



Press Release

ZEISS Introduces the Next Generation of Photochromic Lenses

ZEISS PhotoFusion X lenses darken and clear faster¹ while providing a new level of integrated blue light and UV protection

A single pair of glasses for all light conditions instead of having to switch between two pairs, a clear and a dark, sun tinted pair when moving between outdoors and indoors. That's what photochromic lenses have been offering for years. ZEISS PhotoFusion X is the new and improved generation of photochromic lenses based on an entirely new photochromic system. With this relaunch, transition speed is significantly improved. In addition, comprehensive blue light protection both in- and outdoors is provided by a new base lens material.

Performance optimized When light-reactive lenses are exposed UV radiation, billions of photochromic dyes in the lens begin to change their shape. This reaction causes the eyeglass lenses to darken. The latest ZEISS PhotoFusion X lenses use a completely new photochromic system with faster dyes in a robust yet more open carrier matrix. In numbers, this means ZEISS PhotoFusion X lenses darken up to 60 percent faster than the previous generation of ZEISS PhotoFusion².

It's even more important for many eyeglass wearers that lenses clear fast when moving from outside to inside. That's why special efforts were made to improve this process.

Maryam Karbalaei, the Marketing Manager of Zeiss Vision Care Canada confirms "Thanks to its fast reaction speed, PhotoFusion has been the preferred choice of many eye care professionals and consumers for over a decade. Now, in light of the growing demand, ZEISS set out to take light-reactive lenses to a whole new level – ZEISS PhotoFusion X. With new, fast-reacting photochromic dye compounds, a new speed-optimized carrier matrix, and even a new lens material, ZEISS PhotoFusion X is not merely a product update. It is photochromics re-envisioned, a product reinvented".

ZEISS PhotoFusion X lenses offer the advantage of glare and UV protection outdoors without the need for separate glasses. It provides UV protection of up to 400 nanometers in any activation state, whether clear or dark. But what's so unique about the new generation of self-tinting lenses? The new generation photochromic lenses are based on [ZEISS BlueGuard](#) lens material. The base material selectively absorbs UV radiation and potentially harmful blue light.

With the new generation of ZEISS PhotoFusion X lenses, there are also many attractive styles and color options available.

Currently, photochromic lenses account for more than eleven percent of all eyeglass lenses sold worldwide. The segment is growing twice as fast as the overall global market for eyeglass lenses.³ And, North America is expected to dominate the overall photochromic lenses market by 2026. Canada

¹ compared to previous generation ZEISS PhotoFusion

² Analyses by Technology and Innovation, Carl Zeiss Vision GmbH, DE 2021 in accordance to ISO 8980-3. Based on the average speed (%T/min) of activation from clear state to 30%T at 23°C in grey 1.60 index and polycarbonate in HC only form.

³ Strategy with vision: Consultants to eyewear and eyecare. World lens and frame demand study 2020. Germany: SWV, September 2020.



with a 14.6% Photochromics Market share is one of the most potential and growing markets among North American countries. "With the significant improvement in the performance of our self-tinting eyeglass lenses, the increasing consumer awareness of blue light protection, and the new trendy options offered by the ZEISS PhotoFusion X portfolio, we are confident about the future of this eyeglass lens segment," says Bryan Rossi, the President of Zeiss Vision Care Canada.

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