

PHOTOSHADE

TECHNICAL TRAINING DECK

Comprehensive Guide to Product & Power Range

PRODUCT PORTFOLIO

A deep dive into PhotoShade colours and key benefits.

AVAILABLE IN 6 COLOURS

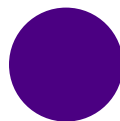
PhotoShade offers a signature palette to match any frame or personality.



MATCHA



SAKURA



INDIGO



LAVENDER



PEBBLE*



HOJICHA*

*Pebble & Hojicha also available in PhotoShade Ultra series.

KEY PERFORMANCE



Fully Clear Indoors



Darkens in Seconds



Complete UV420 Defense



Amazingly Fast



PHOTOSHADE ULTRA BENEFITS



PhotoShade Ultra (Pebble & Hojicha)

-  **Vehicle Activation:** Formulas activate behind windshields.
-  **Climate Stability:** Consistent performance in hot weather.
-  **Extra Darkness:** For users with high light sensitivity.



PEBBLE*

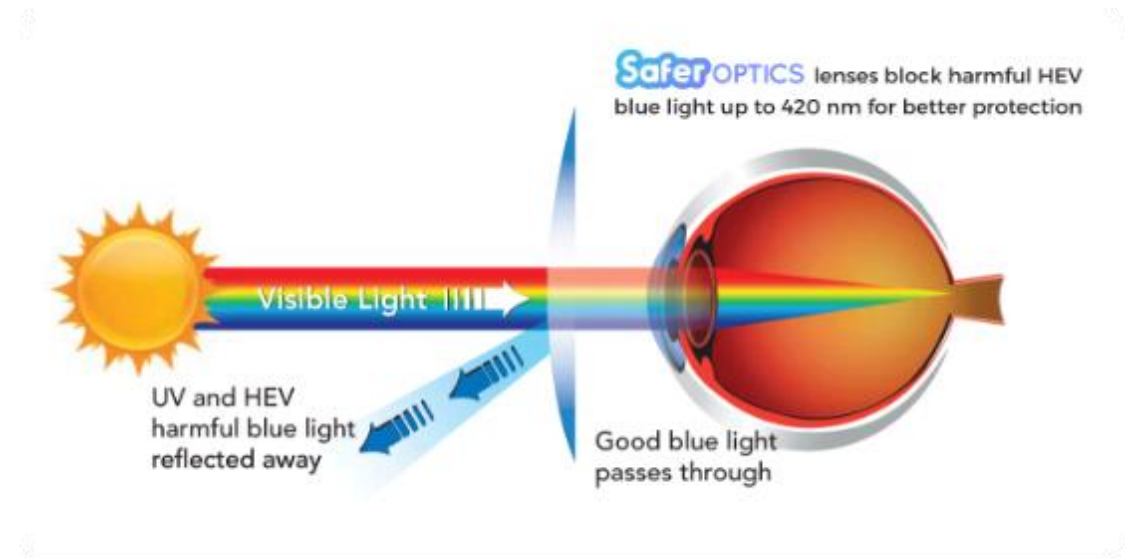


HOJICHA*

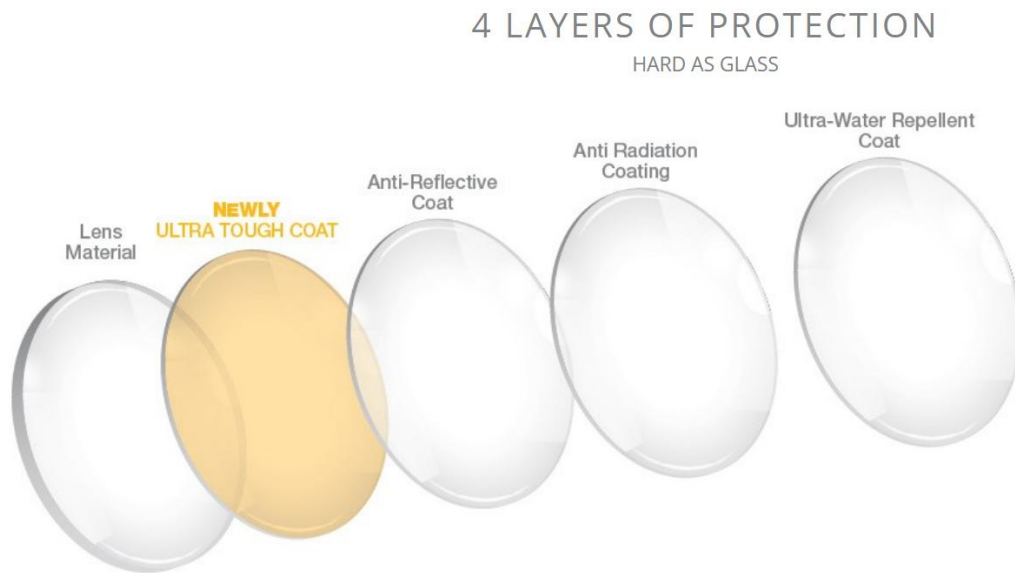
HEV & Blue Light Filtering

PhotoShade lenses block 100% of UV rays and harmful high-energy visible light (HEV light up to 420nm).

- ✓ Protects against Cataracts and AMD.
- ✓ Blocks light from smart phones and tablets.
- ✓ Reduces eye fatigue during screen time.



UTC: ULTRA TOUGH COATING



3x Stronger Protection

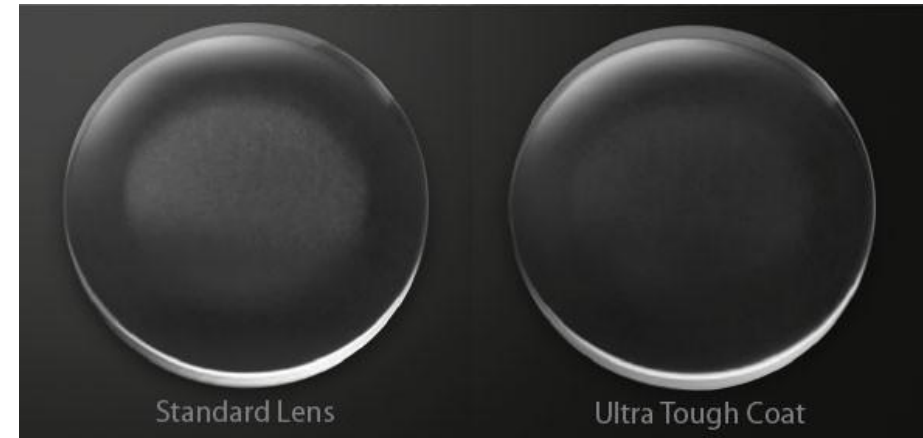
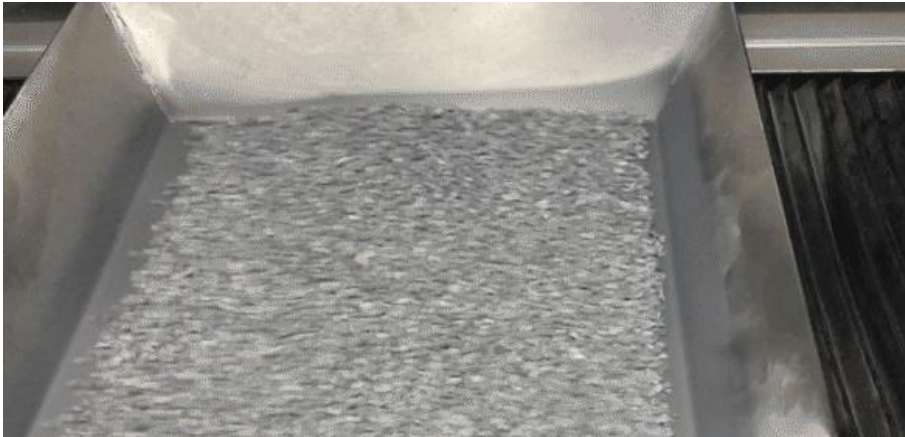
Every PhotoShade lens is treated with HKO Ultra Tough Coat (UTC) for maximum durability.

-  **Scratch Resistant:** High Bayer Ratio performance.
-  **Stain-Resistant:** Oleophobic layer for easy cleaning.
-  **Dust Repellent:** Antistatic function reduces particles.
-  **Eyeshield Add-on:** Enhance contrast. Perfect for night vision.

UTC: ULTRA TOUGH COATING

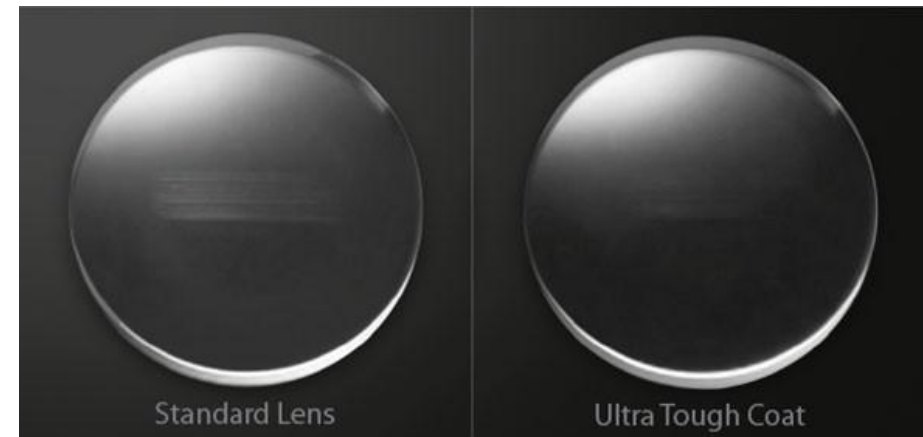
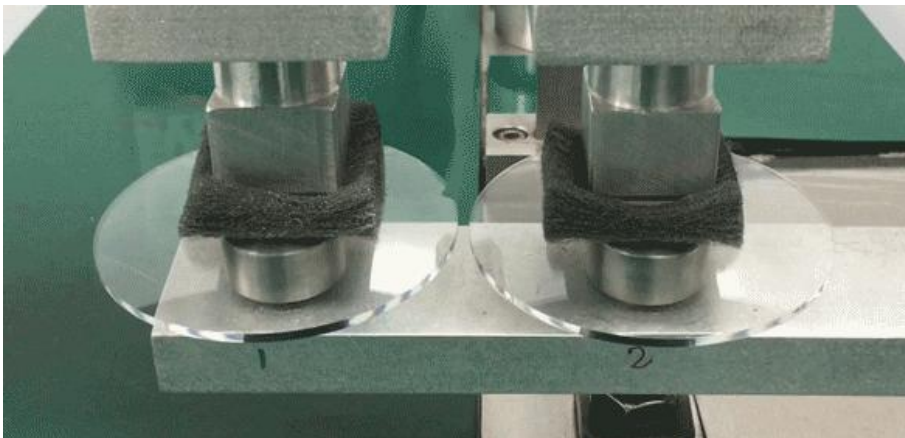
PASSED THE BAYER ABRASION TEST

Sand tray travels a distance of 100mm at 300 strokes per minute at 600 cycles for 4 minutes



PASSED THE STEEL WOOL TEST

2KG at 500 times



PHOTOSHADE FSV POWER RANGE



PRODUCT DESCRIPTION	INDEX	SPH RANGE	CYL RANGE	MAX COMPOUND	AVAILABLE COATING
SG FSV 1.60 ASP UTC	1.60	+4.00 TO -6.00	UP TO -2.00		BLUENYTE
SG FSV 1.67 ASP UTC	1.67	-2.00 TO -10.00	UP TO -2.00		BLUENYTE
SG RXSV 1.60 ASP UTC	1.60	+9.00 TO -14.00	UP TO -6.00	-14.00	BLUENYTE
SG RXSV 1.67 ASP UTC	1.67	+13.00 TO -14.50	UP TO -6.00	-14.50	BLUENYTE

PhotoShade Sales Pitch



10-Second Pitch for the Latest Launch

Our latest PhotoShade launch brings you **six new nature inspire colors** like Matcha and Sakura that transition in just **10 seconds**. Lenses are in-build with an **Ultra Tough Coating** that's three times stronger than standard lenses, giving you the ultimate blend of style, speed, and durability.

 Thank you