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With ZEISS DuraVision Gold UV, ZEISS extends its lens coating portfolio to the premium-tier segment to offer even greater cleanability, durability and clarity. The coating also features an aesthetically pleasing subtle golden reflex hue for a luxurious look. For eye care professionals, this means new upselling opportunities – and further ways to confidently address consumers' wishes for individualization.

ZEISS DuraVision Gold UV – ZEISS' New Gold Standard in Lens Coatings

Performance meets aesthetics: ZEISS launches new golden anti-reflective coating

- A coating designed for improved clear and hassle-free vision
- ZEISS CleanGuard: Integration of new three-times faster¹ cleaning technology
- Excellent durability and scratch resistance
- Enhanced lens clarity by day and by night, and decreased lens yellowness
- A touch of sophistication: Golden coating elevates individual looks

A coating designed for improved clear and hassle-free vision

In a worldwide study², ZEISS Vision Care asked participants: What is your number one priority when wearing eyeglasses? What most respondents put first: maintaining clear vision at all times. Despite this response, almost every lens wearer knows how quickly lenses can smudge or become dirty over the course of a day – and lenses eventually become irreversibly scratched and damaged. Now, with ZEISS DuraVision Gold UV, ZEISS explicitly addresses consumers' needs with a new coating that better protects lenses from all kinds of external factors that compromise clear vision: water drops, grease, dust and dirt. At ZEISS Vision, we are dedicated to enhancing the daily experiences of lens wearers. Our DuraVision® Gold UV coating is meticulously engineered to minimize reflections in the blue light spectrum, resulting in reduced lens yellowness and exceptional clarity, particularly in low-light conditions," says Bryan Rossi, President of Carl Zeiss Vision Care Canada.

ZEISS CleanGuard: Integration of new three-times faster cleaning technology

With ZEISS DuraVision Gold UV, ZEISS also introduces a new technology with superior oil and water repellence: ZEISS CleanGuard. Compared to previous coatings from ZEISS, ZEISS CleanGuard makes lenses up to three times faster to clean. So, keeping lenses clean and restoring clear vision quickly becomes easier. The science behind this is a new molecular formula on the lens surface that significantly increases contact angles of water drops and oil-like substances. Additionally, a patented anti-static layer repels dust and dirt. The benefit: smears and smudges on the lenses can be removed much faster and easier – an improvement that 90% of consumers have also noticed and appreciated.³

Excellent durability and scratch resistance

ZEISS DuraVision Gold UV lenses also come with upgraded durability as they are designed to stay scratch-free for longer. Multiple densely packed metal oxide layers combined with an extra hard coat ensure high-level scratch resistance, giving ZEISS DuraVision Gold UV a notable score of 16⁴ for the Bayer industry standard test for scratch resistance (while a Bayer ratio above 10 is considered to be very high).

Enhanced lens clarity by day and by night, and decreased lens yellowness

Opting for lenses with golden residual reflectance means opting for excellent lens clarity. Imagine going for

¹ Compared to previous coatings from ZEISS

² Vision Care Brand Fundamentals Tracker, March 2024, vision correction users in 18 countries surveyed, n=19,800

³ Eyeglass wearer consumer research study 2023 in Germany, n=105

⁴ Average Bayer ratio across 1.5, 1.56, 1.59, 1.6, 1.67 ZEISS lenses

an evening stroll or enjoying a drink in a bar with subdued lighting: In such and other low-light conditions, eye sensitivity shifts towards shorter wavelengths into the blue light spectrum – and for the human eye, seeing clearly gets harder. Now, in such circumstances, consumers choosing ZEISS DuraVision Gold UV may perceive noticeably enhanced vision performance. The reason for this is that compared to lenses with blueish or greenish coatings (like ZEISS DuraVision Platinum UV or ZEISS DuraVision Chrome UV), ZEISS DuraVision Gold UV shows less reflectance in the specific light spectrum between 380-500 nanometers.⁵ So, by reducing reflections on the lens surface, ZEISS DuraVision Gold UV offers higher transmission and hence clearer vision – especially when it gets dark. Additionally, ZEISS DuraVision Gold UV shows up to six times lower blue light reflections.⁶ As a consequence, lenses appear less yellow and much clearer in see-through. The up to 90% lower yellowness compared to blueish ZEISS DuraVision coatings⁷ becomes explicitly visible in modern artificial LED lighting when looking at a white wall or bright monitor screens.

A touch of sophistication: Golden coating reflection elevates individual looks

When consumers look for timeless, sophisticated eyewear, they often opt for classic gold. With ZEISS DuraVision Gold UV, ZEISS extends this fascination for gold to lenses. Aesthetically, this new lens coating beautifully complements golden metallic frames, and it also pairs well with brown frames and various skin complexions.⁸ And, for all those who think that an outfit is not complete without sunglasses, ZEISS DuraVision Gold UV, with its golden residual reflectance, is also available on a variety of sun lens tints as well as on polarized lenses. With the newly launched ZEISS tints for prescription lenses, Burgundy, Midnight Blue, Dusk Grey and Copper Brown, style-savvy consumers will be able to mix, match and create their own upgraded sunglasses looks.

Benefits at a glance

- As the premium-tier addition to the ZEISS coating portfolio, ZEISS DuraVision Gold UV offers exceptionally clear and hassle-free vision together with better cleanability and upgraded scratch resistance.
- Integrating ZEISS CleanGuard – a new technology that significantly improves oil and water repellence and thus makes lenses stronger against smudge as well as easier and faster to clean.
- Enhanced lens clarity in low-light conditions, and diminished lens yellowness through the lens.
- A coating with golden residual reflectance that complements sophisticated and luxurious looks.
- Empowering eye care professionals with new sales opportunities – for clear or tinted as well as polarized and photochromic prescription lenses.

*In addition to the launch of ZEISS DuraVision Gold UV, ZEISS Canada is excited to introduce **four new vibrant tint colours** — Dusk Grey, Burgundy, Copper, and Midnight Blue — perfect for the summer season and offering eye care professionals even more stylish options for their patients.*

*But the innovation doesn't stop there. ZEISS is also launching **PhotoFusion® X Burgundy**, expanding its photochromic offering with a bold and on-trend hue.*

*And the most exciting news? ZEISS Adaptive Sun lenses are on the horizon — set to launch in **June 2025**. Stay tuned for even more groundbreaking solutions designed to combine performance, protection, and personalized style.*

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For more info Click [HERE](#)

⁵ Luminous reflectance of lens surface in mesopic light conditions with adaptation coefficients $m=0,5$ or lower according to CIE ISO ISO/CIE 23539:2023(E). Mesopic surface reflectance was calculated from the theoretical spectral distribution of ZEISS DuraVision Gold UV applied to ZEISS 1.6 UVProtect lenses

⁶ Blue light reflectance characterizes the intensity of reflections over the blue light wavelength range between 380 and 500nm as defined in ISO 8980-3:2013(E)

⁷ Spectral distribution of the lens transmittance and reflectance are measured on plano lenses with 2mm center thickness at ZEISS Global Testing Centers in accordance with ISO 8980-3

⁸ 7 out of 10 respondents agree with ZEISS DuraVision Gold UV “is in excellent harmony with my facial skin tone”, “complements the golden frame exceptionally well” and “complements the brownish frame exceptionally well”, according to eyeglass wearer consumer research study 2024 in Italy, China and USA, $n=300$

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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 around 11 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (30 September 2024).

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 of technology and constantly advancing the world of optics and related fields with its solutions. 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. ZEISS invests 15 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 46,000 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 35 production facilities worldwide (30 September 2024). 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.

Further information at www.zeiss.com

ZEISS Vision Care

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