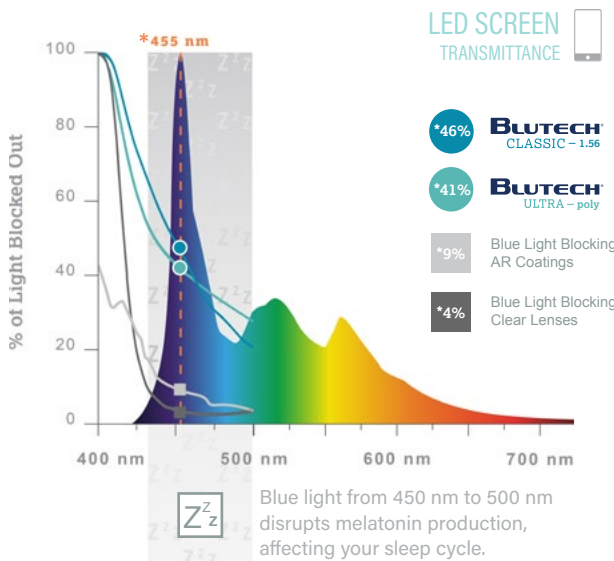
## PROTECTION BUILT INSIDE

Unparalleled blue light protection

True-to-life color recognition

Best-in-class digital eyestrain relief

\*455 nm is the peak point at which LED and digital devices emit blue light (and where comparisons should be made).



**BLUTECH CLASSIC**



**BLUTECH ULTRA**



<b>MATERIAL</b>	1.56 (46 Abbe)	Poly
<b>AVAILABILITY</b>	SV, PAL, FT28	SV, PAL
<b>VISIBLE LIGHT TRANSMITTANCE</b>	86%	91%
<b>DIGITAL BLUE LIGHT BLOCKED (455 nm)</b>	46%	41%
<b>HARMFUL BLUE LIGHT BLOCKED (400-460 nm)</b>	76%	74%

# Experience the BluTech Difference<sup>2</sup>

99.1%

Eyes “More relaxed indoors” & Less Digital Eyestrain.



98.2%

Noticed “Significant sleep improvement.”



65.1%

“Significant reduction in headaches and migraines.”

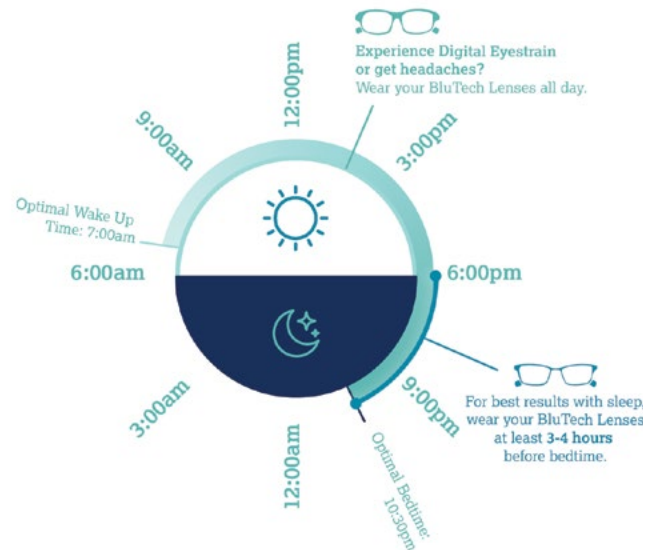


## THE ‘BEST’ INDOOR RETINA PROTECTION

Blue light passes through the cornea, the crystalline lens and reaches the retina, which is why it is essential to have meaningful protection. Potentially harmful blue light (400 nm to 460 nm) can cause irreversible retina damage (Arnault et al., 2013)<sup>1</sup> and is considered to be a contributing factor to the onset of AMD. Research has demonstrated that the majority of retina cell death from blue light is centered at 435 nm +/-20 nm. BluTech lenses provide the “BEST” protection from potentially harmful blue light with up to 76% filtration.

## CLINICALLY PROVEN TO REGULATE MELATONIN WITHOUT SUPPLEMENTS.

The body's natural melatonin production begins after the sun sets in the absence of intense blue light from 450 to 500 nm. Do not be tricked by other “clear blue light blocking” lenses that only provide blocking in the part of the spectrum (400 - 420 nm) where digital devices emit little to no blue light, making the impact of those lenses insignificant. BluTech lenses are clinically proven to regulate the body's natural melatonin production by 96% when used at least three hours before bedtime (Ryan Hoang Van et al 2017)<sup>3</sup>. In addition, users experienced better moods the following day and 47% increased productivity. BluTech lenses provide the “BEST” impact against digital blue light with up to 17x more protection vs clear blue light blocking lenses and up to 5x more protection vs blue light coatings.



## SAY GOODBYE TO HEADACHES/MIGRAINES WITHOUT MEDICATION.

Peak blue light transmittance from fluorescents, LEDs and digital devices are primary light sources that can trigger headaches and migraines. By proactively wearing BluTech lenses that block out just the right amount of triggering blue light without having to wear dark tinted lenses, migraine sufferers may experience relief from attacks as well as significantly less eyestrain. This allows them to go about their day to day lives without the stress of not having a defense against an impending episode.

1. Phototoxic Action Spectrum on a Retinal Pigment Epithelium Model of Age-Related Macular Degeneration Exposed to Sunlight Normalized Conditions. 2013

2. BluTech wearer survey. 2,022 participants. Data on file.

3. Blue Light Blocking Glasses May Help With Sleep, Cognition. Ryan Huang, 2017

# Don't Just Take Our Word For It...



"In the morning, my husband and I usually ask each other how we slept last night. Typically I would have an uninterrupted and satisfying sleep only once every few nights. Then one day my husband commented on the fact that morning after morning I was talking about the good nights of sleep I was having. We talked about what was different in my daily life that caused this welcome change and then it hit me, my BluTech Lenses. When we went back and looked at the timeline we agreed that my new found consistent night of good sleep started happening soon after I began wearing my BluTech's. Amazing!!!"

— Holly G.

"BluTech lenses are a game changer for my Traumatic Brain Injury (TBI) patients. These patients have the greatest challenge with light sensitivity and photophobia. When I introduce BluTech during the exam, a lot of my patients breathe a sigh of relief. I can actually see the tension release from their neck and shoulders. I hear them say, 'This is so much calmer for my eyes.' It's a very positive response, and when they like it, they like it immediately. The BluTech technology has allowed my patients to go into spaces they otherwise would have avoided (like large stores with the bright, fluorescent lighting) and not feel anxious or overwhelmed. They're able to sit and work at their computers without the pain and discomfort their screens typically would have caused... I feel like I wouldn't be doing my job if I didn't offer BluTech as it is such an important piece to relieving my patients' bothersome symptoms."

— Debby Feinberg, O.D.

"I looked into BluTech lenses after a severe flare-up of my vestibular migraines. Now, I'm able to shop and run errands again in stores that use fluorescent lighting which was nearly impossible before. I've even seen a reduction in the number of attacks I've had since using BluTech lenses. I completely love and recommend my BluTech lenses to anyone with migraines and will be ordering another pair as a backup soon!"

— Sophie L.

"Hey! I wanted to let you know that it's been almost a month since I started using Blutech glasses and I haven't had a migraine yet! This morning I was in a half day session with people presenting and I didn't put the glasses on, by the 3rd hour I was developing a headache! This technology is truly amazing and working!!!"

— Kristen G.

"As an optometrist, it can be devastating when your own child is having daily, debilitating headaches, and you can't figure out the solution. My daughter was being sent home from school every week or two with a severe headache. I was fortunate to run into a colleague who recommended BluTech lenses, and emphasized 'No substitutes.' In the past six months, she's been sent home from school only once or twice due to a headache. These lenses have literally changed her life."

— Christine Kalicki, O.D.



## USE CLASSIC OR ULTRA LENSES:

- Day and/or Night
- At least 3 hours before bed
- While using LED screens anytime of the day:  
Computer, phone, tablets, TV, etc.
- Night driving
- Working in brightly lit environments

## WHEN USED CORRECTLY, YOU MAY EXPERIENCE:

- Soothing relief from digital eyestrain
- Improved sleep and sleep onset
- Increased productivity
- Exceptional visual clarity and precise color recognition
- Increased alertness levels and reaction times
- Better mood and attention span
- Fewer light induced headaches