



ZEISS BRIDGES FINAL GAP IN ULTRAVIOLET PROTECTION IN CLEAR LENSES WITH ZEISS UVPROTECT™ TECHNOLOGY

New survey shows consumers uninformed regarding impact of UV on the eyes

TORONTO – April 3, 2018 – [ZEISS](#), an international leader in optics and optoelectronics, is announcing the launch of UVProtect Technology, the first time complete sunglass-level UV protection™ (UV400) will be available in the U.S. and Canadian consumer markets in all clear organic eyeglass lens materials, beginning April 9.

The introduction of ZEISS UVProtect Technology bridges a critical gap in UV protection in clear lenses – from the previous 380 nanometers in clear lenses to now complete UV400 protection. According to The Vision Council, this largely unknown gap in protection has accounted for four of five consumers being exposed to as much as 40 percent of the most harmful UV rays. This exposure is directly linked to photoaging, cancer, and cataracts – the leading cause of blindness.

A new consumer survey released by ZEISS in conjunction with the launch of UVProtect found consumers are significantly uninformed regarding the impact of UV on the eyes. Less than 10 percent of consumers are aware that cataracts are a direct side effect of overexposure to UV, and only 13 percent are aware that skin cancer around the eyes is a potential side effect. However, 87 percent of glasses wearers would consider purchasing clear lens eyeglasses with UV protection if an option was available. Among parents, only 3 percent of parents are aware that 50 percent of eye damage from UV radiation occurs before the age of 18, and less than 10 percent are aware that children's eyes are exposed to three times the UV radiation compared to adults.

"This is the first time that sunglass-level UV protection will be available in clear lenses, giving eyeglass wearers 100% UV400 protection for their eyes and eyelids," said Bryan Rossi, General Manager of Carl Zeiss Vision Canada, Inc. "With this, ZEISS UVProtect Technology establishes a new standard of care in the eye care industry. All ZEISS lenses come automatically with this UV protection."

The World Health Organization has established 400 nanometers (UV400) as the recommended standard for UV eye protection – the highest protection available in premium sunglasses. To date, 380 nanometers (UV380) has been accepted as the standard level of UV protection for clear lenses by the American National Standards Institute and the International Organization for Standardization. This is largely due to the fact that this was the highest level of protection that lens manufacturers could achieve in the most commonly sold lenses without compromising clarity.

With UVProtect Technology, ZEISS is enabling a new effective standard of UV400 for clear lenses across all lens materials. As part of this effort, ZEISS will not patent the UVProtect Technology in the hope that other industry leaders will step up and raise the level of UV protection for all patients around the globe. More information is available at



www.zeiss.ca/UVProtect. The online survey was conducted in February 2018, surveying 1,187 U.S. parents and eyeglass wearers.

With its 170-year history, ZEISS is unique in the eye care industry as a preeminent optics company, and one wholly owned by a foundation. The company's profits are full reinvested into optical science, research, education and community outreach, and there are no shareholders. Today, approximately 10 percent of the global ZEISS workforce is employed in research and development, working to continuously advance the field of optics.

About ZEISS

ZEISS is a global leader in technology, operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided into four business segments: Research & Quality Technology, Medical Technology, Vision Care/Consumer Products and Semiconductor Manufacturing Technology. The ZEISS Group is represented in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe.

In fiscal year 2016/17, the company generated revenue approximating €5.3 billion with over 27,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information is available at www.zeiss.com

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