



Tuesday, May 26, 2020

ZEISS Canada Offers Support to Eye Care Professionals

Dear Canadian ECPs,

As life returns back to our new normal, we anticipate the challenges that many of you face as you reopen your practice. In preparation for your reopening, ZEISS Canada has created the following new initiatives to help ease any uncertainty that you may face and help get you back on your feet. ZEISS is here for you.

First, we have created a complimentary [sanitization guideline](#) to help you get ready to welcome your patients back into your practice. There you can find [signs](#) with different messages that speak to your patients and staff and make them feel comfortable by ensuring all precautions are being taken during their visit. You can customize the signs with your logo and print them off at no additional charge. Please visit our [website](#) for additional support and content.

We want to acknowledge all the hard work and sacrifice that front-line workers provide on a daily basis. Our ECPs will be able to offer Hero Days to show appreciation for the front-line workers' commitment to their local communities. Please contact your ZEISS sales agent or sales.vision.ca@zeiss.com for further detail.

We are committed to providing you with options to create a safe practice for you and your patients:

- **Contactless Consultation** – when your patient arrives for their eye exam, they will go through a journey in which they will receive the same level of care without the need of a technician being nearby.



- **One Zeiss Program** – offers you the opportunity to purchase our equipment easily with your reward points. Have your optical pay for your medical.
- **Direct Shipment Program** – is still on-going at no charge during this time and be assured that quality and care is taken with every order shipped.

In conclusion, all ZEISS lenses comes with sunglass-level UV protection available in all clear lenses, giving eyeglasses wearers effortless protection for their eyes and eyelids. Combined with our ZEISS SmartLife portfolio, it's tailored-made for the digital world as we are on the move and consuming more content online.

We appreciate your continued support in ZEISS.

Sincerely,

A handwritten signature in black ink, appearing to read "Bryan Rossi". The signature is fluid and cursive.

Bryan Rossi

President of Carl Zeiss Vision Canada Inc.