



TAKE THE LEAP TO NEOCHROMES

→NEOCHROMES®↔EMBRACE/THE*LIGHT
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NOW'S THE TIME TO MAKE THE CHANGE

Neochromes new generation lens technology is a **line of high-performance light-sensitive lenses** that provide prescription users ultimate performance, convenience and satisfaction.

Neochromes' clearer, faster-fading lenses deliver state-of-the-art photochromics performance.

The future
is now



NEOCHROMES®
Embrace the light

NEOCHROMES AS NEW PLAYER

A competitive alternative with innovative technology from a forward-looking, independent provider.

- A partnership relationship between Neochromes and **YOU**, with people, support, resources, and go-to-market strategy.

THE TECHNOLOGY IS NOW STATE-OF-THE-ART

Neochromes' clearer, faster-fading lenses deliver state-of-the-art photochromics performance.

- Technology, performance and value have come together to offer a superior experience to end users and new market opportunities.

THE NEOCHROMES EXPERIENCE

The Neochromes brand stands for offering end-users a transformative experience.

- A growing brand that promises users an unequalled combination of performance, convenience and comfort.





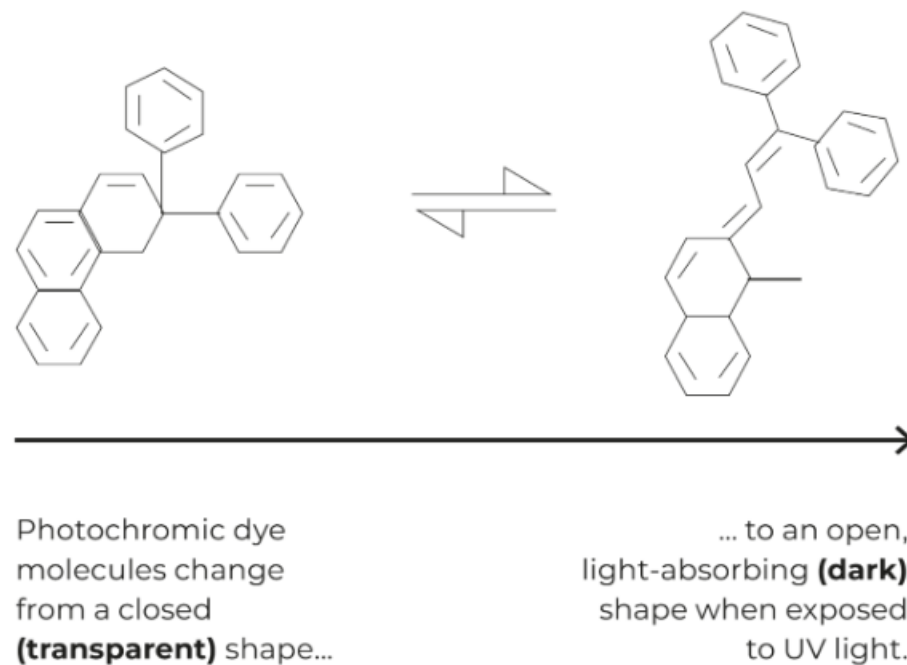
ADVANCED TECHNOLOGY



THE KEY

Photochromic molecules have, under normal conditions, a folded shape that makes them transparent. When absorbing ultraviolet light, their shape changes, the molecular structure opens and absorbs visible light. **The two forms of the photochromic molecule - open and closed - exist in balance with a bond that's continuously broken and rebuilt.**

The photochromic molecule constantly switches between its transparent and dark states. If the lens is exposed to significant levels of UV light, most of the molecules will be in the open state, darkening the lenses. In the absence of UV light, the molecules will remain closed, resulting in clear lenses.



Unique, exclusive dyes, **only available from IOT**



NEOCHROMES®
Embrace the light

CONSISTENT PERFORMANCE

EVEN AT HIGH TEMPERATURES

Any photochromic lens is affected by temperature. In cold temperatures, photochromic lenses darken more and take longer to fade back. In warmer temperatures, the lenses don't darken as much and fade back more quickly. This is a characteristic of the state of balance in a photochromic system.

In Neochromes lenses, special attention is paid to **performance at high temperatures**. At high temperatures (33°C / 91°F), they will reach functional darkness that is similar to many polarized lenses. At this temperature, the fade-back time is around 32 seconds for Neochromes and 20 seconds for Neochromes Agile Dark.



WARM ☀️
CLIMATE

– Darker
+ Clearing
time



COLD ❄️
CLIMATE

+ Darker
– Clearing
time

Unique, exclusive dyes, **only available from IOT**



NEOCHROMES®
Embrace the light



MAXIMUM PROTECTION



PROTECTION FROM HARMFUL UV & BLUE LIGHT

Neochromes lenses help wearers care for their eyes by **blocking 100% of damaging UVA and UVB rays**. They also filter blue light, especially when activated outdoors.

UV light blocking

UV light is generally defined as invisible, with wavelengths between 100-380 nanometers (nm). It has much higher energy levels than visible light. Exposure can cause changes in the skin and eyes, leading long-term damage. Neochromes Agile Dark lenses block 100% of UVA and UVB rays up to 400 nm.

Neochromes lenses block 100% of UVA and UVB rays up to 400 nm.

Blue light filtering

Blue light is the portion of the visible light spectrum with the highest energy, usually considered to be wavelengths in the range of 400-500 nm. Sunlight is, by far, the largest source of blue light in our environment. The screens of our computers, phones, and other digital devices are also sources of blue light.

Neochromes lenses offer high protection against Blue and HEV light.





NEOCHROMES LENSES



NEOCHROMES

Light-sensitive lenses that change with you



Neochromes lenses darken outdoors and lighten indoors in record time, providing **comfortable vision and optimal protection** in any light.

Key Data*

The activated lens

- Achieves 10% T at 23°C
- Blocks 91% of harmful blue light, and 89% between 425-450 nm.

NEOCHROMES DARK

Extra dark in seconds with best-in-class fade-back time



Neochromes Dark is an **extra-dark lens with the fastest fade-back speed in its class**. They react to visible light, darkening behind the windshield.

Key Data*

The activated lens

- Achieves 8% T at 23°C
- Blocks 92% of harmful blue light, and 89% between 425-450 nm

NEOCHROMES WITH CAMBER TECHNOLOGY

Light-sensitive lenses with the best optical quality



Neochromes with Camber Technology offer superior optics, fast activation, and UV protection, **providing clear vision and comfort in any environment**.

Key Data*

The activated lens

- Achieves 10% T at 23°C
- Blocks 91% of harmful blue light, and 89% between 425-450 nm.

* Gray lenses at 1.5 index, measured at 550 nm, T = luminous transmission (the percentage of light that passes through the lens).



NEOCHROMES®
Embrace the light



NEOCHROMES®

Thanks to their innovative and efficient technology, **Neochromes lenses adapt instantly to changes of light**, increasing comfort and visual quality. They reduce visual fatigue and protect against harmful light rays, preventing the development of visual problems caused by exposure to light.

Neochromes lenses are available in attractive colors with consistent aesthetics and performance across all available materials. Wearers will see clearly and comfortably, indoors and outdoors, all year round.

**Light-
sensitive
lenses
that
change
with you**



NEOCHROMES®
Embrace the light

BENEFITS FOR THE PATIENT/

- **Exceptional versatility**, thanks to their instant adaptation to changes in light conditions
- **Fast performance**, darkening in seconds and returning to clear in just a few minutes
- **Clear vision** with improved clarity and contrast
- High protection against harmful UV rays and blue light, helping to prevent related eye conditions
- **Greater comfort**, helping to reduce visual fatigue
- **Stylish aesthetics** with a choice of two natural, on-trend colors

TARGET/

Ideal wearers are those who want:

- **Convenience** by not having to change glasses in bright light
- **Flexibility** with lenses that adapt to their lifestyle
- **Protection** against sun damage and eye fatigue

CHARACTERISTICS/



Comfort

Their smooth transition from clear to dark provides **clear and comfortable vision** in any environment and any light.



Protection

They block **100% of UV rays and filter out harmful blue light** from our environment and from digital devices.



Prevention

They help to **prevent visual fatigue** and potential damage caused by ultraviolet radiation.



Simplicity

They provide **convenience** in your day-to-day life, as you only need one pair of glasses for everything.

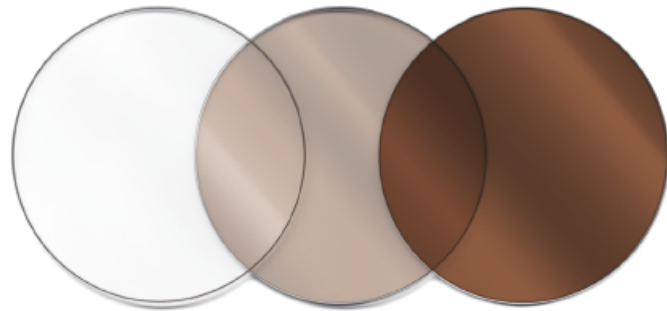


NEOCHROMES®

Light-sensitive
lenses that
change with you

FAST FADE-BACK

THEY DARKEN
IN SECONDS



← THEY LIGHTEN
IN 2 MINUTES

T₁/2f measured at 555 nm and 23 °C

HIGH PROTECTION



Block 100% of UVA
and UVB rays



Filter out a high proportion
of harmful blue light

HEV LIGHT FILTERING

ABSORPTION (400 NM - 420 NM)



UNACTIVATED

80%



ACTIVATED

91%



NEOCHROMES®
Embrace the light

NEOCHROMES®

Light-sensitive
lenses that
change with you

PRODUCT
AVAILABILITY

COLORS
GRAY
& BROWN



MATERIAL	DIAMETER	BASE CURVES
1.50 Plastic	76	1.25, 2.25, 3.25, 4.25, 5.25, 6.25, 7.25, 8.25
Trivex	70/75	1.00, 2.50, 4.00, 5.00, 6.00, 7.00, 8.00
Polycarbonate	76	0.50, 1.25, 2.25, 3.25, 4.25, 5.25, 6.25, 7.25, 8.25
1.60 Hi-Index	73	1.00, 2.50, 4.00, 5.00, 6.00, 7.00, 8.00
1.67 Hi-Index	75	1.00, 2.50, 4.00, 5.00, 6.00, 7.00, 8.00





NEOCHROMES® DARK

Neochromes Dark is an extra-dark lens offering the **fastest fade-back performance in its category.**

Ideal for people with high sensitivity to light, or for use in hot climates, this lens even activates behind glass, for example when driving. And, of course, it blocks 100% of UV rays and filters blue light indoors and outdoors, for maximum eye protection.

Category 3(1) with the lens activated at 23 °C.

**Extra dark
in seconds
with best-
in-class
fade-back
time**

(1) Sunglasses Category 3: for bright sunlight.



NEOCHROMES®
Embrace the light

BENEFITS FOR THE PATIENT/

- **Exceptional versatility**, thanks to their instant adaptation to changes in light conditions - even behind glass
- **Unbeatable performance**, reaching Category 3 level darkness in seconds at 23°C with the fastest fade-back time in their class
- **Clear vision** with improved clarity and contrast
- High protection against harmful UV rays and blue light, helping to prevent related eye conditions
- **Greater comfort**, helping to reduce visual fatigue
- **Stylish aesthetics** with a choice of two natural, on-trend colors

TARGET/

Ideal wearers are those who want:

- Want the **convenience** of not having to change glasses in bright light
- Are particularly **sensitive to light** and need a dark photochromic lens
- Spend most of the day **outdoors** and need lenses that darken more in **bright light**
- Want the **best visual quality and protection**, even in warm climates
- Are looking for the **most innovative solutions**

CHARACTERISTICS/



Comfort

Their smooth transition from clear to dark provides **clear and comfortable vision** in any environment and any light.



Protection

They block **100% of UV rays** and **filter out harmful blue light** from our environment and from digital devices.



Prevention

They help to **prevent visual fatigue** and potential damage caused by ultraviolet radiation.



Simplicity

They provide **convenience** in your day-to-day life, as you only need one pair of glasses for everything.



Darker

Intense darkening for sun protection, comfort and better visual quality.

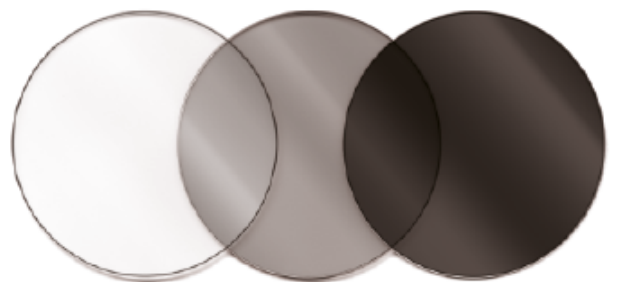


NEOCHROMES®
DARK

Extra dark in seconds
with best-in-class
fade-back time

FASTEST FADE-BACK IN ITS CLASS

THEY DARKEN
IN 7 SECONDS



← THEY LIGHTEN
IN 2 MINUTES

T1/2f measured at 555 nm and 23 °C

HIGH PROTECTION



Block 100% of UVA
and UVB rays



Filter out a high proportion
of harmful blue light

HEV LIGHT FILTERING
ABSORPTION (400 NM - 420 NM)

↗ UNACTIVATED
60%

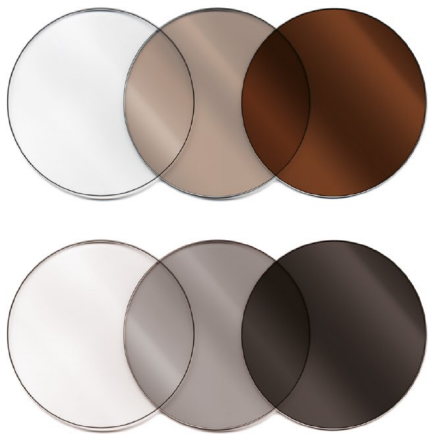
↗ ACTIVATED
92%



NEOCHROMES®
Embrace the light

PRODUCT
AVAILABILITY

COLORS
GRAY
& BROWN



MATERIAL	BASE CURVES
1.50 Plastic	1.25, 2.25, 3.25, 4.25, 5.25, 6.25, 7.25, 8.25
Polycarbonate	0.50, 1.25, 2.25, 3.25, 4.25, 5.25, 6.25, 7.25, 8.25
1.67 MR-10	1.00, 2.50, 4.00, 5.00, 6.00, 7.00, 8.00





NEOCHROMES®

with Camber Technology

Our top-of-the-range Neochromes lens with Camber Technology delivers the **best optics and aesthetics** in high-performance photochromic lenses.

Neochromes' state-of-the-art photochromic technology ensures **fast activation and fade-back times**, with high protection from damaging UV rays and blue light. The addition of Camber Technology delivers the optically ideal base curve for each zone of the lens, for an elite visual experience.

This fusion of advanced technologies gives wearers **maximum visual clarity and comfort, indoors or outdoors, for any activity, and at any distance.**

**Light
sensitive
lenses with
the best
optical
quality**



NEOCHROMES®
Embrace the light

BENEFITS FOR THE PATIENT/

- **High-quality vision** – especially in the near zone
 - **Exceptional versatility**, thanks to their instant adaptation to changes in light conditions
 - **Fast performance**, darkening in seconds and returning to clear in just a few minutes
 - **Clear vision** with improved clarity and contrast
 - **High protection** against harmful UV rays and blue light, helping to prevent related eye conditions
 - **Very comfortable** indoors, outdoors and for electronic device use
- Stylish aesthetics** – Camber Technology allows for thinner, flatter lenses with a choice of two on-trend colors

TARGET/

Ideal wearers are those who want:

- **Convenience** by not having to change glasses in bright light
- **Clarity and stability** at every moment of the day
- **Flexibility** with lenses that adapt to their lifestyle
- **Protection** against sun damage and eye fatigue

CHARACTERISTICS/



Comfort

Their smooth transition from clear to dark provides **clear and comfortable vision** in any environment and any light.



Protection

They block **100% of UV rays** and **filter out harmful blue light** from our environment and from digital devices.



Prevention

They help to **prevent visual fatigue** and potential damage caused by ultraviolet radiation.



Simplicity

They provide **convenience** in your day-to-day life, as you only need one pair of glasses for everything.



Innovation

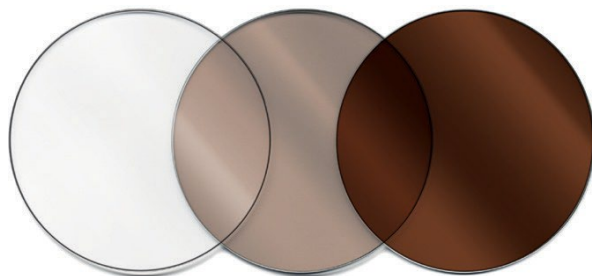
Camber Technology ensures **excellent optical quality at any distance**, especially in near vision.



NEOCHROMES®
Embrace the light

HIGH-PERFORMANCE PHOTOCHROMIC LENSES THAT LIGHTEN IN JUST A FEW MINUTES

THEY DARKEN
IN SECONDS



← THEY LIGHTEN
IN 2 MINUTES

T1/2f measured at 555 nm and 23 °C

HIGH PROTECTION



Block 100% of UVA
and UVB rays



Filter out a high proportion
of harmful blue light

HEV LIGHT FILTERING
ABSORPTION (400 NM - 420 NM)



INACTIVATED

80%



ACTIVATED

91%



PRODUCT
AVAILABILITY

COLORS
GRAY
& BROWN



MATERIAL	DIAMETER	BASE CURVES
Polycarbonate	76	0.50, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00
1.60 Hi-Index UC	76	0.50, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00
1.67 Hi-Index UC	76	0.50, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00



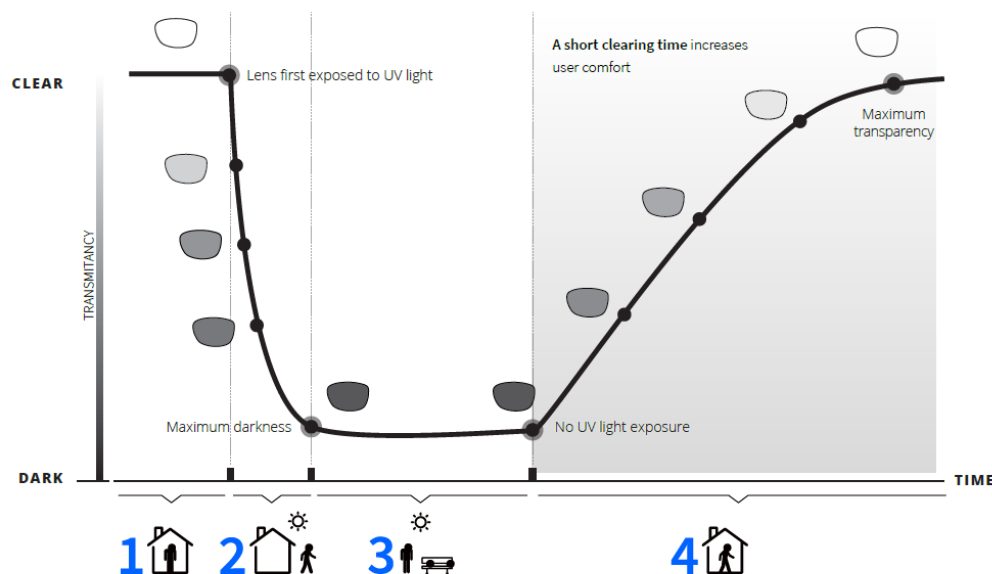


TECHNICAL PERFORMANCE



HOW TO ANALYZE PHOTOCHROMIC LENS PERFORMANCE

Neochromes lenses are crystal clear indoors, darken in seconds, and fade from dark to clear in less than 3 minutes. To analyze how this contributes to a better experience for the wearer, we study the photochromic cycle in kinetics charts. These show the performance of the lens as it goes from clear to dark and back again.



Kinetic graphs show four phases of a photochromic lens

- 1 The clear stage.** Before UV light exposure, the lens is in its most transparent state. The higher up on the vertical axis the curve starts (closer to 100% transmittance), the clearer the lens appears indoors.
- 2 The darkening stage.** When the lens is first exposed to UV light, the photochromic molecules begin to change from clear to dark. A steep slope downward indicates fast activation.
- 3 The dark stage.** Lenses are at peak activation. Light transmission, activated color, and color uniformity can be assessed at this state.
- 4 The fade-back stage.** Fast fade-back is critical. It begins when UV light does not fall on the lens any longer. A steep curve upwards indicates a faster fade-back speed. The shorter the fade-back, the more comfortable and functional the lens is to the wearer.

The percentage transmission (or transmittance) is on the vertical axis. On the horizontal one, we move over time from the initial transparent state, the UV exposure, the subsequent darkening, finally, the removal of UV light and the return of the lens to the transparent state.

As seen in the kinetic graph, at room temperature and indoors, Neochromes lenses have a clear appearance with 85% light transmission, similar to clear high index lenses. Light transmission is significantly increased with the application of high-quality, low reflectance anti-reflective coating. In a photochromic lens, darkening is always much faster than lightening. The darkening speed is the time required for the lens to pass from the transparent state to its mid-transmittance point. For Neochromes, this value is only 6 seconds. The clearing speed considers the time required for the lens to pass from the activated state to the mid-transmittance point. For Neochromes, this time is extremely competitive: only 132 seconds.



HIGH-PERFORMANCE PHOTOCHROMIC LENSES

- Darkens in seconds and returns to clear in just a few minutes.
- Equals the market leader for clarity, activation speed and fadeback.

PRODUCT	TEMPERATURE	LUMT LIGHT	LUMT DARK	T _{1/2} D	T _{1/2} F
NEOCHROMES	23° C	88%	11%	8 Seconds	134 Seconds
Industry Leader	23° C	88%	10%	8 Seconds	139 Seconds

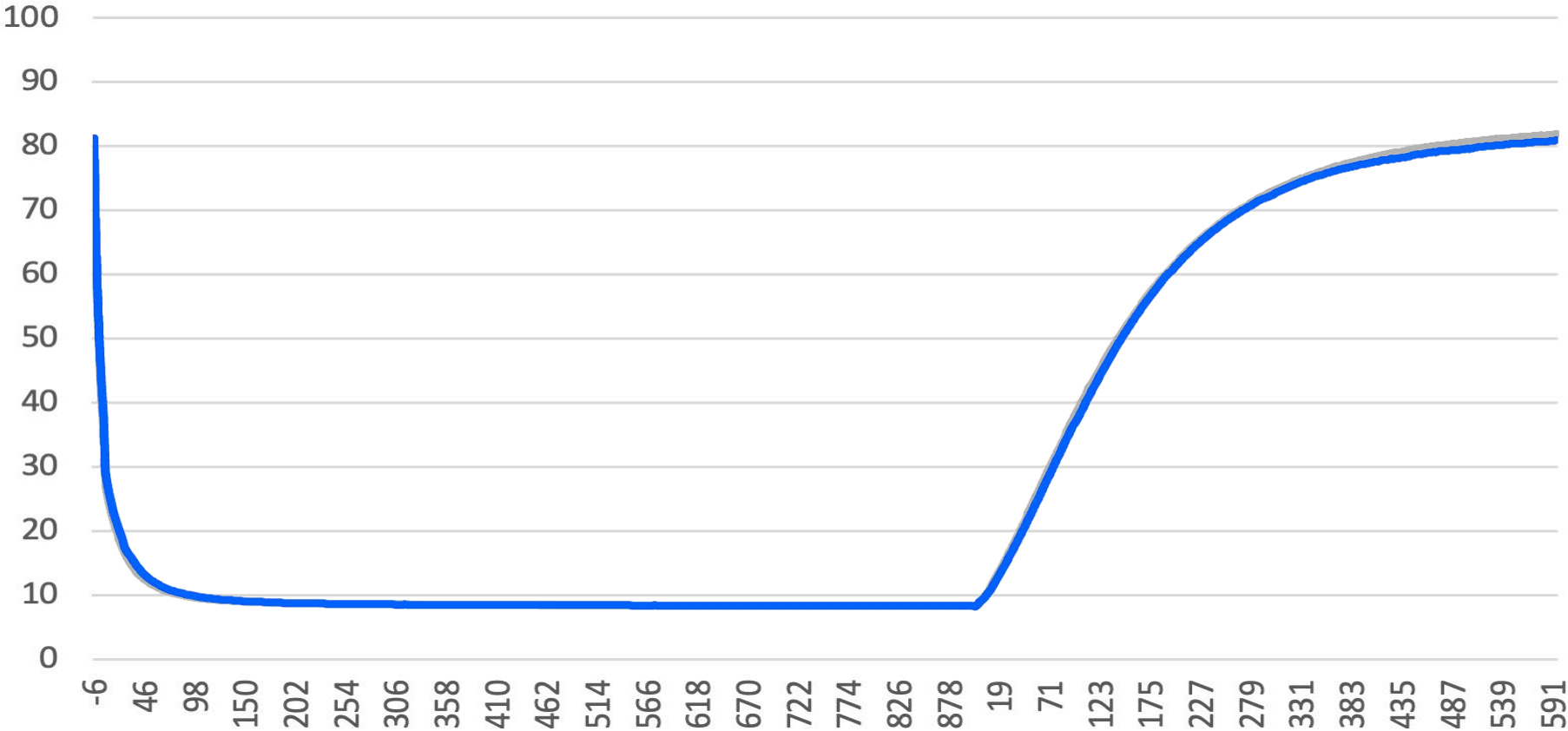
1.50 Plastic, measured at 555nm at 23°



NEOCHROMES®

Light-sensitive
lenses that
change with you

Neochromes
Industry leader



HIGH PHOTOCHROMIC
LENS PERFORMANCE

- ↗ Neochromes lenses darken in seconds
- ↗ Fast fade-back speed, especially in the extra-dark category

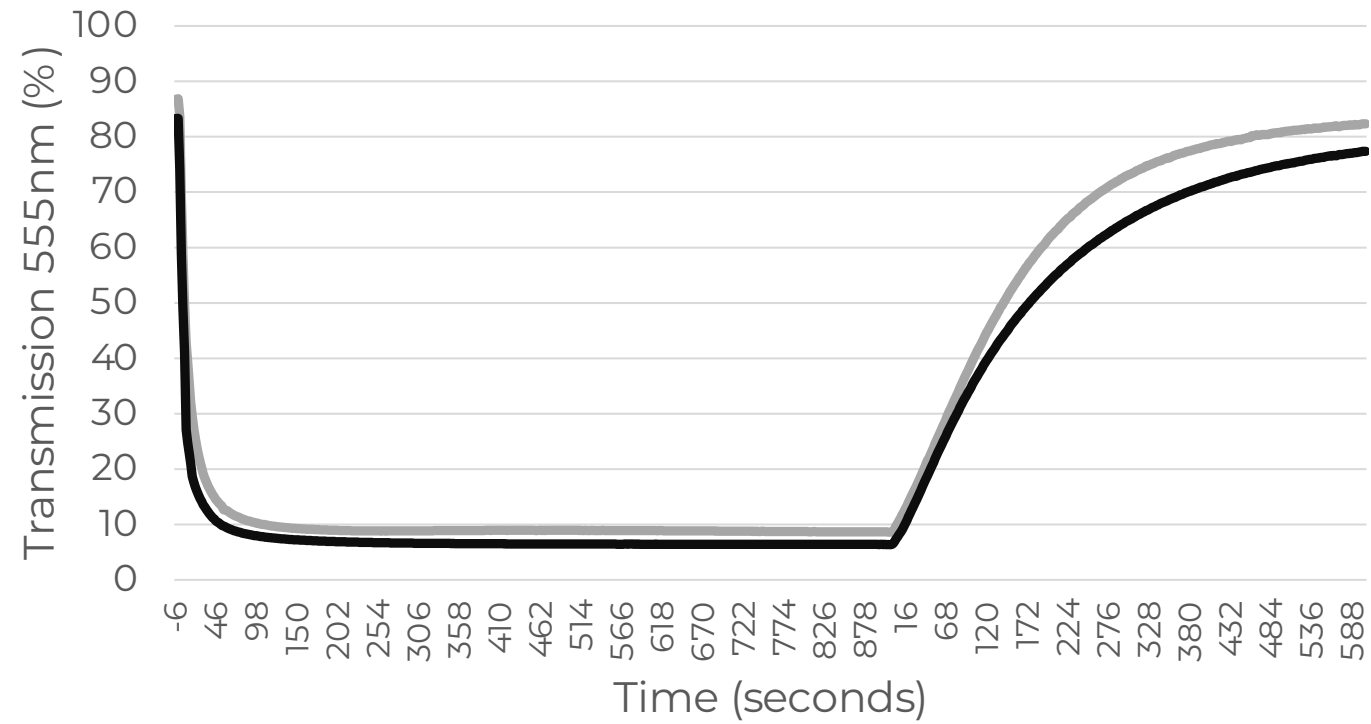
PRODUCT	LUM T LIGHT	LUM T DARK	T _{1/2 D}	T _{1/2 F}
NEOCHROMES DARK	84%	8%	7 Seconds	145 Seconds
NEOCHROMES	88%	11%	7 Seconds	130 Seconds



T_{1/2d} and T_{1/2f} at 23° C

Kinetics

Neochromes v. Neochromes Dark



— Neochromes — Neochromes Dark

BEST PERFORMANCE IN
ITS CLASS

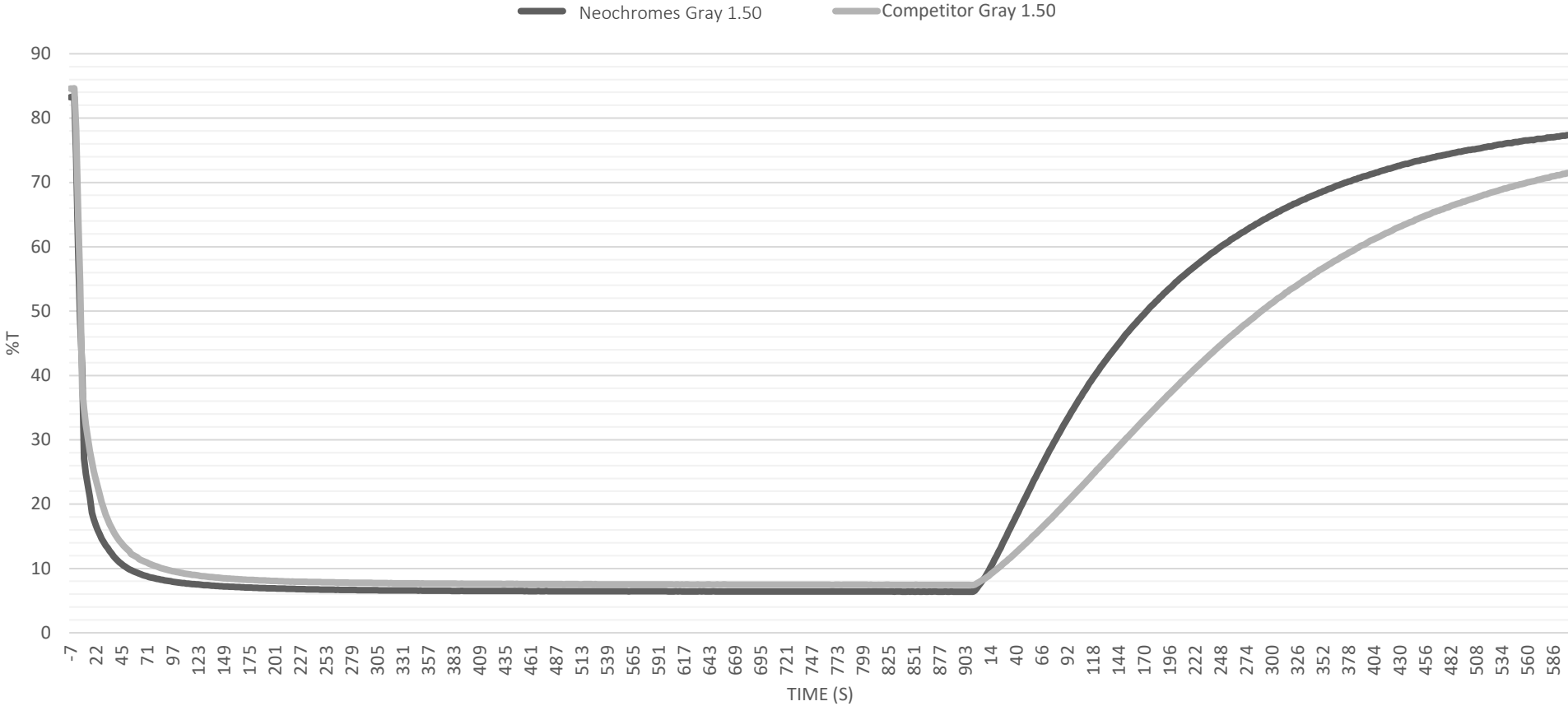
- Significantly faster activation than leading competitor, $T_{1/2D}$ 7 seconds compared to 9 seconds.
- Fades back almost twice as fast as leading “Extra Dark” competitor $T_{1/2F}$ 145 seconds compared to 259 at 23° C

PRODUCT	TEMPERATURE	LUMT LIGHT	LUMT DARK	$T_{1/2 D}$	$T_{1/2 F}$
NEOCHROMES DARK	23° C	84%	8%	7 Seconds	145 Seconds
Industry Leader	23° C	85%	7%	9 Seconds	259 Seconds



Extra dark in seconds
with best-in-class
fade-back time

Kinetics-Gray 23°C



HIGH TEMPERATURE PERFORMANCE

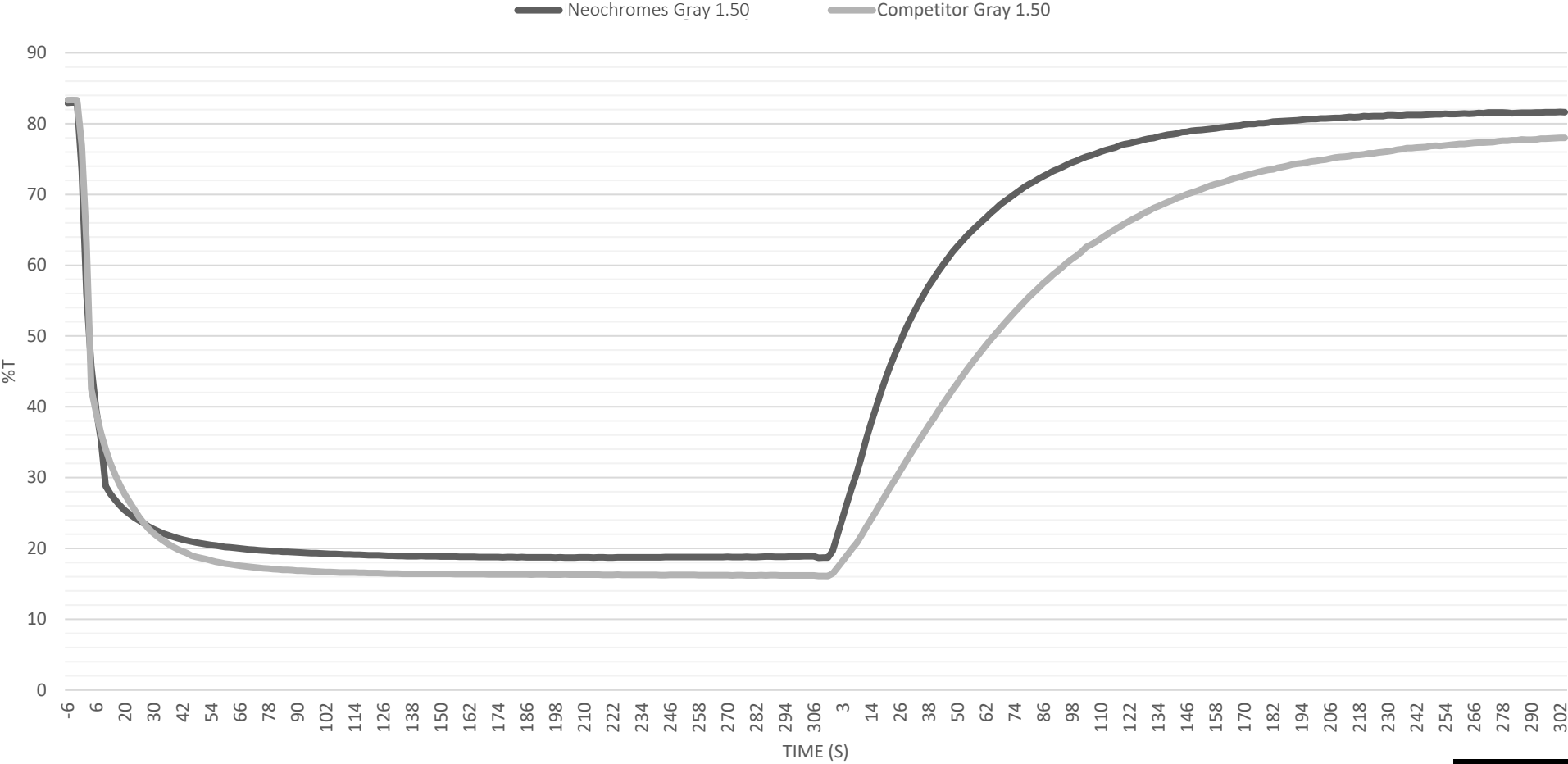
➤ Fades back twice as fast as leading
“**Extra Dark**” competitor $T_{1/2F}$ 28 seconds
compared to 61 at 35° C.

PRODUCT	TEMPERATURE	LUMT LIGHT	LUMT DARK	$T_{1/2 D}$	$T_{1/2 F}$
NEOCHROMES DARK	35° C	84%	22%	5 Seconds	28 Seconds
Industry Leader	35° C	82%	16%	8 Seconds	61 Seconds



Extra dark in seconds
with best-in-class
fade-back time

Kinetics-Gray 35°C





GO TO MARKET



BRAND ELEMENTS & CAMPAIGNS

We work at bringing the brand personality to life through creativity and high-quality design.

BRAND ELEMENTS

Bring customers and the brand together for experiences, demonstrations, testing and buying! We will deliver solutions or specific elements to help you.

CAMPAIGNS AND DIGITAL CHANNELS

We will develop campaigns, collateral and communications that deliver results.

“ You can leverage work by delivering it quickly to your markets and optical stores.

**BRAND
ELEMENTS**

FOR OPTICAL STORES...

THE BOX

Make a big impact: Love at first sight!

A welcome packet is a fantastic way to introduce your optical stores to Neochromes.

It will help you to start creating a positive first impression and set healthy expectations from the beginning and you will also save you precious time by streamlining your client onboarding process.

FOR OPTICAL STORES...



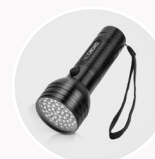
THE BOX



Neochromes
**Hand-held
Demonstrator**



Neochromes
Brochure



Neochromes
Flashlight



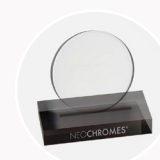
Neochromes
Clean Cloth



Neochromes
Measure Tool



Neochromes
Block Notes



Neochromes
**Identifier &
Demonstrator**



Neochromes
Pencils

FOR OPTICAL STORES...

NEOCHROMES®
Embrace the light

IDENTIFIER &
DEMONSTRATOR



FOR OPTICAL STORES...

NEOCHROMES®
Embrace the light

BROCHURE

PEN



FOR OPTICAL STORES...

NEOCHROMES®
Embrace the light

**BRAND
ELEMENTS**

FOR CUSTOMERS...

HAND-HELD DEMONSTRATOR

Help your customers make a decision!

Neochromes demonstrator has the **advantage of giving tangible proof of how it works to help consumers in their purchase decision.** In addition, they can boost the appeal of the product to a wider audience and build a sense of familiarity with the brand.

FOR CUSTOMERS...



NEOCHROMES®
Embrace the light

FLASHLIGHT

Help your customers
make a decision!

Neochromes demonstrator has
the **advantage of giving
tangible proof of how it works
to help consumers in their
purchase decision**. In addition,
they can boost the appeal of the
product to a wider audience
and build a sense of familiarity
with the brand.

FOR CUSTOMERS...



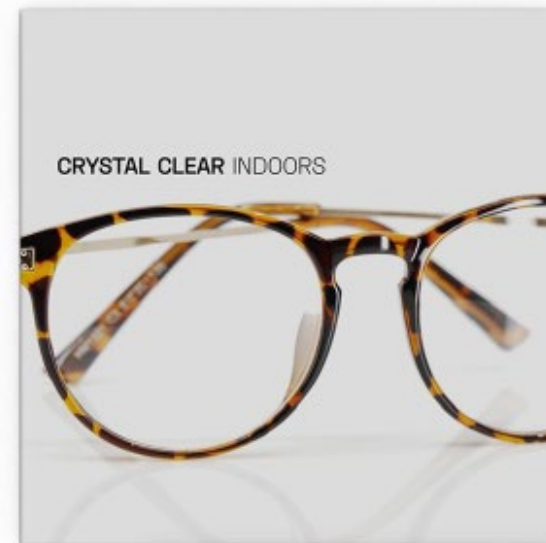
NEOCHROMES®
Embrace the light

NEOCHROMES®

Light-sensitive
lenses that
change with you

MARKETING ASSETS

- Product literature personalized with your logo and contact info
- Ready-to-go marketing campaign toolkit for digital, print and point of purchase
- Hand-held demonstrators to help customers in their purchase decision



BENEFITS /

They also block more blue light
guard your eyes against fatigue



BENEFITS /

They provide daily protection against h
rays, by absorbing 100% of UVA and U



BENEFITS /

They provide greater comfort, since
reduce eyestrain and glare in the



CAMPAIGN



NEOCHROMES®
Embrace the light

NEOCHROMES®

Light-sensitive
lenses that
change with you

RETAIL
CAMPAIGN

Helping ECP´s engage their customers



CAMPAIGN PERIOD
September 1, **2023** to September 1, **2025**



READY FOR THE
CHANGE

LIGHT SENSITIVE LENSES →
LIGHTEN INDOORS & DARKEN OUTDOORS
IN RECORD TIME

www.neochromes.com

NEOCHROMES®
Embrace the light

READY FOR THE
CHANGE

LIGHT SENSITIVE LENSES →
LIGHTEN INDOORS & DARKEN OUTDOORS
IN RECORD TIME

www.neochromes.com

NEOCHROMES®
Embrace the light



NEOCHROMES®
Embrace the light

NEOCHROMES®

Light-sensitive
lenses that
change with you

MATERIAL CAMPAIGN

DIGITAL MATERIAL

OFFLINE MATERIAL

POS MATERIAL



NEOCHROMES®
Embrace the light

THANK YOU

NEOCHROMES®
Embrace the light