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ZEISS AND THE AMERICAN CANCER SOCIETY® PARTNER TO SUPPORT FULL UV PROTECTION FOR EYES AND SKIN

SAN DIEGO – March 20, 2019 – Carl Zeiss Vision announced today a partnership with the American Cancer Society to increase awareness of the importance of full UV protection for both eyes and skin. The partnership will help raise funds for the ACS mission to fight cancer from every angle.

“ZEISS is proud to partner with the American Cancer Society in an effort to help consumers protect their eyes and eyelids from UV rays,” said Andrew Hyncik, vice president of marketing for ZEISS Vision Care. “Today, an estimated 80 percent of all clear eyeglass materials do not fully block all UV up to the internationally recognized standard of 400nm.”

In April 2018, the eyeglass lens manufacturer launched ZEISS UVProtect Technology across its ZEISS portfolio of clear eyeglass lenses. The new technology offers full 400nm of protection, a significant step up from the current industry standard of 380nm with the 20nm difference actually accounting for 40 percent of total UV radiation. The partnership will raise awareness about the importance of UV protection and support the mission of the American Cancer Society.

ZEISS Vision is working with eye care professional partners as part of its ZEISS UVProtect Technology campaign to make full UV protection up to 400nm top of mind for both consumers and eye care providers.

“With eyeglass technology now offering the same amount of UV protection commonly found in premium sunglasses, ZEISS is on a mission to ensure patients with prescription eyeglasses fully protect their eyes and eyelids from UV rays, all day, every day,” said Hyncik.

About ZEISS:

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Research & Quality Technology, Medical Technology, Vision Care/Consumer Products and Semiconductor Manufacturing Technology.

ZEISS Vision Care:

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

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