



FOR IMMEDIATE RELEASE

**PureGear Announces Anti-Blue Light, Matte Anti-Glare
and Privacy Glass Screen Protectors for
iPhone Xs, iPhone Xs Max and iPhone Xr**

***New Anti-Blue Light Screen Protector blocks harmful blue light, protecting the
health of your eyes***

IRWINDALE, Calif., - October 29, 2018 - [PureGear](#) today launched screen protectors designed to protect both your eyes and the iPhone XS, iPhone XS Max and iPhone XR. Certified by a third-party lab to reduce harmful high-energy blue light, the PureGear Anti-Blue Light Screen Protector reduces eye strain and prevents possible premature aging of the eyes. The Matte Anti-Glare Glass Screen Protector lessens glare from fluorescent and sun light to allow easy viewing thus reducing the burden on your eyes, while the Privacy Glass Screen Protector helps keep your information confidential by preventing prying eyes from seeing your screen. Offering solid protection for your investment, these PureGear screen protectors are scratch-resistant, protecting your iPhone from everyday mishaps.

The average adult spends an average of 5.9 hours per day on digital media, according to [Mary Meeker's 2018 Internet Trends Report](#). Early research shows that too much blue light can affect vision and lead to cataracts, retina damage and digital eyestrain. The display screens of computers, smartphones and other digital devices emit significant amounts of blue light. The eye is not very good at blocking blue light, and it will pass through the cornea and lens finally reaching the retina. The effect of this exposure is cumulative, and the total number of exposure hours is what matters.

“PureGear understands that our mobile phones are an important part in our demanding, active lifestyles—whether for communication with family and friends, entertainment or work,” said Mike Cavanah, president of PureGear. “These PureGear Screen Protectors will help reduce digital eyestrain without changing how you work and play.”

[PureGear Anti-Blue Light Glass Screen Protector](#) for iPhone XS, XS Max and XR – available now – \$44.99

- Effectively reduces blue light
- Keeps the true color of the display
- Industry leading touch and swipe precision
- Scratch resistant
- Easy install with Perfect Alignment Tray™ included
- Bubble-free
- Case-friendly fit
- Lifetime warranty

[PureGear Matte Anti-Glare Glass Screen Protector](#) for iPhone XS, XS Max and XR – available now – \$44.99

- Perfect for gaming
- Industry leading touch and swipe precision
- Scratch resistant
- Easy install with Perfect Alignment Tray™ included
- Bubble-free
- Case-friendly fit
- Lifetime warranty

[PureGear Privacy Glass Screen Protector](#) for iPhone XS, XS Max and XR – available late November 2018 – \$49.99

- Conceal your screen
- Industry leading touch and swipe precision
- Scratch resistant
- Easy install with Perfect Alignment Tray™ included
- Bubble-free
- Case-friendly fit
- Lifetime warranty

Download hi-res images:

PureGear Anti-Blue Light Glass Screen Protector for:

- [iPhone XS](#)
- [iPhone XS Max](#)
- [iPhone XR](#)

PureGear Matte Anti-Glare Glass Screen Protector for:

- [iPhone XS](#)
- [iPhone XS Max](#)
- [iPhone XR](#)

PureGear Privacy Glass Screen Protector for:

- [iPhone XS](#)
- [iPhone XS Max](#)
- [iPhone XR](#)

About PureGear

At PureGear we believe in using technology and functionality to simplify your life and help you conquer your world when life calls. That's why we created industry-leading mobile accessories to keep you charged up and connected. Whether it's car chargers and car mounts for when you're on-the-go to quality cases and screen protection, we give you the power to live more and worry less. PureGear— your life is calling.

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