



UL Marketing Claim Verification confirms your blue light reduction claims and builds customer confidence

According to the Nielsen Company¹, the average person spends more than nine hours per day looking at screens. Scientific and medical studies continue to assess both the benefits and potential impacts of increased blue light exposure.

In response, some proactive manufacturers of phones, tablets and computers are creating ways to reduce the amount of blue light exposure for the user. These methods include screen protectors, eyewear or device settings that filter or reduce the blue light emissions.

We can support the development of specific blue light claims and testing protocols by working with manufacturers to help them:

- Understand reduction and implementation technologies
- Review and refine the actual manufacturing claims
- Create the right science-based verification evaluation criteria

Artificial sources of blue light emission include most electronic devices such as computers, laptops, smart phones and tablets.

Benefits of UL Marketing Claim Verification

According to a study by Label Insight, a company that promotes purchase-driven transparency, more than 90% of consumers personally verify brand packaging claims by checking labels and searching for information on third-party sites².

Measurement for a modern world

Our optical radiation laboratories use state-of-the-art spectroradiometer systems with double monochromators to measure the emitted wavelengths and the radiance of the light sources.

The testing methods with this equipment are specifically designed to determine if the criteria for the proposed claim is met. If the evaluation results confirm the accuracy of the marketing claim, the product is eligible for the UL Verified Mark. It provides third-party confidence of the product's blue light reduction claims.

1. Source: 2018 Nielsen Audience Report, 1Q Report, July 31, 2018

2. Source: The Vision Council, Digital Eye Strain Report: "Eyes Overexposed: The Digital Device Dilemma" (2016)



We can help differentiate your product

We have a long history of evaluating the photobiological safety of LEDs and lamps, including the blue light hazards from established standards such as IEC 62471. We can provide well-known and trusted third-party confirmation of marketing claims and product credibility for consumers confronted by an overwhelming assortment of competing products.



Distinctive and credible proof of marketing claims

Independent, objective, science-based assessments confirm and communicate the accuracy of a marketing claim.



Differentiated program and claim language

With scientific rigor, we evaluate the validity of specific advertising or promotional statements, providing a way to separate fact from fiction on blue light reduction claims.



Competitive and tangible UL Verified Mark

The makeup of the Verified Mark relays a description of UL Verified marketing claims and provides a unique identifier enabling buyers to look up more information about a specific UL Verified claim.



Confidence and simplicity around buying process

Customer decision-making is made easier, and reliability, performance or feature benefits are relayed to customers and end consumers.

To request verification of your blue light marketing claim, go to [UL.com/offerings/optical-radiation-testing-and-evaluation-services](https://www.ul.com/offerings/optical-radiation-testing-and-evaluation-services)



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AHL22CT26176158