

ZEISS EnergizeMe Eyeglass Lenses for Contact Lens Wearers

Contact lens wearers switch to glasses more frequently than is generally assumed. Today they need glasses optimized for their visual needs and the digital life.

With ZEISS EnergizeMe the company is launching its first eyeglass lenses specially designed for contact lens wearers. ZEISS EnergizeMe eyeglass lenses help refresh the wearer's eyes after they have removed their contact lenses. This refreshing effect, as reported by test wearers, is primarily based on preventing digital eye strain which can arise from the intensive use of digital media.

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Aalen, Germany | 10 February 2017 | ZEISS Vision Care

The new eyeglass lenses from ZEISS for contact wearers reduce digital eye strain, providing the necessary relaxation after wearing contact lenses through the combination of three different components:

- ZEISS EnergizeMe lens design
- ZEISS Digital Inside Technology
- ZEISS DuraVision BlueProtect coating



Special lens design for contact wearers

The special EnergizeMe¹ lens design from ZEISS ensures a wide field of vision and makes switching between contact lenses and glasses a breeze. A usually low addition suitable for the particular age group supports the eyes in near vision and provides the necessary visual relaxation for contact lens wearers' tired eyes – especially in conjunction with Digital Inside Technology. ZEISS Digital Inside Technology is an optimization of the lens design to support the wearer's typical visual behavior in the digital world, i.e. more frequent and faster focusing between near and far. At the same time, Digital Inside Technology accommodates the typical reading distances for print

and digital media, enabling clear, dynamic vision. DuraVision Blue Protect from ZEISS is a high-quality protective and anti-reflective coating which also reflects a portion of the blue light emitted from energy-saving lightbulbs, computer monitors and screens on smartphones and tablet computers.

Less digital eye strain thanks to ZEISS EnergizeMe

During the preparations for the rollout an external wearer trial with 130 contact lens wearers² showed that nine out of ten participants perceived a reduction in digital eye strain with ZEISS EnergizeMe. Almost two-thirds of the test persons preferred ZEISS EnergizeMe to other lenses. In this context it is important to know that contact wearers switch to glasses more frequently than is generally assumed, as an international survey of more than 2400 contact lens wearers conducted by ZEISS at the end of 2015³ shows. On average, the approximately 600 consumers surveyed in the US, China and Germany wear their glasses for five and a half to over six and a half hours per day – in Italy, the average is almost eight and a half hours. Those surveyed switch to glasses most frequently when using digital media and, in particular but not exclusively, in the evening: this is when more than 70 percent of contact wearers in the US and Germany opt for glasses. The number in Italy and China was 56 and 50 percent. Here contact wearers also choose to wear glasses with increasing frequency during the day and on other occasions.

'Generation &' enjoys switching between contact lenses and glasses frequently

The survey helped ZEISS to identify what the company calls the 'Generation &' – these are consumers who decide to wear glasses and contact lenses and value these two visual aids equally. 65 percent of those surveyed can be assigned to this group. Members of the 'Generation &' are happy to switch between glasses and contact lenses and consider eye health to be of great importance. Up until now there has not been a product on the market tailored to this target group. This created a gap which ZEISS EnergizeMe is going to fill.

Versions and target groups

ZEISS EnergizeMe eyeglass lenses are available in three versions in order to optimally accommodate the diverse needs of different age groups.

- EnergizeMe Single Vision (for wearers in their 20s or early 30s; addition: +0.4 D)
- EnergizeMe Digital (for wearers in their 30s or early 40s; addition: +0.65 D)
- EnergizeMe Progressive (for wearers 40 and up; addition: +0.75 to +4.00 D)

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3 pages, 145 kB



About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is

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Article about ZEISS BioChrom

Aug 6, 2019



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All you need to know about ZEISS BioChrom

Fact Sheet

Aug 6, 2019



A Comparison of UV Protection in Clear Eyeglass Lenses

Study shows that UV absorbers in the lens material, such as with ZEISS UVProtect, have the greatest impact

Press Release about UV protection

Apr 3, 2019



ZEISS and MDSolarScience Partner to educate Consumers

Partnership showing the importance of full UV protection for both the skin and the eyes

Press Release about Partnership

Mar 20, 2019



ZEISS and the American Cancer Society Partner to Increase Awareness



The partnership will help raise funds for the ACS mission to fight cancer from every angle.

Press Release about Partnership

Mar 20, 2019

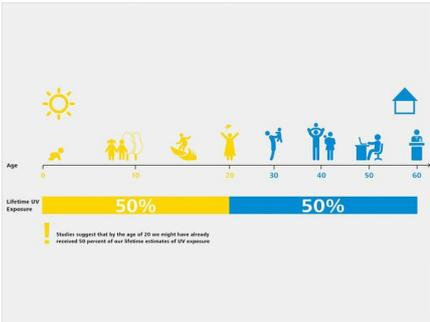


Protection against Harmful UV Radiation for the Eyes

Background Article by ZEISS Expert Dr. Christian Lappe

Technical Article

Feb 18, 2019

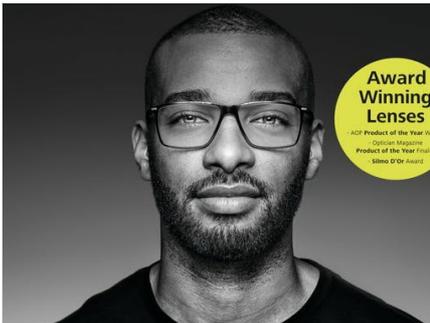


Putting sunscreen around your eyes? Opt for a pair of glasses instead!

The two sides of sunlight and how adults and kids can be protected

Press Release about UV protection

Feb 15, 2019



ZEISS UVProtect Technology shortlisted for Optician 'Lens Product of the Year' Award

An Award for products that have made an impact during the past year.

Press Release about Award

Feb 13, 2019



ZEISS UVProtect Technology wins AOP Product of the Year Award

This year's awards attracted over 20,000 votes from both optical professionals and patients.

Press Release about Award

Jan 14, 2019

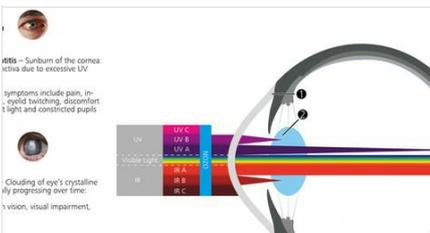


UV Protection: All Day, Every Day

All you need to know about UV radiation and the ZEISS UVProtect technology

Fact Sheet

Jul 7, 2018



ZEISS Eyeglass Lenses Available with Full UV Protection Beginning in 2018

In the future, clear organic ZEISS lenses will offer full UV protection: ZEISS UVProtect also covers the range between 380 and 400 nanometers.

Press Release about Product Launch



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