

# ZEISS UVProtect Technology wins AOP Product of the Year Award

**ZEISS Vision Care UK is delighted to announce its latest innovation - UVProtect Technology - has been named Product of the Year at the 2019 Association of Optometrists awards. ZEISS was one of four finalists in the category, alongside Cerium Visual Technologies, Essilor and OrCam Technologies.**

[Press Kit ZEISS UVProtect](#)

## Press contact

Lindsay Filmer

Tel. +44 (0) 7795 443118

[✉ lindsay.filmer@zeiss.com](mailto:lindsay.filmer@zeiss.com)

Birmingham | 14th January 2019 | ZEISS Vision Care

Held in London's ExCel on the Royal Victoria Dock, the awards ceremony was attended by industry leaders celebrating the year's outstanding talent, contributions and achievements across the optical industry. This year's awards attracted over 20,000 votes from both optical professionals and patients.

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 skin<sup>1</sup>. 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 nm<sup>2</sup>. 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 nm<sup>3</sup>.



Dr Debbie Laughton, Head of Professional Services at ZEISS Vision Care comments: "We are 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 AOP, the Product of the Year award reinforces that our continued commitment to pushing the boundaries of technology is being valued by our customers".

This commitment to innovation is one ZEISS take very seriously indeed and this has been recognised by various organisations in the past, including Optician Magazine who named ZEISS DriveSafe Lenses Product of the Year in 2017, and Silmo who awarded ZEISS UVProtect Technology the prestigious Silmo D'Or award in Paris last September. This new award rounds off a very successful campaign for ZEISS, where UVProtect Technology has been extensively promoted by celebrity doctor Pixie McKenna and been widely accepted by independent customers across the UK and Ireland.

Lindsay Filmer, Marketing & Communications Director at Vision Care UK comments: "We feel this is an exciting opportunity for ZEISS customers and the market in general to differentiate their practices. Practitioners should take full advantage of this news and start speaking to patients about ZEISS UVProtect Technology and the advantages of full UV protection for the eyes and surrounding skin."

<sup>1</sup> Full UV protection on all ZEISS clear, plastic lenses, UVProtect Technology will be available in ZEISS bifocal lenses in March 2019.

<sup>2</sup> NASA Technical Memorandum, A. T. Mecherikunnel and J. C. Richmond – Spectral Distribution of Solar Radiation,

[+](#) expand

## Download & Share

 [Press Release](#)

2 pages, 24 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).

[+](#) [More information about ZEISS](#)

## Press Photos



[> Download Press Photo](#)

## Further Articles



### 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

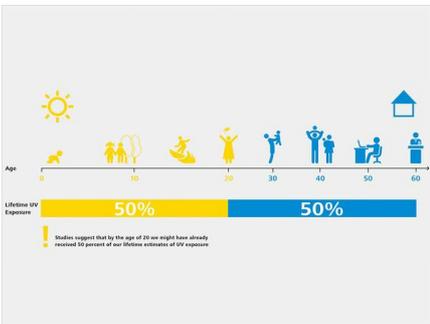


### Protection against Harmful UV Radiation for the Eyes

Background Article by ZEISS Expert Dr. Christian Lappe

Technical Article

Feb 18, 2019

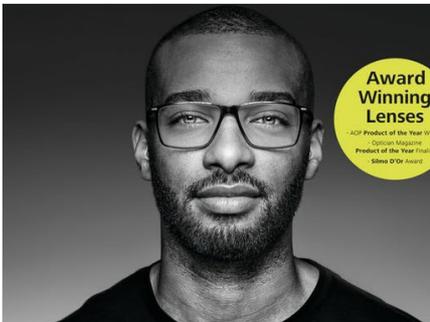


### Putting sunscreen around your eyes? Opt for a pair of glasses instead!

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

Press Release about UV protection

Feb 15, 2019



### ZEISS UVProtect Technology 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

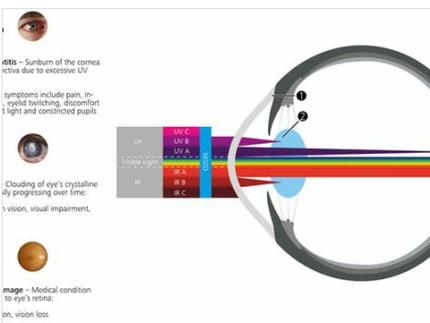


### UV Protection: All Day, Every Day

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 ...

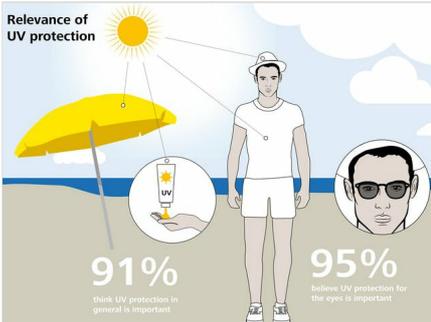
Jun 29, 2018



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

Smile lines are endearing, but as soon as we hit our mid-20s these wrinkles are clearer to see, even when we have not...

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

