

See the world in
Colour definition.



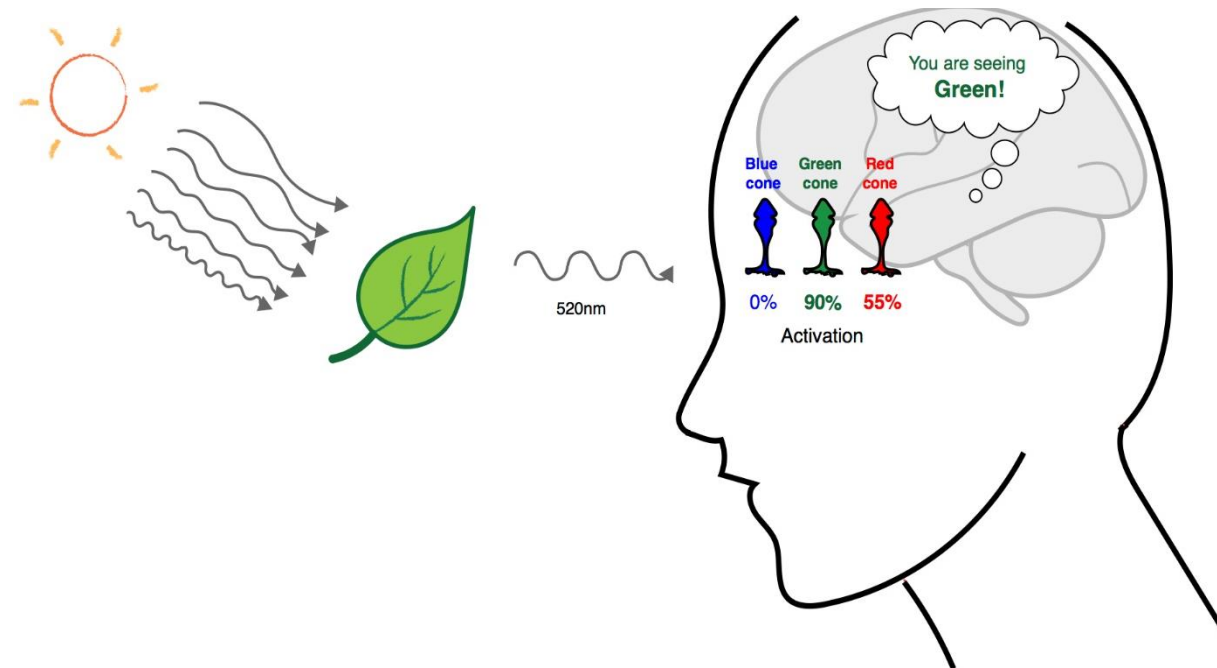
COLOUR MANAGEMENT LENSES

How does eyes see COLOUR !

If we think eye as a camera, then front part has a lens. Its job is to focus images on the inside of the back of your eye. This area is called the retina. It's covered with special nerve cells that contain pigments that react to light:

Cone Cells controls colour vision. There are several kinds of pigments present in three types of cone cells. Some react to short-wavelength light, others react to medium wavelengths, and others react to higher wavelengths

Rod Cell only have one kind of pigment. It reacts the same way to any light wavelength. They are very sensitive to light and allow us to see at night.

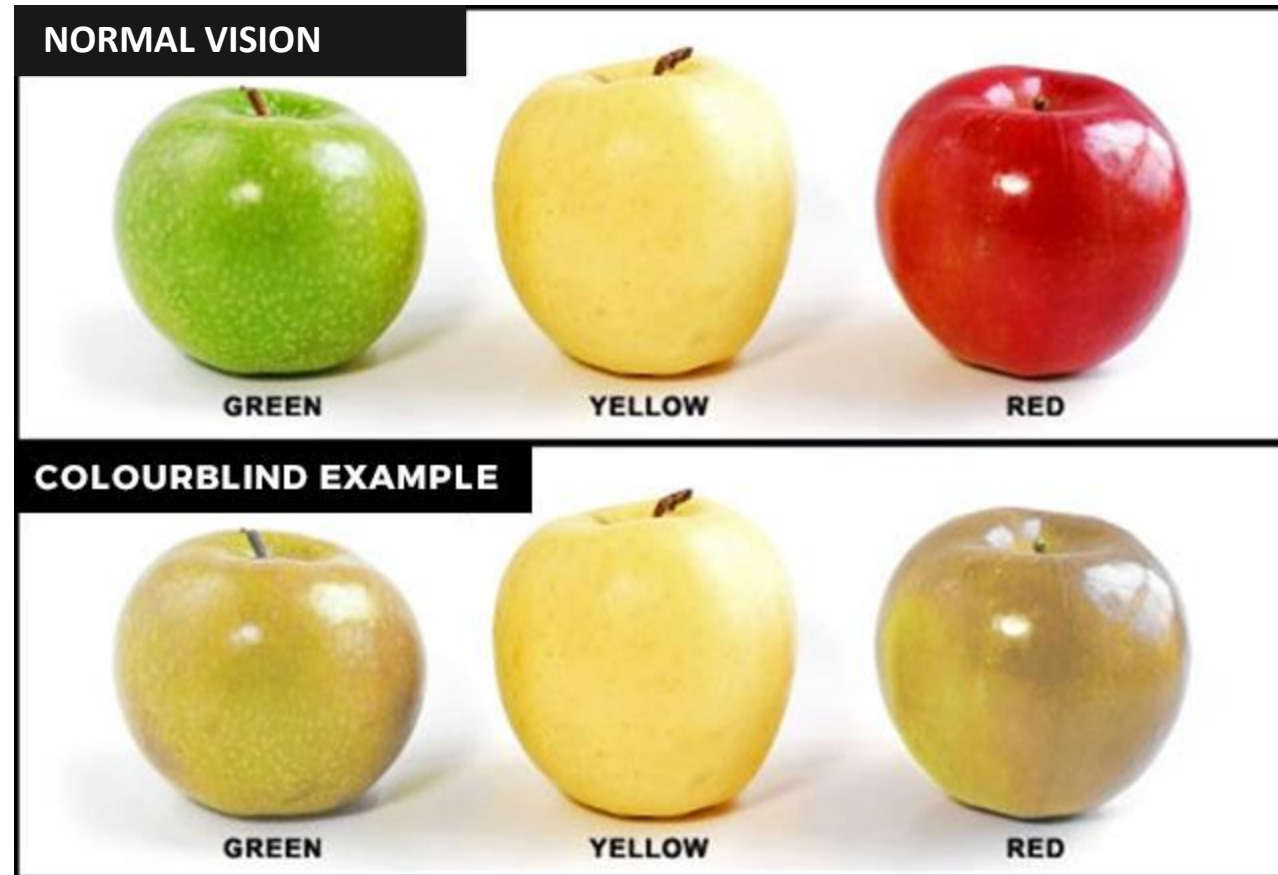


Know about COLOUR Blindness!



- Colour Blindness is a reduced ability to distinguish between certain colours.
- The condition is often inherited. Other causes include certain eye diseases and medication.
- More men than women are affected.

Know about COLOUR Blindness!



Colour blindness usually involves the inability to distinguish between shades of red and green.

Types of COLOUR Blindness

Actual Colours:

The natural colour visible to a healthy eye.



Red Blindness: (Total / Partial)

Protanopia / Protanomaly makes *red look more green and less bright*.



Green Blindness: (Total / Partial)

Deuteranopia / Deuteranomaly is the most common type of red-green color blindness. *It makes green look more red*.



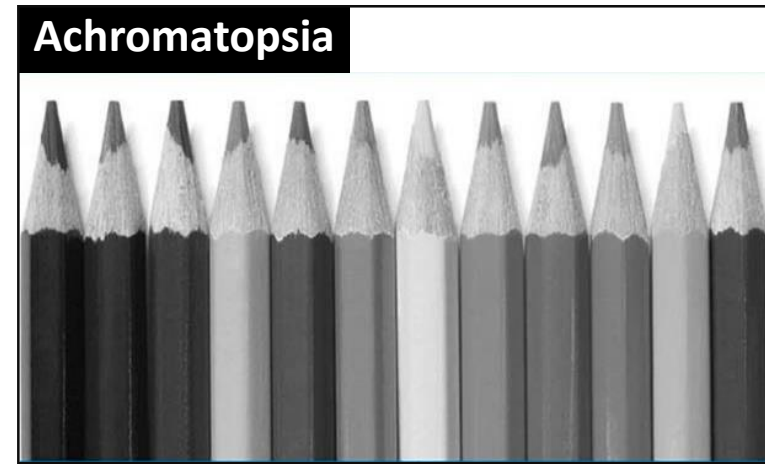
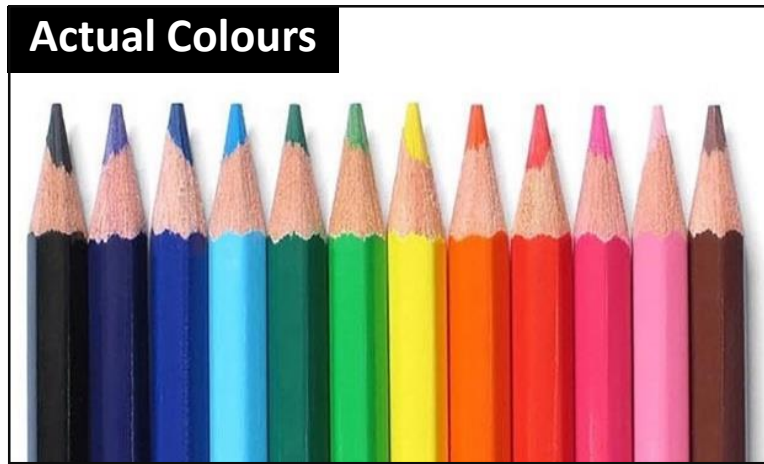
Protanopia and Deuteranopia both make you unable to tell the difference between red and green at all.

Blue Blindness:(Total / Partial)

Tritanopia / Tritanomaly is a condition where a person *cannot distinguish between blue and yellow colours*.



Types of COLOUR Blindness



Total Colour Blindness (Grey Scale Vision)

Achromatopsia

It is a non-progressive and hereditary visual disorder which is characterized by the ***absence of colour vision, decreased vision & light sensitivity.***

The cause of this disorder is absence of functioning cones (photoreceptors) in the retina.

Global Impact of COLOUR Blindness

There are an estimated **350 million people in the world with red-green colour blindness** (deutan-type and protan-type vision deficiency), or **4% of the total population**. Red-green colour blindness is acquired genetically through your parents and is expressed by genes on the X-chromosome. Because of the X-linked recessive biology behind red-green colour blindness, **the condition affects mainly men: about one in 12 men (8%), but also includes about one in 200 women (.5%).**



- There's no known therapeutic or surgical cure of colour blindness yet.
- **One can experience near colour-acuity with specialized eyewear like Colour Blind Glasses or Heterochronic Contact Lenses to maintain near colour accuracy in daily life.**
- While they may not work for all, they will still help 80% of the people to see colours better.

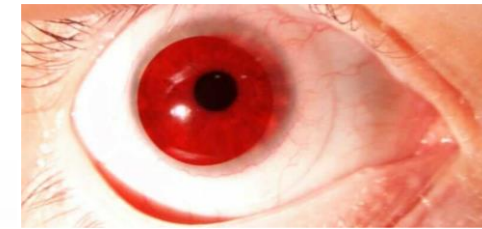


Available options in management of COLOUR Blindness

Colour Blindness Preventive Spectacle Lens



Heterochrome Contact Lens



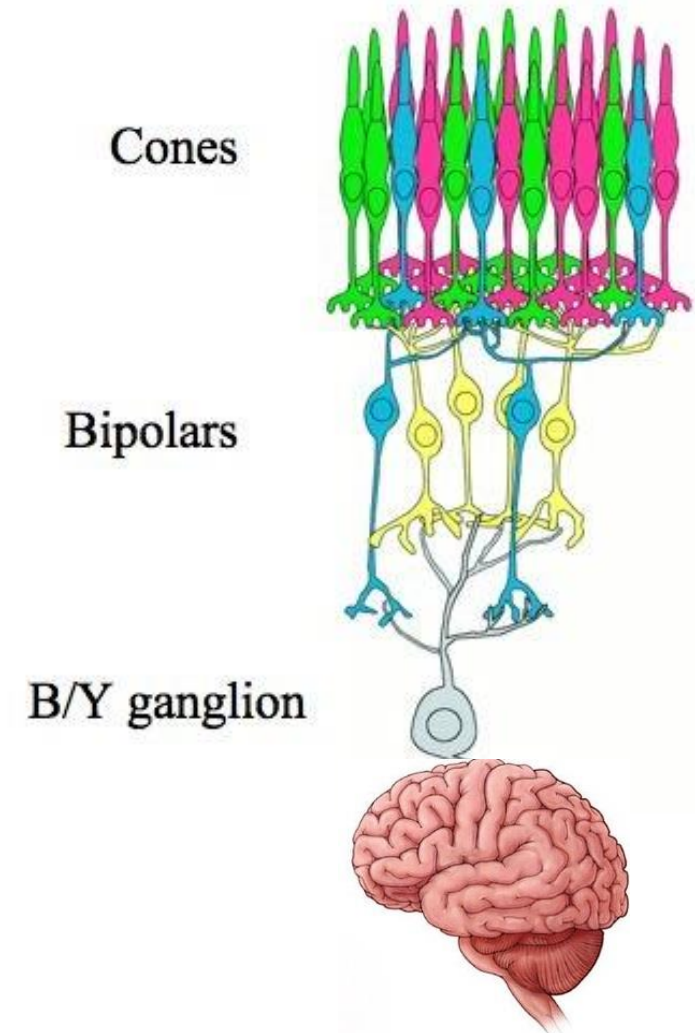
The retina of human eyes has **2 kinds of light-sensitive cells called rods & cones**. While rods help to see in low light & **cones help to perceive colours**.

Further there are **3 types of cone cells - red, blue & green, to detect colours**. When light falls on the retina, it activates these cone cells and perceives colors as they are. However, **in colour blindness, one or more cone cells are either absent or are not functioning properly**.

Nova Colour Management Lenses assist vision of people with red-green colour blindness by filtering wavelength of light selectively to bring enhanced colour perception.

Nova Colour Management Lenses work for 80% of the red-green colorblind people.

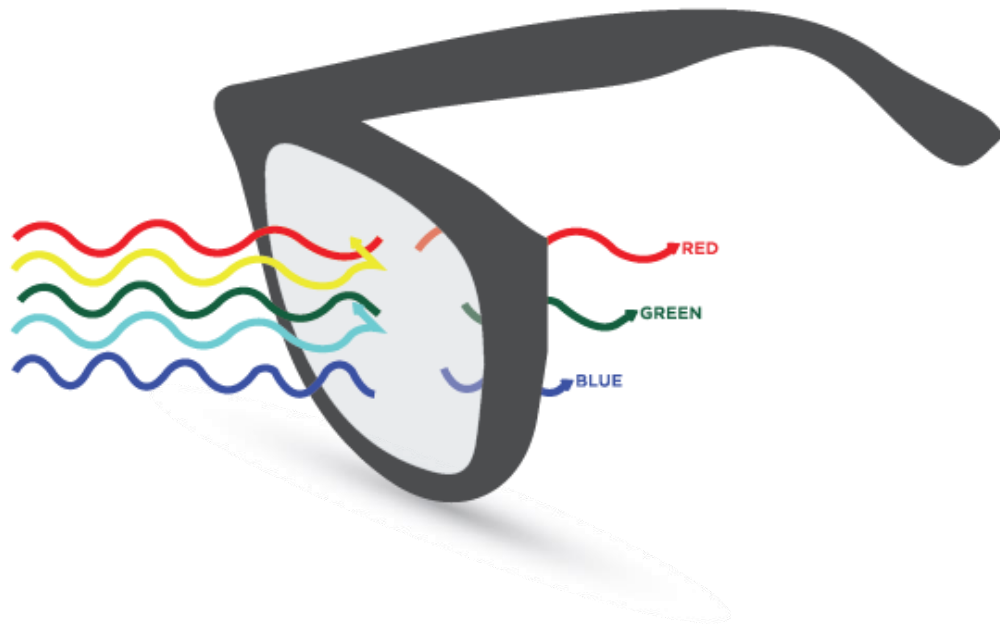
Better effectiveness of Nova Colour Management lenses comes with more of wearing time and results reflects better on adaptation.





INTRODUCING **COLOUR** MANAGEMENT LENS

Powered with innovative light filter system, Nova Colour Management Lenses have been designed to aid in better colour perception to help overcome the limitations caused due to partial red-green colour deficiency.



Nova Colour Management Lenses filters the light at the precise point where the confusion or excessive overlap of colour sensitivity occurs. This overlap creates confusion in primary colours.

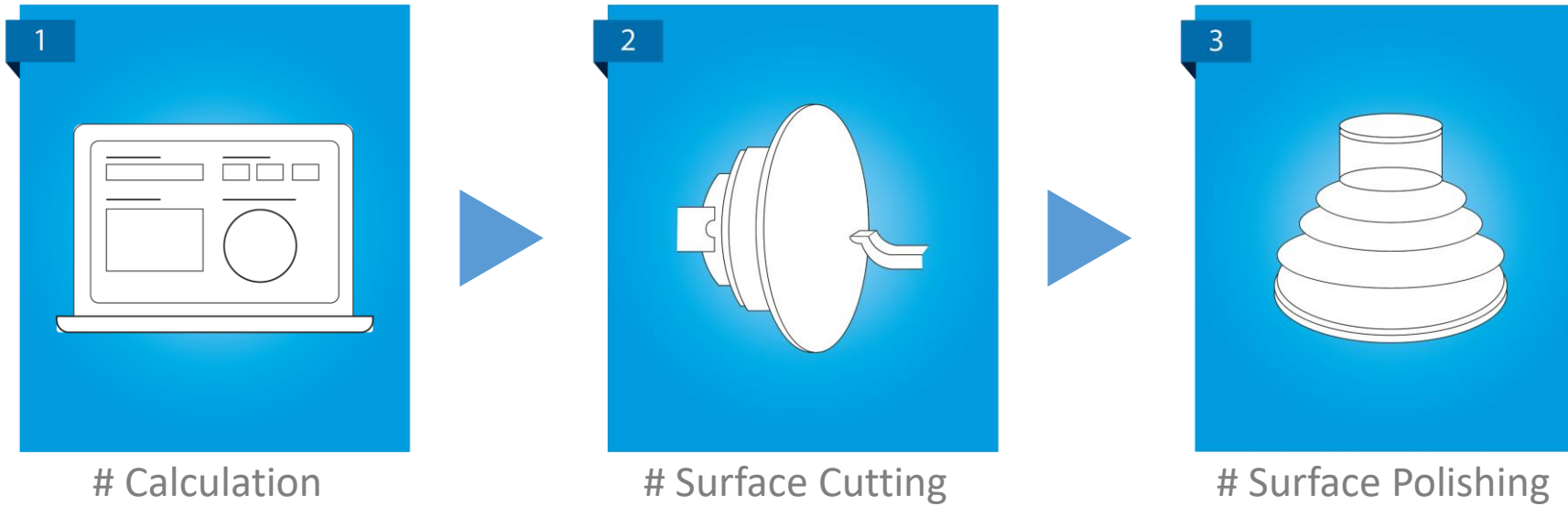
These lenses helps in distinguishing these primary colours along the so called confusion line for a given individual.

NOVA Colour Management Lenses created the new frontier in colour vision therapy.

NOVA Colour Management Lenses are uniquely engineered to give those with colour blindness the ability to see more of the broad spectrum of bright colour most of us take for granted.

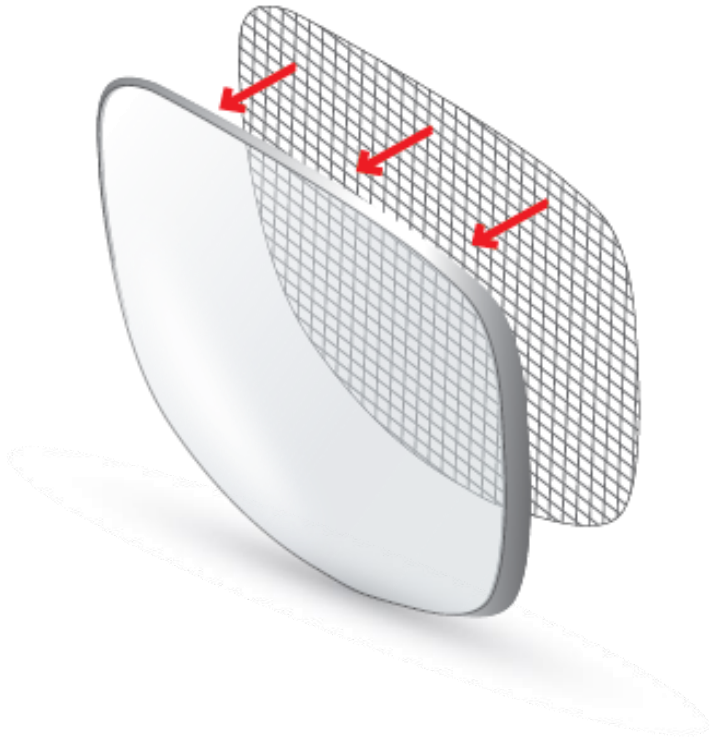
Utilizing an unique light filter technique, NOVA Colour Management Lens technology is applied with mathematical precision to address common forms of red-green colorblindness.





Digi Contour Technology has resulted in numerous lens advancements and stands to be one of the most dynamic technological innovations in eyewear industry. With the help of this technology, wearers can actually receive corrective lenses designed especially as per his/her exact visual requirement.

Back Surface Lens Design



With Digi Contour (free-form) Technology, the fabrication of these lenses from wearer's eyeglass prescription is optimized with computer-controlled surfacing equipment **in the back surface of the lens** which is much more precise and ensures excellent visual comfort to the wearers.



SUPERIOR LENS CLARITY AND PROTECTION

NOVA Colour Management Lenses deliver a superior combination of lightness, clarity, and impact protection that exceeds FDA impact resistance standards by more than 50x. Every lens is made with the best suitable optical lens material, an optical-grade resin.



COMPLETE UV PROTECTION

NOVA Colour Management Lenses are complete UVA and UVB absorbing for maximum sun protection. Optimal sun protection is vital for children's developing eyes.



ANTI-REFLECTIVE LENSES FOR MAXIMUM CLARITY

NOVA Colour Management Lenses are anti-reflective on both sides to maximize clarity and reduce haze. This virtually eliminates lens surface reflections to see the world the way it truly is. Oleophobic and hydrophobic lenses repel water, dust, and sweat, making the lens easy to clean.

NOVA COLOUR Management Lens Options & Availability

Rose Radiance*

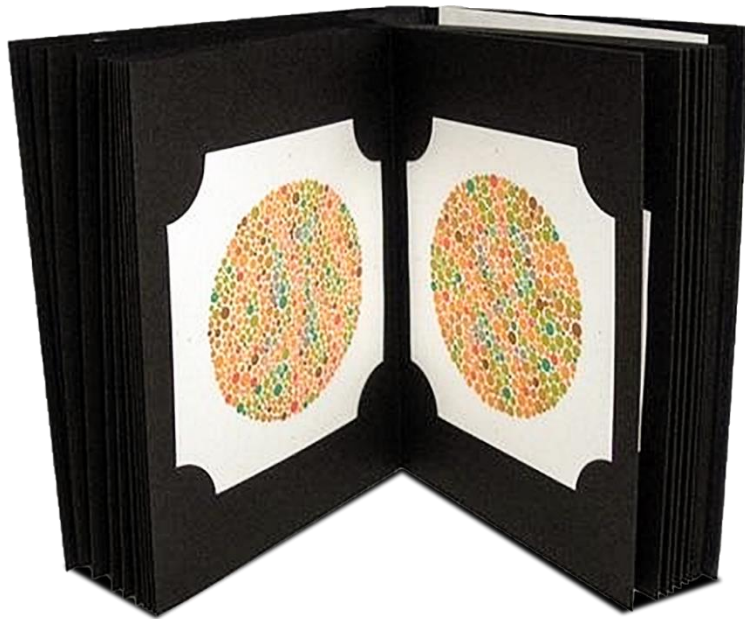


Mauve Radiance*



- Selection of the NOVA COLOUR Management Lens is variable on the basis of subjective test applied in the individual case.
- Colour Blind Patients are recommended to try the individual shades of NOVA COLOUR Blindness Management Lens over an isihara test chart and will select the final lens type as per the individual visual preferences.

NOVA COLOUR Management Lens is exclusively available only with 1.50 refractive index with a front Mirror coat and a back surface Satin+ coat.



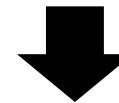
- Identify the grades and type of Colour Blindness from Ishihara Test Chart.



- Colour Blind persons are offered an options of both type of NOVA Colour Blindness Management Lenses and asked to identify the better visual comfort and perception of colours in Ishihara chart.



- On the basis of the individual subjective response the final NOVA Colour Blindness Management lenses are being dispensed.



ROSE RADIANCE



OR

MAUVE RADIANCE



Guidelines for Best Results

1. NOVA Colour Blindness Management lenses are designed **to assist users suffering with red-green colour blindness only. These are not recommended for other types of colour blindness.**
2. Just like any other regular lenses, NOVA Colour Blindness Management Lenses **might take up to 15 days to fully get used to with it.**
3. Make sure to **wear these NOVA Colour Blindness Management Lenses for maximum possible hours in the daytime to adjust with ease.**
4. It is recommended **not to remove the NOVA Colour Blindness Management Lenses in every now and then, during the adjustment period.**
5. The effectiveness of the NOVA Colour Blindness Management Lenses is **subject to differ according to the degree of deficiency.**

COLOUR Blindness Management Lenses - Demo





See the world in
Colour definition.

