

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

ZEISS Vision Care UK is delighted to announce its latest innovation - UVProtect Technology - has been shortlisted for Optician 'Lens Product of the Year Award' 2019. This latest achievement comes hot on the heels of the product being named Product of the Year at the 2019 Association of Optometrists awards.

[Press Kit ZEISS UVProtect](#)

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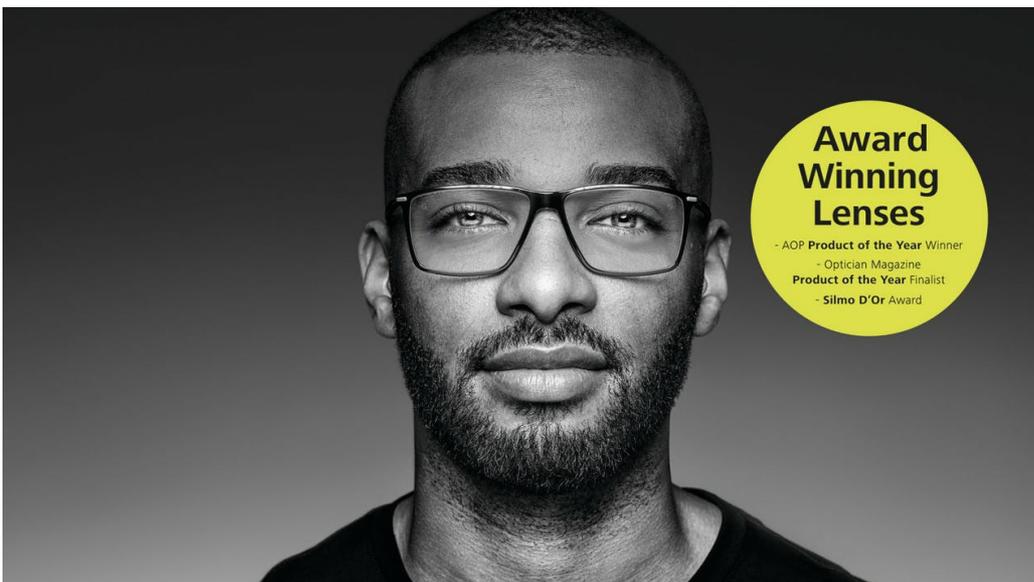
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BIRMINGHAM, United Kingdom | 13 February 2019 | ZEISS Vision Care

The Lens Product of the Year Award recognises lenses, coatings, tints and treatments that have made an impact during the past year. The shortlist showcases products that a panel of judges feel have given patients and practitioners added value and have met, or created a significant market need or deliver a wow factor. Emphasis is also placed on the level of innovation the product employs and the way in which it has been presented to the market.

With ZEISS UVProtect Technology, ECPs can be assured all clear ZEISS plastic lenses provide full UV protection (up to 400 nm) for the eyes and surrounding skin¹. Current industry standards only require clear lenses to provide UV protection up to 380 nm, however, approximately 40% of UV radiation in daylight occurs between 380 to 400 nm². In particular, these long UV waves penetrate more deeply into the skin's tissue, making them a potential risk factor for various eye health issues. This means, up until now, most clear lenses fall short of fully protecting a person's eye from UV radiation up to 400 nm³.

Dr Debbie Laughton, Head of Professional Services at ZEISS Vision Care comments: "We are delighted UVProtect Technology is receiving yet more recognition. The product has already received a number of prestigious awards both locally and internationally, including: The AOP Product of the Year Award, The Silmo D'Or Product of the Year Award and various consumer Optical and Product of the Year awards in both Poland and Portugal."



Lindsay Filmer, Marketing & Communications Director at ZEISS Vision Care UK expands on this, commenting: "We are extremely proud to be raising our standard for eye health, providing full UV protection up to 400nm. It's an honour to receive recognition from The Optician Magazine and it reinforces the fact that our commitment to innovation is being recognised by the industry. And as we are coming into spring, it's the perfect opportunity for ZEISS practitioners to be confidently speaking to patients about ZEISS UVProtect Technology and the advantages

of full UV protection for the eyes and surrounding skin.”

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2 pages, 85 kB

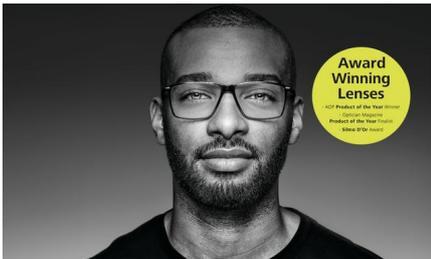


About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

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Press Photos



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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

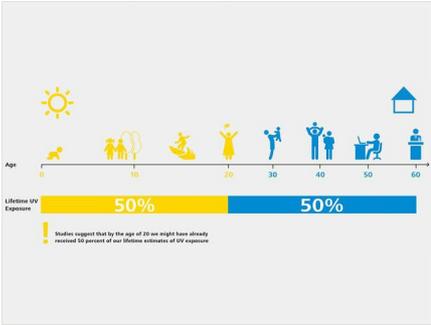


Protection against Harmful UV Radiation for the Eyes

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 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

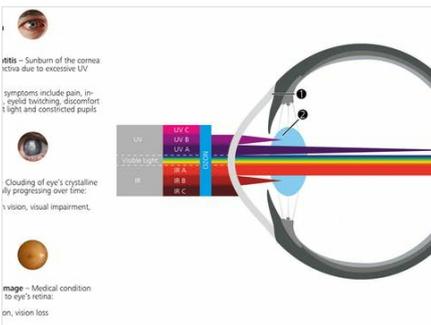


UV Protection: All Day, Every Day

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

Jun 30, 2018



The Underestimated Risk of UV

Scattered Radiation

Swiss scientists from the University of Lausanne suggested that such measures simply aren't enough to counteract the ...

Jun 29, 2018

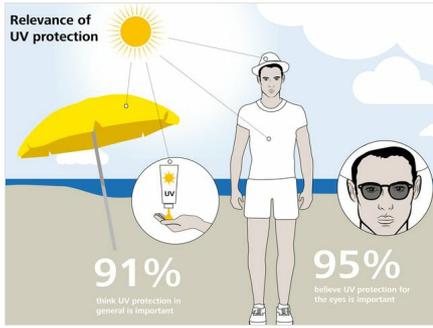


A dermatologist tells us why UV protection keeps us looking good for longer

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Jun 26, 2018



When it comes to UV Protection consumers don't think of clear lenses

Most people only think about sunglasses when they think of UV protection

Market Research Report

Jun 15, 2018

