



Press Release

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

BIRMINGHAM, United Kingdom, 13th February 2019

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.

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."

¹ Full UV protection on all ZEISS clear, plastic lenses, UVProtect Technology will be available in ZEISS bifocal lenses in April 2019.

² NASA Technical Memorandum, A. T. Mecherikunnel and J. C. Richmond – Spectral Distribution of Solar Radiation, 1980. Industry Standard AS-NZS 1067 (2003) (English): Sunglasses and fashion spectacles [By Authority of Australian Consumer Protection Notices No.13 of 2003 and No. 4 of 2005].

³ Almost two thirds of daylight UV radiation lies in wavelengths not fully blocked by the most common clear spectacle lens material, ZEISS White Paper. / Approximately 50% of lenses sold worldwide are 1.5 index with an approximate maximum cut-off of 355nm. World lens and frame demand study 2016, SWV Strategy with Vision.



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."

Contact for the press

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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).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future far beyond the optics and optoelectronics industries. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership.

With around 30,000 employees, ZEISS is represented in nearly 50 countries, with approximately 60 of its own sales and service companies and 30 manufacturing and development centers around the globe. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

For more information, please visit www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The area is part of the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.