



**ZEISS – The trusted leader
in precision optics.**

Where **PASSION** drives **INNOVATION**.

As a pioneer in the field of optics, ZEISS continues to enable human ambitions in many fields including:

- Eyeglass lenses
- Medical equipment
- Binoculars & scopes
- Movie & Camera lenses
- Microscopes
- Semiconductor manufacturing

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ZEISS Vision Care (US)

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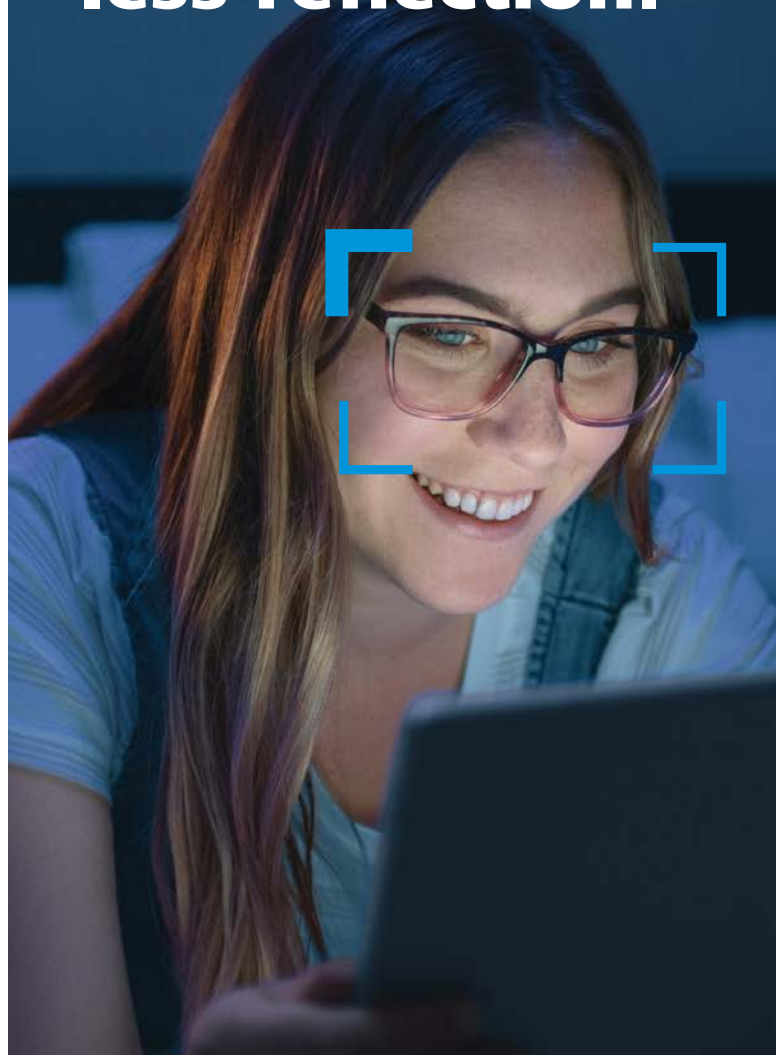


Seeing beyond

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**More
protection,
less reflection.** Seeing beyond



ZEISS BlueGuard™ Lenses

Great looking lenses that protect eyes from UV and digital eyestrain due to blue light.

www.zeiss.com/BlueGuard



Digital eyestrain

Headaches, blurred vision, dry or burning eyes are all common symptoms of digital eye strain (DES). Prolonged use of digital devices that emit blue light - such as smartphones, tablets, and computers - can lead to blurred vision and tired eyes.



ZEISS DuraVision BlueProtect coating



ZEISS BlueGuard Lenses

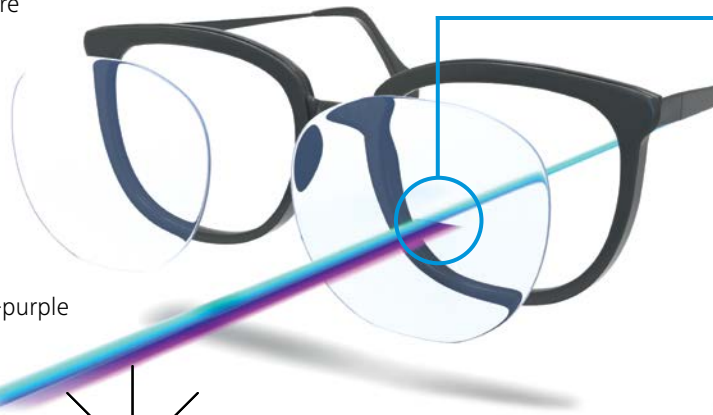
Improved visual comfort. ZEISS BlueGuard Lenses

Our lives have become more digital.

Everyday, we work, play, learn, and shop online. Because of this lifestyle change, our eyes are exposed to more sources of blue light than ever before.

Protect your eyes and look your best with ZEISS BlueGuard Lenses.

Designed to address digital eye strain, without the annoying blue-purple reflections.



Your Benefits



Easy on the eyes:
Fight digital eyestrain in an increasingly digital world.



More Protection:
Block potentially harmful blue light AND get sunglass-level UV protection.



Less reflection:
Look good on- and off-line, with less annoying reflections of digital blue light.



What is blue light?

A portion of light emitted by the sun falls in the blue spectrum. However, almost all modern digital devices and even LED bulbs also emit blue light. Prolonged exposure - especially at night - can cause perceived eyestrain, blurred vision and may even impact your sleep.

¹Blocks up to 40% of potentially harmful and irritating blue light.