

# Our new gold standard for clear, hassle-free vision.

## ZEISS DuraVision Gold UV with CleanGuard™ technology.



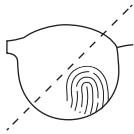
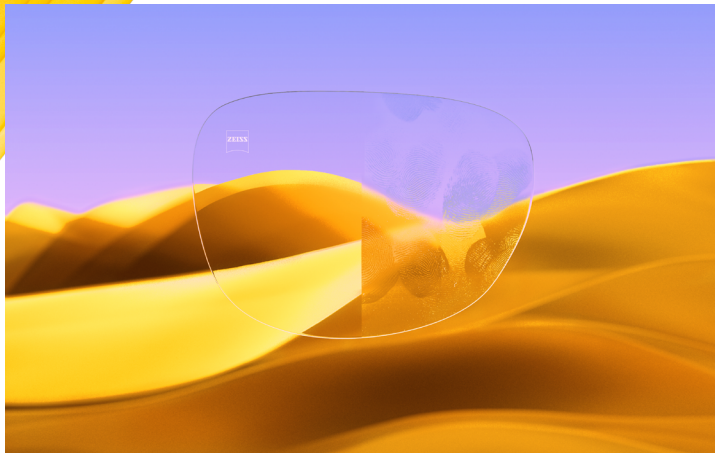
Seeing beyond

Experience the difference with ZEISS DuraVision Gold UV – where cutting-edge technology meets elegance and functionality.

The newest, most premium member of the ZEISS DuraVision coating family, ZEISS DuraVision Gold UV is setting a new benchmark and meets your customers' expectations – enhancing their good looks with clear, hassle-free vision.

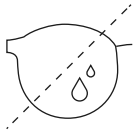
88% of lens wearers find **clear, sharp vision** to be extremely important.\*

Up to **3x faster to clean** than previous ZEISS coatings.



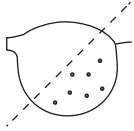
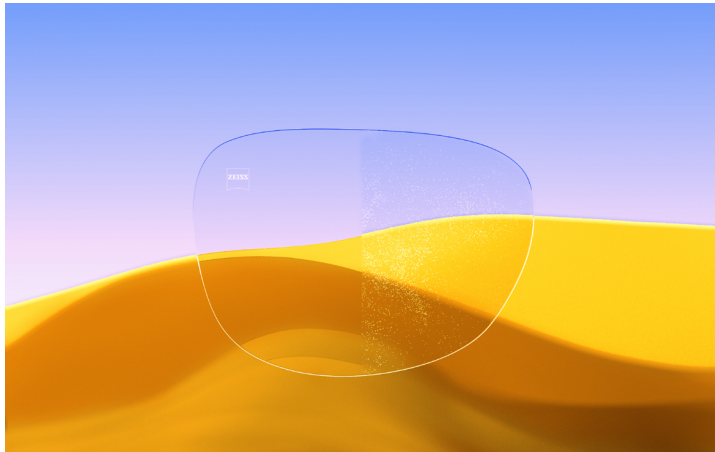
### Quicker and easier to clean.

The coating provides a new level of smudge resistance to fingerprints, oil and other marks. You can clean lenses up to **three times faster** than previous ZEISS coatings.



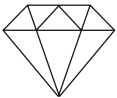
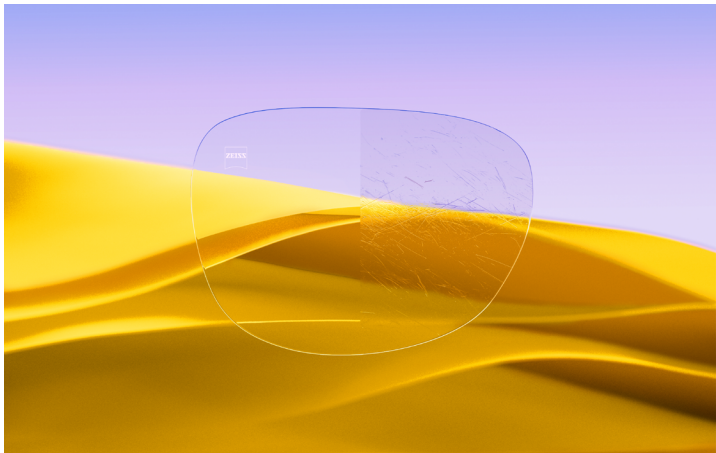
### Keeps raindrops at bay.

DuraVision® Gold UV provides water-repellent properties. Water droplets to bead up and roll off lenses – for clearer vision and easier cleaning.



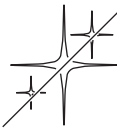
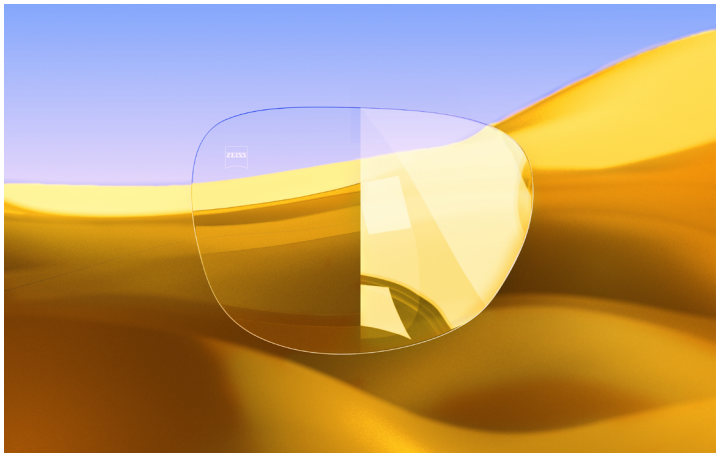
### Dust? No more.

An anti-static coating layer keeps particles from sticking to your lenses. It reduces dust and dirt build-up – keeping your vision clear and your glasses cleaner for longer.



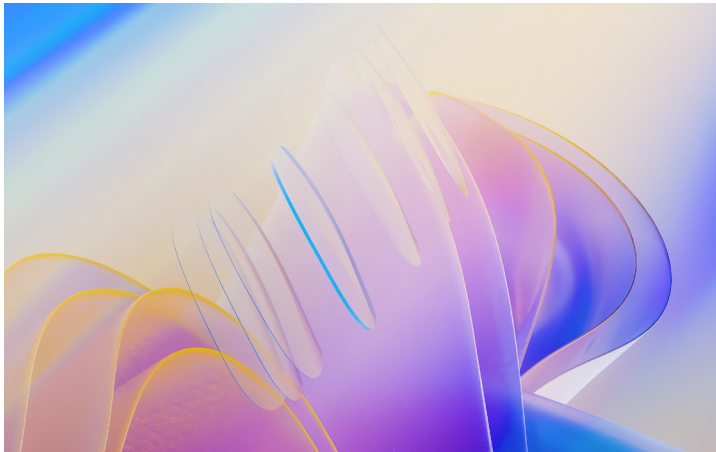
### More than tough enough.

ZEISS DuraVision Gold UV provides superior scratch resistance, protecting lenses from the demands of daily wear – with an impressive average Bayer ratio of 16 across lens materials.



### Reflections away, good looks to stay.

ZEISS DuraVision Gold UV make your lenses highly transparent and ensure clear vision all-day long. They also keep reflected light from interfering with your eyesight.



### Protected from all sides.

Anti-reflective layers on the back of your ZEISS lenses reduce indirect light reflected into the eye – enhancing the UV exposure protection provided by ZEISS UVProtect technology.

\* BACE Study in 2023

# Unlock the full potential of your lenses.

ZEISS DuraVision lens coating portfolio.



Seeing beyond

Tailored for  
**modern lifestyle.**

Anti-reflective	Easy to clean	Smudge-resistant	Water repellent	Dust & dirt-repellent	Scratch-resistant	Back UV AR protection	UV protect material	Blue light protection

	DuraVision® Gold UV
	DuraVision® BlueProtect UV
	DuraVision® Platinum UV
	DuraVision® Silver UV
	DuraVision® Chrome UV

★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★ (with BlueGuard material)
★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★ (provided by coating)
★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★	★★★ (with BlueGuard material)
★★★	★★★	★★★	★★★	★★★	★★	★★★	★★★	★★★ (with BlueGuard material)
★★	★★★	★★★	★★★	★★★	★★	★★★	★★★	★★★ (with BlueGuard material)