

We take your vision **personally.**

Your vision is unlike anyone else's. Your prescription, the frames you choose, and even the way your eyewear is positioned on your face all affect how well your lenses perform for you.

That's why ZEISS Progressive Individual 2 is unlike any other lens. Most lenses are designed to meet the vision needs of many people. But your ZEISS Individual 2 lenses will be custom-designed to meet the vision needs of just one person – YOU.

Doug – “These ZEISS Progressive Individual 2 lenses are the best I've ever had! They are more clear and provide much less eye fatigue. I'd recommend to anyone!” – Doug T., Fayetteville, AR

Let us show you how we can build a better lens for YOU...

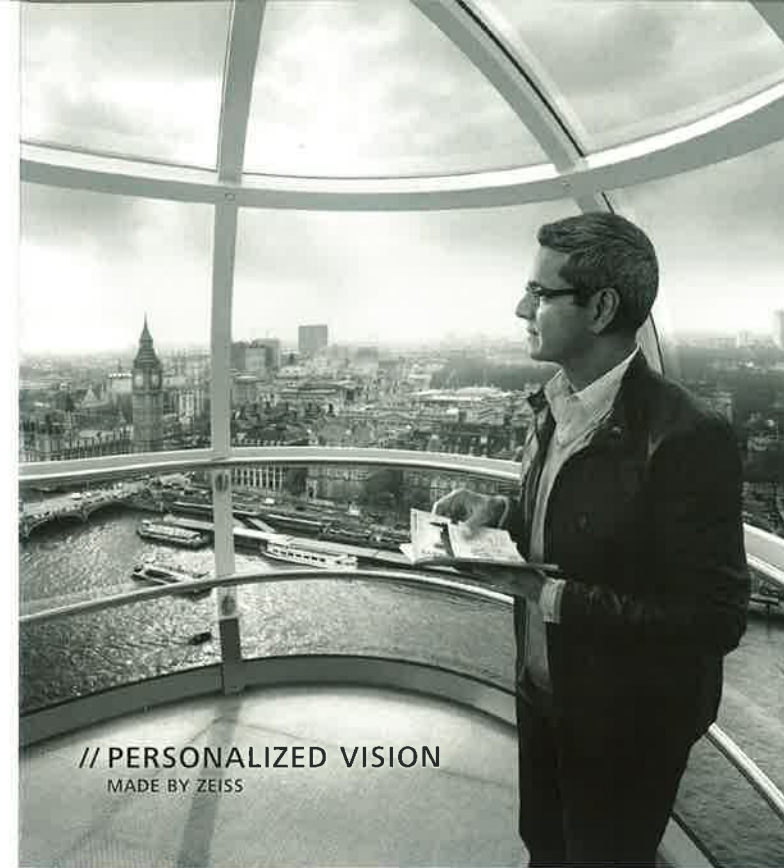
The moment you see something you couldn't before.
This is the moment we work for.

How will doctors treat their patients in the future? What role will photos and videos play in the communications of tomorrow? Just how far can the miniaturization of semiconductor structures go? These and many other questions are what constantly propel ZEISS to new heights of excellence.

As a pioneer of innovative technology and one of the global leaders in the fields of optics and optoelectronics, ZEISS has always challenged the limits of human imagination. This passion for perfection is the driving force behind all the company's business groups. With this goal always in sight, ZEISS creates customer benefits and inspires the world to see things that were invisible before.



©2014 Carl Zeiss Vision Inc. Individual is a registered trademark of Carl Zeiss Vision Inc. ZEISS Progressive Individual 2 product designed and manufactured using Carl Zeiss Vision Technology. US Patent 6,089,713. Other patents pending. 0000139.17580, Rev. 02/14



// PERSONALIZED VISION
MADE BY ZEISS

The moment personalized lenses let you see the big picture.
ZEISS Progressive Individual® 2.



ZEISS Progressive Individual 2.

Visit www.zeiss.com/individual 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.



We make it visible.

Step: 1 Your eyes.

The prescription your doctor writes for you is completely personalized for your eyes. But most progressive lenses are not – they use the same optics for many different prescriptions.

Your ZEISS Individual 2 lenses will be designed precisely for **your** prescription, and manufactured with legendary ZEISS precision for superior performance. You'll enjoy wide, spacious fields of clear vision –

up to **50% larger*** than ordinary progressives.

*Data on File



Illustrations are simplified examples. Effects are subject to individual experience and prescription.

Step: 2 Your style.

Your frame.

The shape and size of your frame can affect how well the lenses perform for different viewing distances. If the lens optics aren't designed to fit your frame, you may not get all the up-close vision you need.

Your face.

The way your frame fits your face can affect how well you see. If the lenses are not designed to account for the way your eyewear is positioned in front of your eyes, you may not receive the exact prescription power your doctor prescribed.

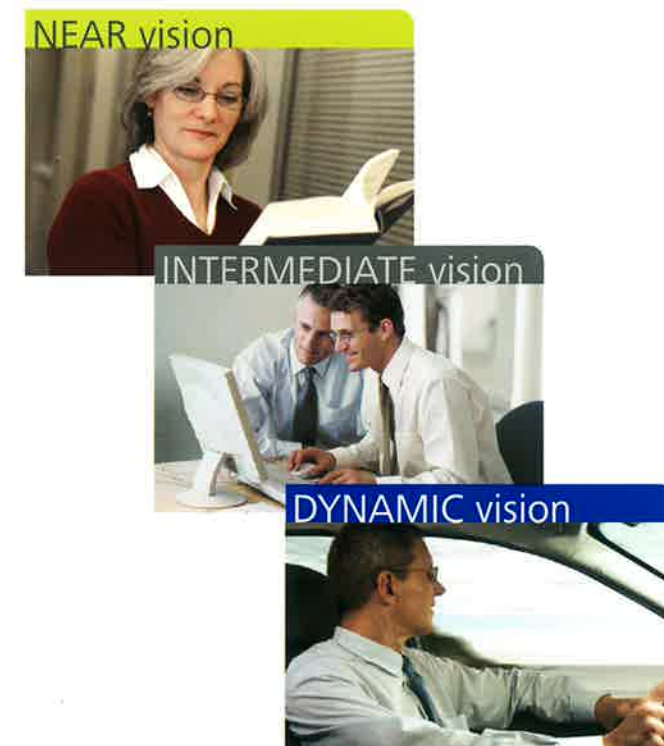
Combined in a perfect lens.

ZEISS Individual 2 lenses are custom-made to work with the frames you've chosen, and how they fit your face. You'll get the best balance of distance, intermediate and reading vision possible. And you'll never have to compromise between looking great and seeing great.

Step: 3 Your life.

The way you use your eyes is unique to you. You may spend most of your day focusing at one distance (reading, office work). Or your life may require constant refocusing for dynamic activities (driving, sports, shopping). ZEISS Individual 2 allows your eye care professional to enhance either the near or intermediate and dynamic viewing zones based on your unique needs.

You'll enjoy outstanding vision for all distances, with extra vision support where you need it most.



Adrienne –

“I love my new lenses. It's like having a large screen TV, only it's my glasses.” –

Adrienne B., Sherwood, OR

Ready to get started?

We're ready to build your perfect lenses. Tell your eye care professional that you want the advanced personalization of **ZEISS Progressive Individual 2.**