

**Easy on the eyes.**  
More protection,  
less reflection.



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**ZEISS BluePro Lenses**



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Seeing beyond



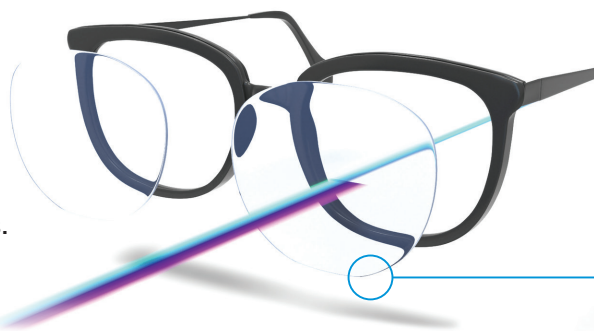
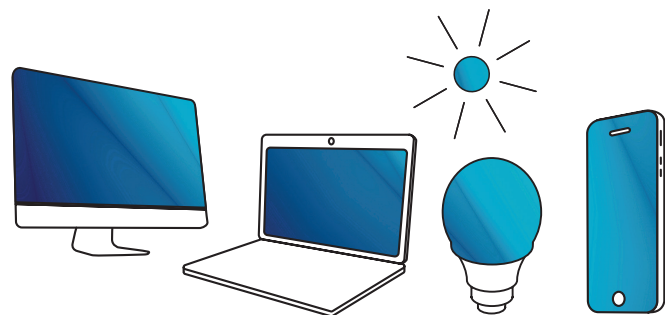
# Face the new normal.

## ZEISS BluePro Lenses

**Our lives are becoming more and more digital.** We work, play, learn, and shop online, wherever we are. With this lifestyle change, we rely on our eyes more than ever before. This means that, besides the potentially harmful blue light exposure from the sun, we're also more vulnerable to artificial blue light.

### Protect your eyes from the challenges of the new normal with ZEISS BluePro Lenses.

It's designed to address digital eye strain, without annoying blue-purple reflections.



### Digital eyestrain

Headaches, blurred vision, dry or burning eyes? These are all common symptoms of digital eye strain (DES) which can be caused by the prolonged use of digital devices. Tablets, smartphones, and computers emit a disproportional amount of blue light which can lead to intraocular effects such as scatter and longitudinal chromatic aberration.

### Your Benefits



**Easy on the eyes:**  
Designed to address digital eye strain in an increasingly digital world.



**More protection:**  
Blocks potentially harmful blue light<sup>1</sup> and offers full UV protection.



**Less reflection:**  
Looks good on - and offline, with less annoying reflections of digital blue light for excellent clarity.



### What is blue light?

A portion of light emitted by the sun falls in the blue spectrum, but almost all modern digital devices and LED bulbs also emit blue light. Unlike UV Radiation, blue light penetrates the eyes, and excessive exposure can cause perceived eyestrain and blurred vision.

1| Blocks up to 40% of potentially harmful and irritating blue light.