



Sunglass-level UV protection in clear lenses.

ZEISS Lenses with UVProtect Technology



Ultraviolet (UV) radiation is always present. All year round, all day, in winter or summer, in sunny and even overcast conditions. Prolonged UV exposure poses some serious health risks.

Most of us know that UV rays can damage the skin, but many are unaware that UV exposure can also be harmful to the eyes and surrounding tissue.

A UV camera reveals what is invisible to the naked eye.

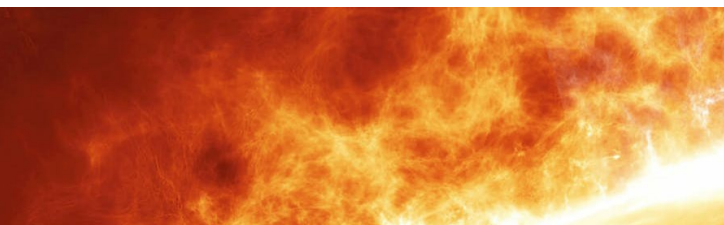


Photograph taken with a UV camera, showing skin damage due to UV exposure.



Don't risk your eye health

To protect the skin, we typically wear sunscreen, but we really don't have a lot of options when it comes to protecting our eyes against harmful UV



rays. While sunglasses provide excellent protection, studies show that only one person in four consistently wears sunglasses when outdoors. And most clear lenses only offer partial UV protection.

This lack of protection can lead to accelerated aging of the tissue surrounding the eyes, and harmful eye diseases such as:

ZEISS UVProtect Technology in all clear ZEISS lenses

UV protection is recommended against harmful UV rays up to 400 nm. That's why ZEISS is creating a new standard of care by including full UV protection in all clear plastic lenses – something no other lens manufacturer is offering.

A UV camera shows what that means: clear ZEISS lenses with UVProtect Technology appear as dark as sunglasses because UV rays are completely blocked by the lens.



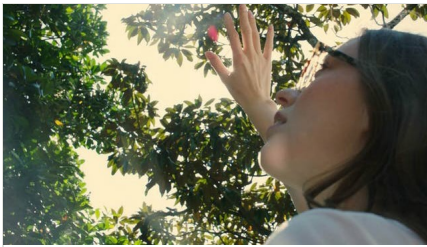
UVProtect Technology moves beyond today's standards to a higher level of UV protection, which allows clear ZEISS lenses to block harmful UV rays up to 400 nm. This is the same standard of UV protection premium sunglasses provide.

The ZEISS Promise

Full UV
protection



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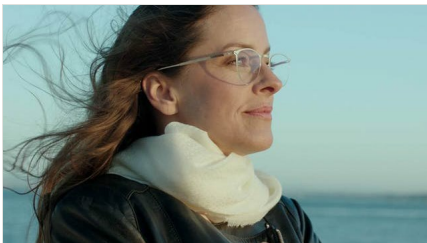


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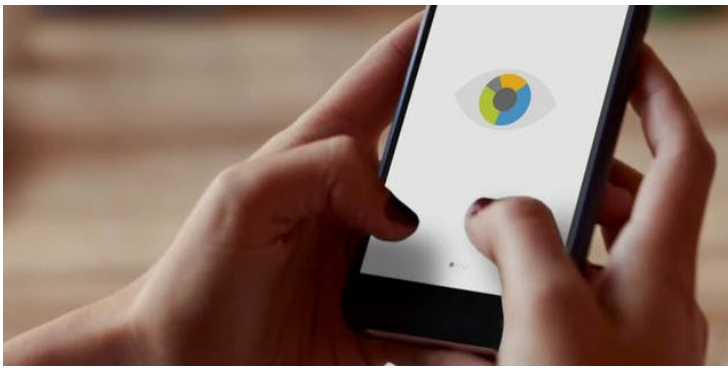
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¹ Cook BE Jr, Bartley GB. Treatment options and future prospects for the management of eyelid malignancies: an evidence-based update. *Ophthalmology* 2001 Nov; 108(11):2088-98. - Abraham J, Jabaley M, Hoopes JE. Basal cell carcinoma of the medial canthal region. *Am J Surg* 1973; Oct; 126(4):492-5

² Global data on visual impairment in the year 2002. Resnikoff S, Pascolini D, Etya'ale D, Kocur I, Pararajasegaram R, Pokharel GP, Mariotti SP *Bull World Health Organ.* 2004 Nov; 82(11):844-51

³ http://www.who.int/uv/uv_and_health/en/

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Lens Coatings
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