



New ZEISS PhotoFusion Colours

Toronto, ON, March 5, 2018 – Carl Zeiss Vision Canada is pleased to announce the addition of exciting new colours to our ZEISS PhotoFusion self-tinting lens portfolio. Extra Grey, Pioneer Green and Blue will be added to our current portfolio of Brown and Grey colours. These new colours all have the same great performance as the original colours. Characteristics of the ZEISS PhotoFusion portfolio includes lenses that are very clear indoors and quickly darken outdoors. The new Extra Grey colour gets darker than the original grey – even in warm climates yet is still very clear indoors. Pioneer Green has the timeless grey-green sun lens tint when activated. Meanwhile, Blue is a bold, exciting new colour. A real attention grabber that is sure to get wearers noticed.

PhotoFusion was created by ZEISS experts to meet consumer expectations on self-tinting lenses that darken and clear again faster. The secret behind PhotoFusion technology is patented photo-active molecules that respond more efficiently to light energy, fading up to 2x faster* than other photochromic lenses. The introduction of PhotoFusion in 2011 has triggered a revival in the self-tinting market for these kinds of lenses. Since then, we've continued to expand our portfolio of PhotoFusion lenses. The Extra Grey, Pioneer Green and Blue colours provide additional options for patients seeking the convenience of clear lenses indoors with dynamic sunlight and glare reduction outdoors.

Outdoors, all ZEISS PhotoFusion lenses offer full protection against UV rays up to the 400nm standard. Indoors, these same lenses provide 2 times more blue light protection than standard clear lenses.

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. ZEISS develops and distributes lithography optics, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress.

For more information, please contact us via email at sales.vision.ca@zeiss.com or call our Customer Service team at 416-449-4523 or 1-800-268-6489.

*Average performance compared to the other ZEISS photochromic lenses. Performance will vary according to material, temperature, treatments, and light conditions

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