

## Also from mark'envoy...

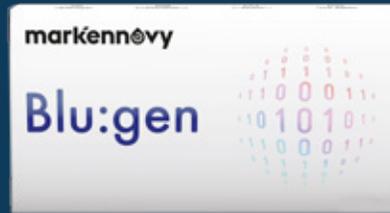
Every day eye care professionals come across various types of corneas – steep, flat, large and small with different degrees of astigmatism and increasingly more presbyopia. However, not every contact lens is as unique as the patient's eyes. In fact, recent studies\* show that around 1 in 4 patients experience compromise on the corneal diameter alone when fitted with contact lenses. When considering all of the variables that make a perfect fit, it is likely that many more patients would benefit from wearing custom-made contact lenses.

**This is why mark'envoy offers an astonishing number of over 5 billion parameters, so you receive a contact lens that meets your own individual needs.**



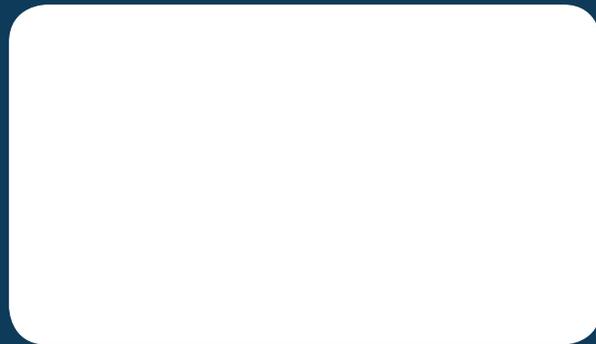
### Blu:kidz

**Blu:kidz** offers the same Class 1 UV Filter and selective Blue Light blocking as **Blu:gen** and **Blu:essentials**. Its child-friendly range of diameters makes it possible to fit even the smallest of eyes. And its seasonal packaging will surprise children with every new box!



FOR MORE INFORMATION, DISCUSS  
BLU:GEN WITH YOUR EYE CARE  
PROFESSIONAL WHO IS UNIQUELY  
POSITIONED TO LOOK AFTER YOUR EYE  
HEALTH TODAY AND IN THE FUTURE.

OPTICIAN CONTACT DETAILS



SOFT CONTACT LENSES WITH A  
CLASS 1 UV FILTER & SELECTIVE  
BLUE LIGHT BLOCKING  
FOR EVERY LIFESTYLE



# Blu:gen

Inspire your eyes

mark'envoy

Inspire your eyes

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# Light surrounds us... but what does it all mean?

**Experts warn that constant exposure to harmful short wavelength light can lead to long term damage to our eyes. What is this light and where does it come from?**

UVC, UVB, UVA and Blue-Violet light are high energy light with the potential to induce "change" in the items they touch - just think about the effect of sunburn or the fading from direct sunlight on your curtains or carpets.

UVC and most of UVB is filtered out by the natural ozone, but UVA and Blue-Violet light both penetrate the atmosphere. The amount of light you are exposed to every day depends on many factors, for example: time of the day, position of the sun and even the ground you are stood on. For instance, did you know that fresh snow can reflect up to 80% of light back into the eye whereas grass reflects only 3%.\*

Over the last few years we have fundamentally transformed the way that we consume light. With the advent of modern day lighting, often rich in blue light and an ever-increasing use of digital devices, our exposure to blue light is most likely much greater than our ancestors ever experienced.

Overexposure to UV light poses significant risk of damage to the eye that can include cataract formation and other serious eye conditions. With blue light our understanding is only just beginning, but experts warn that prolonged over-exposure could lead to serious eye conditions such as AMD and retinal cell death.\*\*



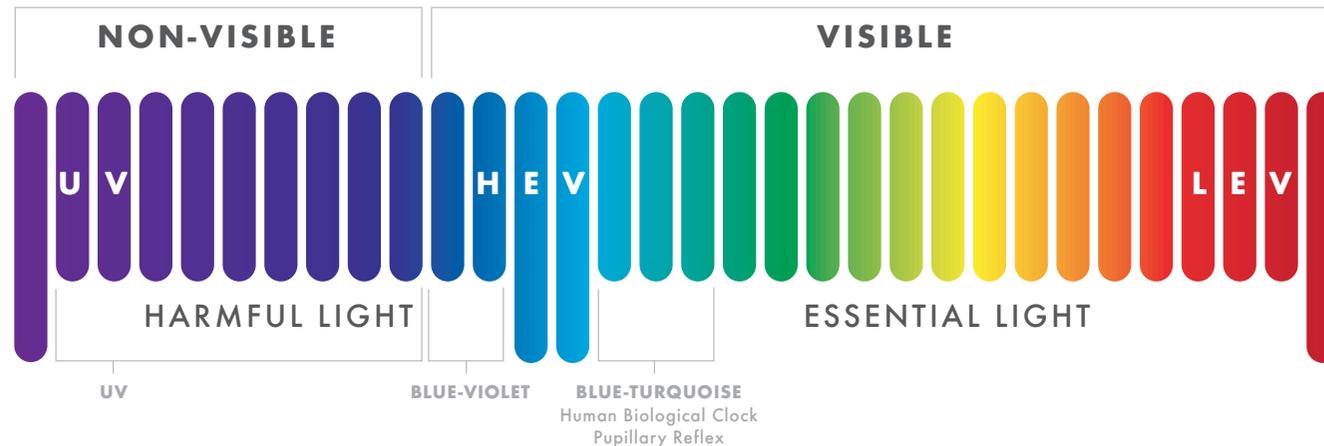
So whatever your typical activity, inside in a highly lit office, in front of computer screens, or outdoors in the sun, protecting your eyes throughout the day every day can help minimise the potential risks of exposure to harmful UV and Blue light.

# Protection throughout the day, every day.

**Blu:gen contact lenses are designed with both a Class 1 UV Filter and selective Blue light blocking incorporated into the lens matrix.**



**Because light is both essential and harmful to your health, your eyes should be protected with a selective light filter**



What's more, Blu:gen is available to cater to almost any vision correction need, whether a straight forward spherical correction through to more complicated vision needs such as astigmatic presbyopia.

With over 5 billion parameters available, mark'envoy will tailor the contact lens to meet your own individual needs, ensuring a perfectly crafted, vision enhancing contact lens every time.

\* [www.who.int/uv/](http://www.who.int/uv/): World Health Organisation UV Project  
 \*\* The Blue Light Paradox : Problem or Panacea, Professor John Marshall



Blu:gen contact lenses offer the world's largest range of parameters and are individually crafted to meet your prescription.