



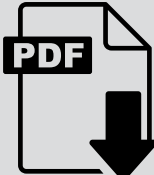
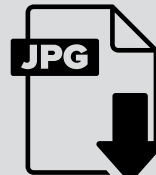
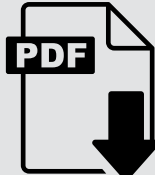
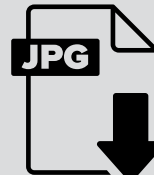
HOYA

SENSITY


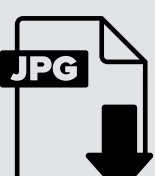

FAST

Social Calendar

WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Comments	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Subject: Switch Settings without Switching Lenses</p> <p>Say goodbye to slow light-reactive lenses, and say hello to a new, seamless experience – from outdoors to indoors (and vice versa). Sensity Fast lenses change from dark to clear rapidly, eliminating that awkward in-between period you may have noticed with other light-reactive lenses. At [insert practice], we've got these innovative lenses on hand, so you can truly see and experience your world clearly in the most convenient, life-adaptable way possible.</p> <p>With our new Sensity Fast lenses, you're getting:</p> <ul style="list-style-type: none"> • Fastest available light adjustment • A product backed by extensive research • Top-quality lenses created by vision experts <p>It's always our priority to work with you to prescribe a power for your lenses, as well as the materials, the coatings, the frames, and the features you need for your life. If your glasses don't match up to your exact lifestyle, you are leaving a lot of value and clarity on the table.</p> <p>Contact us when you're ready to talk more about Sensity Fast lenses, as well as any other vision care needs you may have.</p>	<p>CONTENT</p> <p>When looking for sunglasses, what's your first priority? What's your second? Leave a comment below!</p>	<p>CONTENT</p> <p>Sensity Fast lenses change from dark to clear rapidly, helping to eliminate that awkward in-between period you may have noticed with other light reactive lenses.</p>	<p>CONTENT</p> <p>Raise your hand if you like waiting. We don't either. That's why Sensity Fast lenses adapt from the outdoors to the indoors faster than nearly any other light-reactive lenses out there.</p>	<p>CONTENT</p> <p>Sensity Fast lenses respond to your environment, giving you the benefits of full vision correction and sun protection in a single pair of glasses.</p>	<p>CONTENT</p> <p>Switch settings without switching lenses.</p>
	<p>HASHTAG</p> <p>#Sunglasses #Sunwear #SensityFast</p>	<p>HASHTAG</p> <p>#SensityFast #SunLenses #EyeglassLenses #LightReactiveLenses</p>	<p>HASHTAG</p> <p>#SensityFast #Sunwear #LightReactiveLenses</p>	<p>HASHTAG</p> <p>#SensityFast #Sunglasses #LightReactiveLenses</p>	<p>HASHTAG</p> <p>#SensityFast #Sunglasses #LightReactiveLenses</p>
<p>RESOURCE</p> <p>Sensity Fast Consumer Brochure</p> <p>Note: Include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.</p> 	<p>RESOURCE</p> <p>Note: Make sure to respond respectfully and in the same tone that they comment.</p>	<p>RESOURCE</p> <p>Post one of the Sensity portraits</p> 	<p>RESOURCE</p> <p>Link to Sensity consumer brochure</p> 	<p>RESOURCE</p> <p>Post another Sensity Fast portrait</p> 	<p>RESOURCE</p> <p>Feature an approving customer or employee wearing the Sensity Fast lenses. You could do a before-and-after thing.</p>

WEEK 2

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to use with Patients	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Subject: Reactive Lenses at the Speed of Life</p> <p>Everywhere you go, you're responding to your environment. If it's hot, you take off your jacket, and if it rains, you grab the umbrella; one thing you shouldn't have to adjust is your vision. From outdoors to indoors (and vice versa), your lenses should do the reacting for you – and fast. That's why we're offering you a whole new, research-backed lens option called Sensity Fast lenses.</p> <p>Sensity Fast lenses respond to your environment, giving you the benefits of full vision correction and sun protection in a single pair of glasses. As one of the fastest, most innovative, and high-quality light-reactive lenses out there, Sensity Fast shields you from UV as you enjoy activities throughout the day.</p> <p>If you're interested in how these lenses can eliminate that awkward in-between period that other light-reactive lenses have – for a seamless experience, contact us at your leisure.</p>	<p>CONTENT</p> <p>Light reactive lenses adapt for you, so you can seamlessly adapt to your environment.</p>	<p>CONTENT</p> <p>Life moves fast. Your lenses need to be able to keep up!</p>	<p>CONTENT</p> <p>Why hassle with carrying both eyeglasses and sunglasses? One less thing you have to worry about.</p>	<p>CONTENT</p> <p>You can trust these new, research-backed lenses to adapt fast! When you move from outdoors to indoors, your glasses do the changing for you.</p>	<p>CONTENT</p> <p>Share someone's firsthand experience with Sensity Fast, with approval if it's a patient. Focus on the main aspect of convenience in daily life.</p>
	<p>HASHTAG</p> <p>#SensityFast #LightReactiveLenses</p>	<p>HASHTAG</p> <p>#LightReactiveLenses #SensityFast #EyeglassLenses</p>	<p>HASHTAG</p> <p>#LightReactiveLenses #SensityFast #EyeglassLenses</p>	<p>HASHTAG</p> <p>#SensityFast #LightReactiveLenses</p>	<p>HASHTAG</p> <p>#SunglassSelfie #SensityFast #LightReactiveLenses</p>
<p>RESOURCE</p> <p>Sensity Fast Consumer Brochure</p> <p>Note: Include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.</p> 	<p>RESOURCE</p> <p>Link to Blog WEBLINK GO</p>	<p>RESOURCE</p> <p>Use Instagram to show off your light reactive Sensity Fast lenses. Hold one when clear in front of your camera lens and walk outside so the lens itself acts like an Instagram filter. Don't have demo sensity lenses? Let your Hoya rep know.</p>	<p>RESOURCE</p> <p>Post another Sensity Fast portrait</p> 	<p>RESOURCE</p> <p>Link to Sensity consumer brochure</p> 	<p>RESOURCE</p> <p>Photo of the person wearing them — maybe a selfie!</p>