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ZEISS AND MDSOLARSCIENCES PARTNER TO RAISE AWARENESS ABOUT THE IMPORTANCE OF FULL-FACE UV PROTECTION

SAN DIEGO – March 20, 2019 – Carl Zeiss Vision announced today a partnership with MDSolarSciences to educate consumers on the importance of full UV protection for both the skin and the eyes. By partnering with a leading, doctor-developed skin care brand, ZEISS hopes to encourage people of all ages to take greater action to ensure their *entire faces* are fully protected against solar UV rays.

“We are thrilled to partner with MDSolarSciences in our pursuit of educating consumers about the importance of daily UV protection for both the skin and the eyes,” said Andrew Hyncik, vice president of marketing for ZEISS Vision Care. “Many Americans don’t realize that lenses often don’t protect up to the recommended 400nm threshold for UV, something that sun/skin care companies have been doing for many years, and ZEISS branded lenses now offer.”

Both ZEISS and MDSolarSciences have developed innovative products to help consumers better protect their faces from UV exposure. ZEISS recently launched ZEISS UVProtect Technology that, for the first time, provides full, UV protection up to 400nm in a clear eyeglass lens, the recommended World Health Organization standard. ZEISS UVProtect technology is available in all ZEISS-branded lenses. Meanwhile, the founder of MDSolarScience is a prominent oncologist and dermatologist who created the skincare company which carries The Skin Cancer Foundation seal of approval, selling clean, safe and nontoxic SPF products that are lab tested for every skin type.

“I realized early in my career that prevention is paramount,” said Robert Friedman, MD, MSc (Med), and founder of MDSolarSciences. “This partnership with ZEISS is an extension of our mission. Together with our joint message we can educate people to take the steps necessary to protect their entire face - skin *and* eyes – from solar UV radiation.”

According to the Skin Cancer Foundation, clouds block as little as 20 percent of UV rays — so even on an overcast day, when many people may not think to apply sunscreen or protect their eyes, they are still absorbing up to 80 percent of the sun’s UV rays. The daily use of SPF 30+ sunscreen and clear eyeglass lenses with full UV blocking properties can help bridge this gap.

About MDSolarSciences:

MDSolarSciences was developed by founders Robert J. Friedman, M.D., a leading dermatological oncologist and Clinical Professor at the NYU School of Medicine and Bruce Deitchman, M.D., a leading New York dermatologist, and Clinical Associate Professor at the NYU School of Medicine. Based in Stamford Connecticut, its products are sold in more than 800 physician offices, medical spas, resorts, independent pharmacies and specialty retailers. MDSolarScience products are also available online at www.mdsolarsciences.com.

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.

About 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. For more information, visit www.zeiss.com/us/vision.

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