

CONVEX®
VISION

BLUE CUT

Lenses

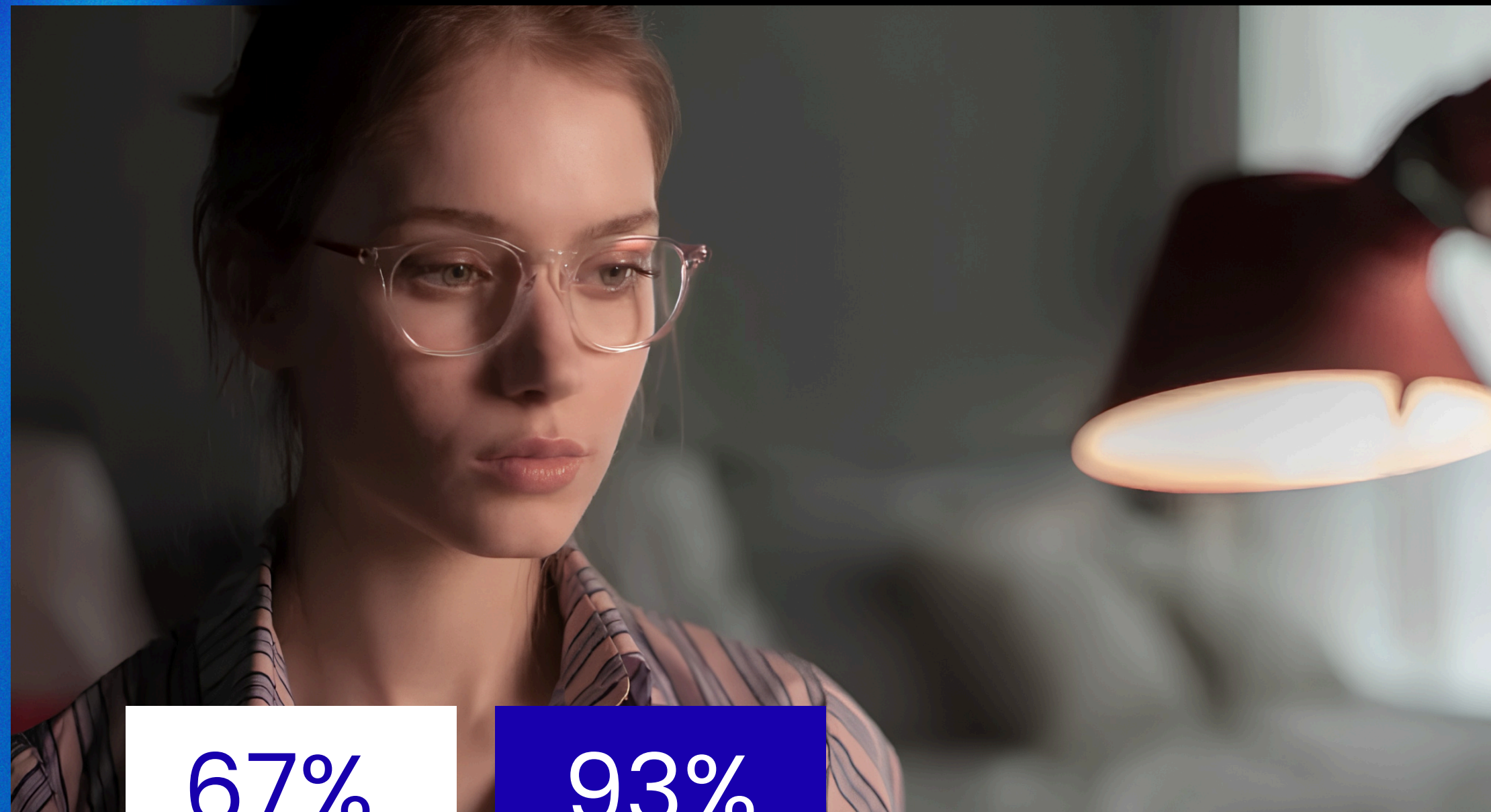


Smart protection for
modern eyes

EVERY DAY WEAR

Digital screens, LED lighting, and everyday sunlight expose our eyes to increased levels of blue-violet light.

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67%

of regular digital
device users

93%

of wearers report less
digital eye strain

Blue cut lenses are designed to help reduce visual discomfort caused by prolonged screen use while maintaining clear, natural vision. Inspired by the latest lens technologies, these lenses combine blue light filtration with advanced UV protection for comfortable all-day wear.

EVERYDAY COMFORT IN A DIGITAL WORLD

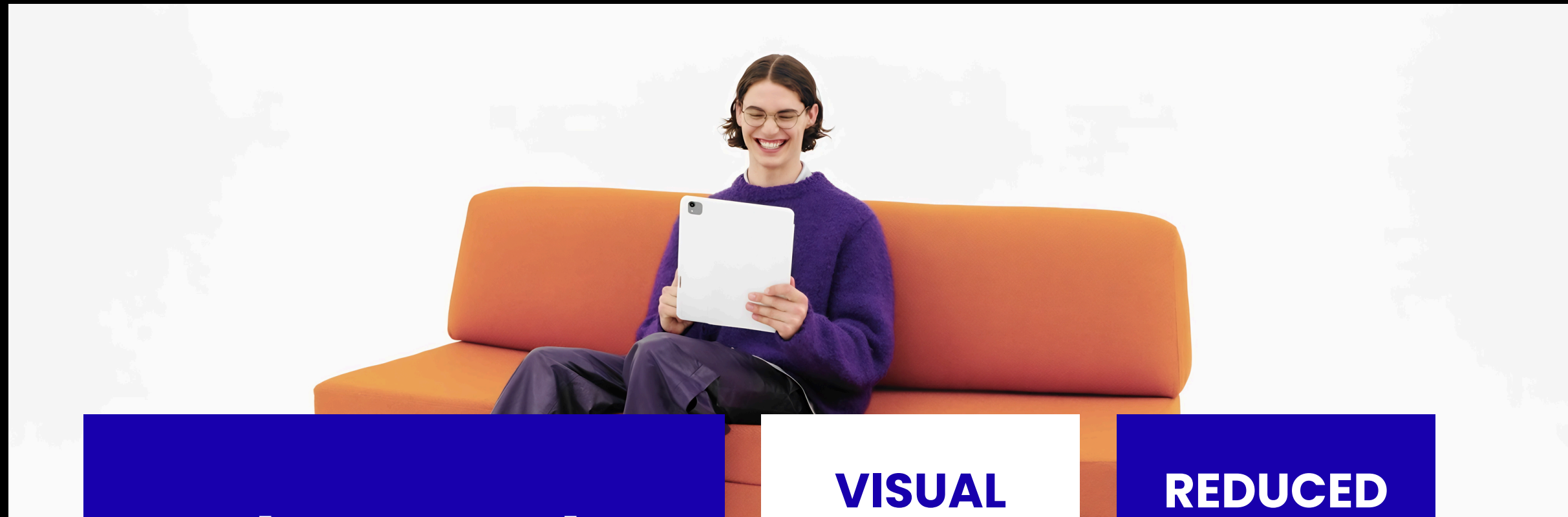
Whether you work on a computer, scroll on your phone, or spend long hours under artificial lighting, your eyes work harder than ever before. Blue cut lenses help minimize visual fatigue, glare, and strain associated with digital lifestyles, supporting more relaxed and comfortable vision throughout the day.

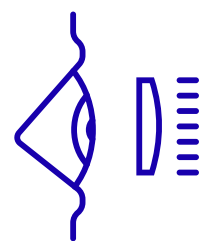
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Advanced Blue-Violet Light Filtering

**VISUAL
COMFORT**

**REDUCED
GLARE**





Not all blue light is harmful, but excessive exposure to blue-violet wavelengths may contribute to visual discomfort and eye fatigue. Modern blue cut technology selectively filters potentially irritating blue-violet light while preserving clarity, color perception, and visual balance.

CLEAR APPEARANCE. PREMIUM AESTHETICS.

Unlike older blue light coatings that create strong blue or purple reflections, newer-generation blue cut lenses are designed to remain aesthetically clear. The protection is integrated directly into the lens material, reducing unwanted reflections and maintaining a clean, premium appearance.

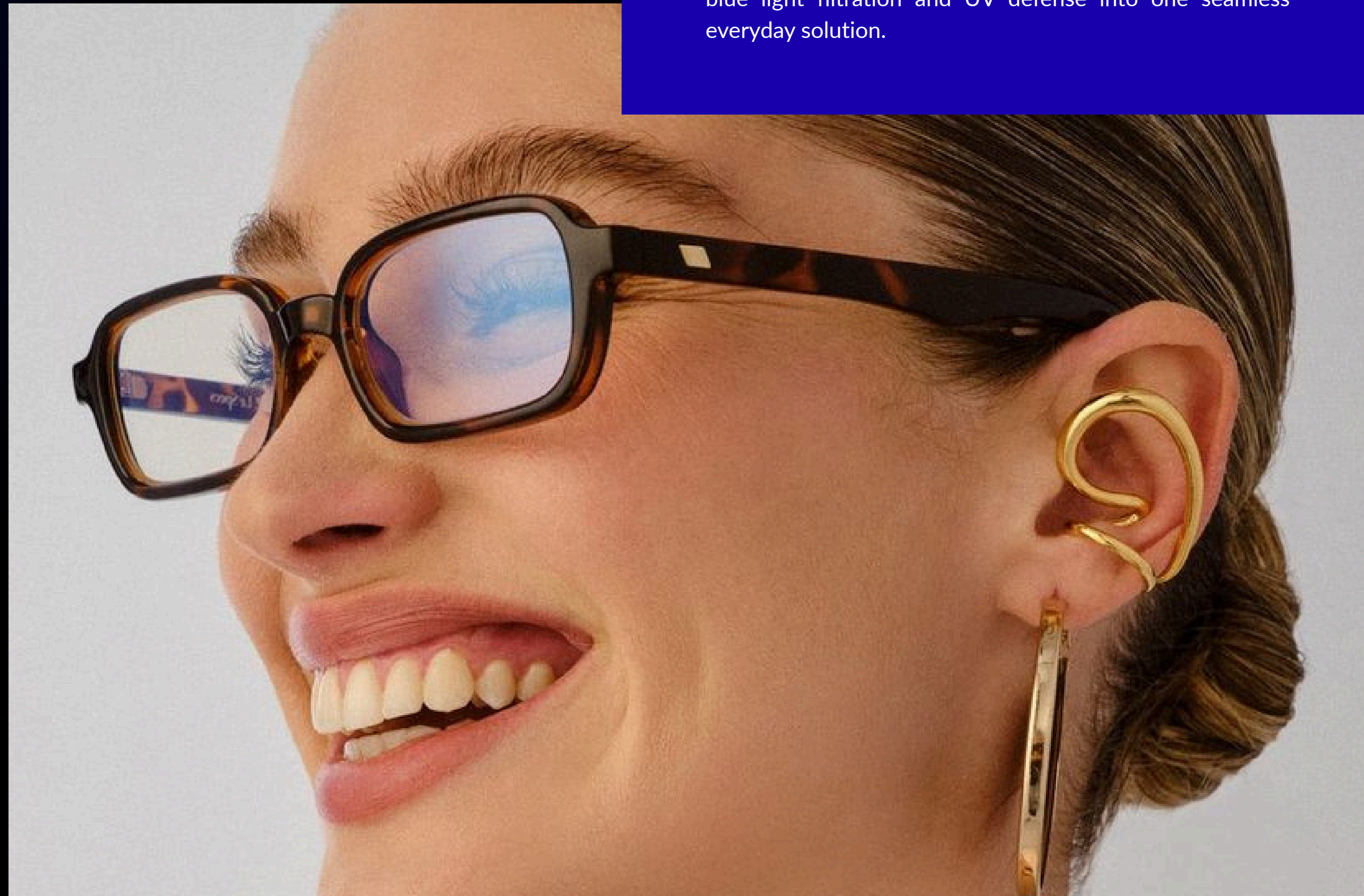
PROTECTION BEYOND SCREENS

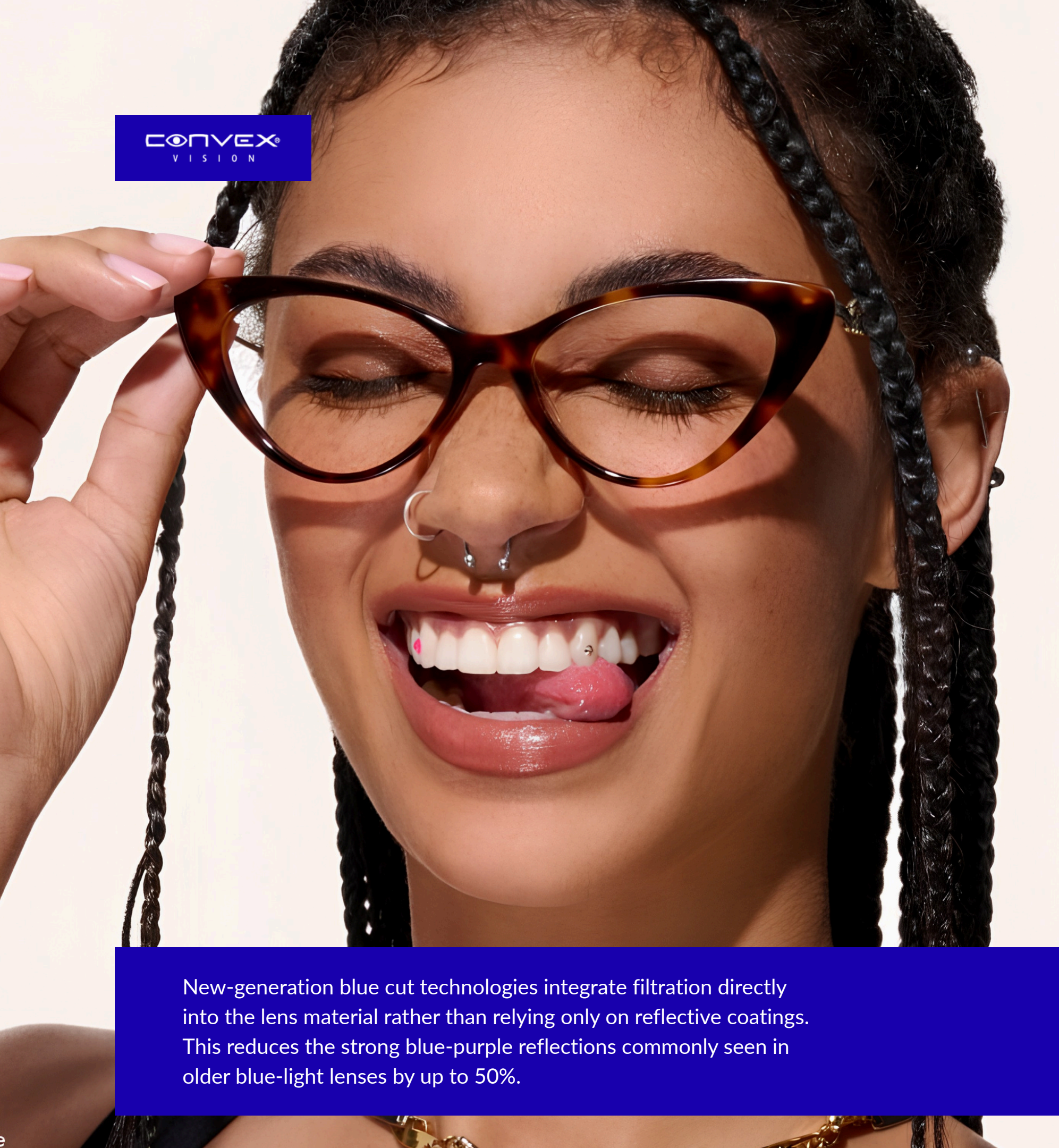
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BLUE
light defense

UV
light defense

Blue cut lenses do more than support screen comfort. They also provide advanced UV protection against UVA and UVB rays, helping protect the eyes both indoors and outdoors. Many modern lens technologies now combine blue light filtration and UV defense into one seamless everyday solution.





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IDEAL FOR

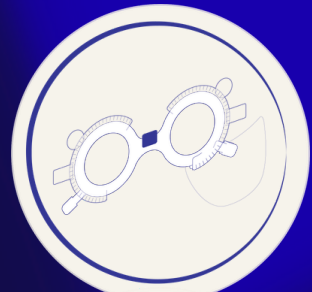
- Professionals working long hours on digital devices
- Students and gamers
- Frequent smartphone and tablet users
- Anyone experiencing digital eye strain or visual fatigue
- Everyday wear with enhanced visual comfort

KEY BENEFITS

- Helps reduce digital eye strain
- Filters blue-violet light
- Enhances visual comfort during screen use
- Reduces glare and reflections
- Maintains clear and natural vision
- Advanced UV protection
- Premium clear lens aesthetics

New-generation blue cut technologies integrate filtration directly into the lens material rather than relying only on reflective coatings. This reduces the strong blue-purple reflections commonly seen in older blue-light lenses by up to 50%.

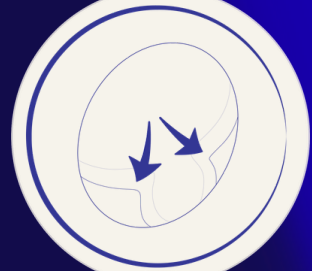
MODERN VISION, SMARTER PROTECTION



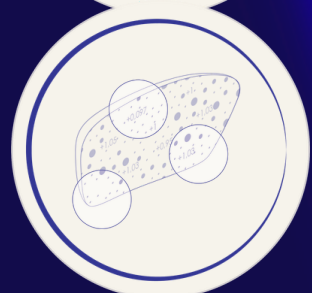
Advanced 3D calculations optimize every point of the lens for sharper, clearer vision and balanced power distribution.



Both lenses are optimized together for better balance, stability, and comfortable vision at all distances.



Advanced software reduces distortions and peripheral blur for wider, clearer, and more comfortable vision.



Lens calculations adapt to the frame shape and wearing position for a wider field of view and clearer vision.



Blue cut lenses are designed for today's connected lifestyle, combining comfort, clarity, and protection in one sophisticated lens solution. Experience relaxed vision and premium everyday performance wherever life takes you.

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OUR MISSION IS CLEAR VISION



Designed to meet the needs of today's wearers, our lenses offer a natural viewing experience with smooth visual transitions, improved contrast, and all-day visual comfort. Combining technical expertise with contemporary innovation, we create lenses that elevate both vision and lifestyle.

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