

Sunglass-level  
UV protection™  
in all clear lenses.



**ZEISS UVProtect™**  
**Technology**



[zeiss.ca/UV](https://zeiss.ca/UV)

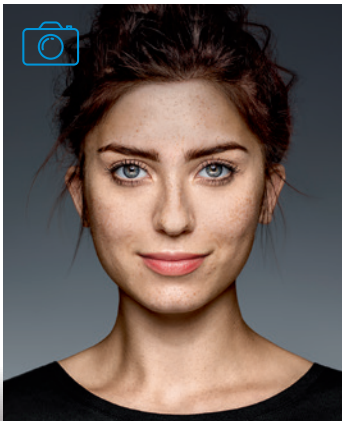
Seeing beyond

## UV radiation is always there.

Ultraviolet or UV Light is all around us. We cannot see it but it's present every day. In winter, like in summer. On a sunny or even a cloudy day.

Most people know that prolonged UV exposure is bad for their skin and that they should apply sunscreen to prevent burns. But what about protecting our eyes from harmful UV rays?

For many, the answer is sunglasses. However, according to recent industry studies, only **1 in 4** adults regularly wears sunglasses whenever outdoors. For kids, it's only **1 in 20!**



Photograph taken with a normal camera

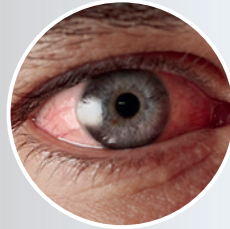


Photograph taken with a UV camera, showing skin damage due to UV exposure

Although UV is invisible, prolonged exposure over a lifetime can cause **SERIOUS DAMAGE – TO SKIN AND EYES.**

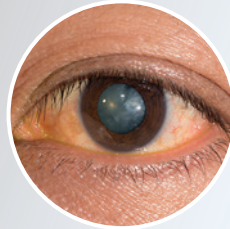
## Don't risk your eye health.

Daily UV exposure gradually takes a toll on our eyes. Over a lifetime, prolonged UV exposure can cause cancer, cataracts, and premature aging of the skin around the eyes.



### Photokeratitis

Sunburn of the cornea due to excessive UV exposure.



### Cataracts

Clouding of the eye's crystalline lens, caused or worsened by UV radiation.



### Photoaging and skin damage

Photoaging thickens skin, stimulates sunspots and causes wrinkles & sagging of the skin.

Most clear eyeglass lenses provide only partial protection from UV rays. Many miss as much as 40% of total UV radiation, leaving your eyes at **significantly greater risk.**

## Protect your eyes with ZEISS.

Imagine if clear eyeglass lenses could provide full UV protection – the same as in premium sunglasses - all the way up to the UV400 standard defined by the World Health Organization.

**Wouldn't that be great?**

**Well, you don't have to imagine it. All ZEISS clear lenses now come with Sunglass-level UV protection - STANDARD.**

With ZEISS clear lenses, wearers of all ages can now effortlessly protect themselves from all harmful UV rays.





Ask your eye care provider  
about **ZEISS** clear lenses with  
sunglass-level UV protection.



Want to learn more about UV?  
Visit **Sunny the UV Chatbot**.

- Take a UV risk assessment
- Test your UV knowledge
- Find out your daily UV index



Scan this QR code or search for  
"**Sunny the UV Chatbot**" in  
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Trust **ZEISS** for protection  
and precision.

### **ZEISS UVPotect**

Ask your eye care professional or visit  
[www.zeiss.ca/UV](http://www.zeiss.ca/UV) to learn more.

**Carl Zeiss Vision Inc.**

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Seeing beyond