

ZEISS DuraVision BlueProtect.

World-class AR with enhanced bluelight protection.

✓ Benefits to your patients

- Protection against harmful blue-violet light
- Superior anti-reflective properties compared to conventional AR
- Durability against daily wear-and-tear
- Extremely easy to keep clean
- Performance lasts the life of the prescription

✓ Benefits to your practice

- Offer your patients peace of mind when it comes to harmful blue light exposure
- Provide your patients greater clarity that's easier for them to maintain
- A great option for children – the perfect combination of durability and protection
- Happy, satisfied patients will be permanently sold on the benefits of AR

Optimize your patients' vision while boosting your revenue.
i.Scription® by ZEISS.

Wavefront optimized refraction enhances your patients' vision and your bottom line.

- Maximize patient satisfaction and referrals
- Boost Rx retention and revenue
- Increase practice differentiation
- Earn rebates and tax deductions



THE NEW
PRESCRIPTION FOR
BETTER VISION.

Available on all ZEISS lenses

Visit www.zeiss.com/equipment to learn more.

ZEISS DuraVision BlueProtect.

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

Carl Zeiss Vision Inc.

USA 1-800-358-8258

CAN 1-800-268-6489

www.zeiss.com/eyeglasslenses



We make it visible.

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// ASSURANCE
MADE BY ZEISS



The moment your patients can enjoy their digital devices without worry.

ZEISS DuraVision BlueProtect.



We make it visible.

Are your patients aware of the risk of blue-violet light exposure?

ZEISS DuraVision BlueProtect offers protection from the harmful blue light from LED lights, digital devices, TV screens, and computers.

Why blue-violet light should concern your patients.

Too much blue light can disrupt sleep.

Viewing digital devices at night can disrupt the brain's production of melatonin, causing sleep disturbances and a dysfunction of the natural circadian rhythm.

Increased risk of macular degeneration.

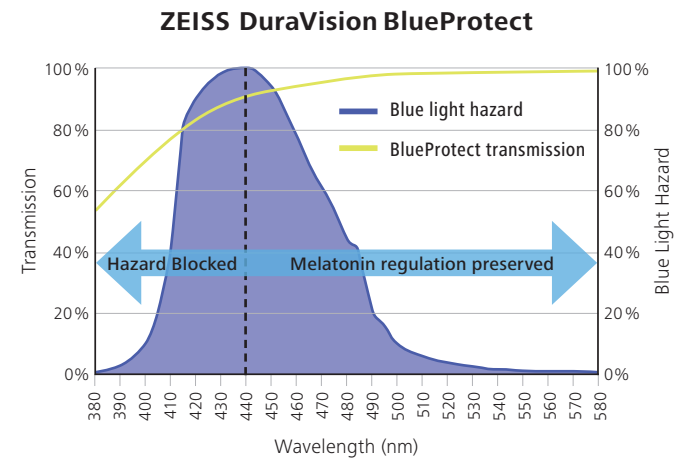
The American Macular Degeneration Foundation warns that retinal damage caused by blue light may lead to macular degeneration. Evidence suggests that long-term exposure to blue light may contribute to photochemical damage of the retina (known as "blue light hazard").*

ZEISS DuraVision BlueProtect – a solution for blue light exposure.

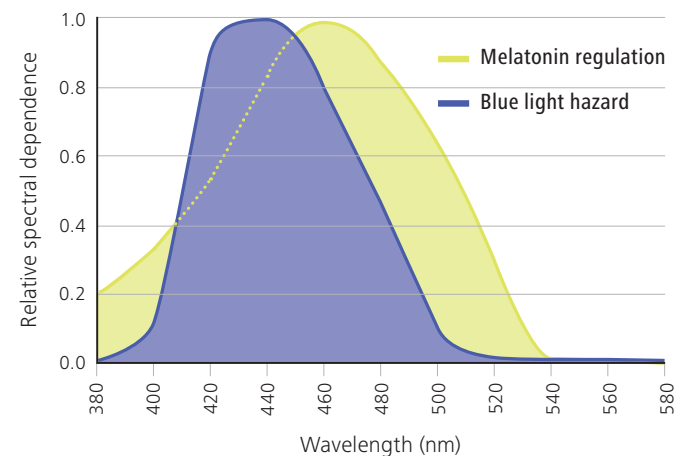
ZEISS DuraVision BlueProtect is specifically developed for people who spend a lot of time exposed to blue light from LED lights, TV screens, computers, or digital devices.

ZEISS DuraVision BlueProtect specifically targets the blue-violet light rays coming from those sources, thereby limiting the amount of harmful light that enters the eyes.

*American Macular Degeneration Foundation.



ZEISS DuraVision BlueProtect blocks blue light below 440nm. This range is of particular concern to eye care professionals. Reducing the eye's exposure to this type of blue light helps prevent retinal cell damage and phototoxicity.



Blue light regulates the circadian rhythm to ensure alertness in daytime and restful sleep at night. Too much blue light from artificial lights at night can interfere with sleep. ZEISS DuraVision BlueProtect filters the undesirable blue wavelengths emitted from artificial lights, while allowing the beneficial light above 460 nm to pass through.

ZEISS DuraVision BlueProtect:

Protection and durability go hand-in-hand.

Maximum Durability. 1

Toughness that endures any test.

Your patients expect their lenses to stand up to the wear and tear of daily life. That's why ZEISS engineers created DuraVision BlueProtect to be one of our hardest, most durable coatings ever.



Proven Clarity. 2

Clear vision free from reflections and glare.

ZEISS DuraVision BlueProtect significantly reduces glare and reflectance compared to conventional AR lenses, resulting in the clearest possible vision.



Long-lasting Cleanability. 3

Easy cleaning that stands the test of time.

DuraVision BlueProtects unique multilayer system provides everything your patients need to clean their lenses effortlessly, and keep them clear for the life of the prescription.



Peace of mind from the inventors of anti-reflective lenses.

ZEISS DuraVision BlueProtect offers your patients and practice the best blue-violet light solution in anti-reflective lenses. The front of the lens uses a specifically tuned anti-reflective treatment to target and block harmful blue light, while the back of the lens uses DuraVision Platinum technology to reduce reflection and improve overall clarity for the wearer. ZEISS DuraVision BlueProtect also offers outstanding UV protection when combined with premium ZEISS materials, resulting in unsurpassed visual comfort to the wearer.



Give your patients peace of mind and healthier eyes by providing them with blue light protection and top-of-the-line AR performance.