

**When you can relax
knowing your eyes
are protected.**

ZEISS DuraVision BlueProtect.



// ASSURANCE
MADE BY ZEISS



Blue-violet light:

A health threat hiding in plain sight.

Like invisible UV radiation, exposure to blue-violet light can affect your eyes and your health. And the threat is increasing as we are exposed to increasing levels of blue-violet light.

The American Macular Degeneration Foundation warns that blue-violet light may contribute to retinal damage and macular degeneration.

Viewing digital devices at night can also disrupt the brain's production of melatonin, causing sleep disturbances.

Do your eyes need protection from blue-violet light?

- I regularly use a computer or tablet
- I typically watch a widescreen TV
- I check my cell phone frequently
- I use LED and CFL lighting to save energy

If you have checked any of these, you may be at risk for damaging exposure to blue-violet light.

Shielding your eyes from damaging rays.

ZEISS DuraVision BlueProtect is specially designed for people who spend a good deal of time in front of their computer, television or tablet, or are frequently exposed to LED and CFL lighting.

The advanced light-filtering system of BlueProtect blocks a significant amount of the most harmful blue-violet light.

ZEISS DuraVision BlueProtect gives your eyes enhanced protection from potential blue-violet light damage.



Blue-violet light protection from TV's, fluorescents & LED lighting

Superior clarity and scratch resistance.

ZEISS DuraVision BlueProtect incorporates leading-edge anti-reflective and scratch-resistance technology ensuring both your eyes and eyeglasses are protected.

- 1 Surface reflections from lenses can distract you and interfere with your vision, particularly in low-light conditions like night driving. Anti-reflective lenses reduce reflections, resulting in clearer vision.

ZEISS DuraVision BlueProtect reflects damaging blue-violet light away from your eyes.

- 2 Superior scratch-resistance technology helps protect lenses from developing scratches due to cleaning and normal wear and tear.



Blue-violet light protection from smartphones & digital devices

Blue-violet light is everywhere.

Damaging blue-violet light can be found everywhere and the more you're exposed to it, the greater your risk of eye damage.

Increasingly, health professionals recommend that people of all ages protect their eyes from excessive blue-violet light exposure.

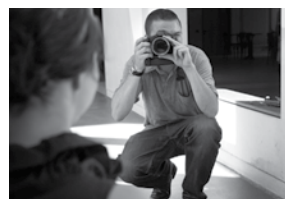
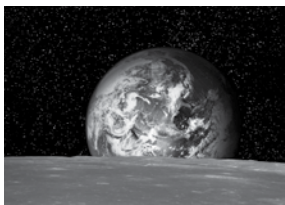
ZEISS DuraVision BlueProtect shields your eyes from damaging blue-violet rays, indoors or out.



Protect yourself and your family – Ask your eye care professional about ZEISS DuraVision BlueProtect today.

The moment you see something you couldn't before. **This is the moment we work for.**

- Every second, two more people put their trust in ZEISS eyeglass lenses to see more of their world.
- ZEISS is a world leader in precision optics, dedicated to helping the world see better.
- More than 30 Nobel Prize winners have trusted ZEISS microscopes to see the world's tiniest details.
- ZEISS camera lenses are used by major film directors, and have won several technical Oscars.
- Two out of three cataract surgeries world-wide are done with ZEISS microscopes.
- ZEISS lenses captured man's first steps on the moon.
- ZEISS optics have helped Nokia smartphone owners take great photos since 2005.



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ZEISS DuraVision BlueProtect.

Contact your ZEISS representative or visit www.zeiss.ca/DuraVision to learn more.

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