

Choose **ZEISS PureCoat PLUS.**
Anti-Reflective Coating.



NEW from the inventors of anti-reflective coatings, ZEISS PureCoat **PLUS** is our best-performing AR coating ever, offering an unsurpassed combination of:

- ✓ Extraordinary clarity
- ✓ Advanced scratch protection
- ✓ Dirt and oil resistance
- ✓ Easy, longer lasting cleanability

Take advantage of the new ZEISS PureCoat **PLUS** and enjoy the best vision possible.

Ask your eyecare professional for more details today.

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.
PureCoat is a registered trademark of Carl Zeiss Vision Inc.
0000139.40677, Rev. 02/14

ZEISS PureCoat PLUS.

Visit www.zeiss.com/AR 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.



The moment you can keep your eye on the ball, not the smudges.

ZEISS PureCoat® PLUS.



We make it visible.

Introducing ZEISS PureCoat PLUS.

From the Inventors of Anti-Reflective Coatings.

// EASY TO CLEAN
MADE BY ZEISS



Pure Clarity. See the Work... Not the Reflection.

- Improved vision whether working at a computer, reading or outside
- Eliminates reflections for crisp, clear vision



Pure Nights. See the Night... Not the Glare.

- Reduces the glare caused by headlights, signs and streetlamps for optimum clarity
- Better vision keeps you safer while driving at night



Pure Sight. See the Eyes... Not the Lenses.

- By eliminating glare, people will see your eyes, instead of reflections
- Anti-static technology repels dust and dirt, keeping your lenses cleaner, longer

Why ZEISS PureCoat PLUS?

Eyeglass lenses are designed to correct your vision so you can see more clearly. But without a superior coating on your lenses, there can be many detrimental factors that mean you aren't experiencing your best vision possible. Reflections from other objects, glare from headlights, dirt on your lenses, and reduced light transmission all have a negative impact on your vision. ZEISS PureCoat PLUS lenses help eliminate or significantly reduce all of these problems.

Crisp, clear vision all day, all night.

Light hitting any object reflects off of it – whether computer monitors, windshields, signs, televisions or even glossy paper. This means everything you see has a reflection, resulting in impaired vision.

Some of the worst reflections come when driving at night. Glare from headlights and street lamps can hinder your vision - and even more so in the rain.

ZEISS PureCoat PLUS reduces reflections in all of these circumstances, providing you crisp, clear vision, all day and all night.

Cleaner, more durable lenses.

Dust and dirt on your lenses also negatively impacts your vision. ZEISS PureCoat PLUS uses state-of-the-art anti-static technology to repel dust and dirt, keeping your lenses cleaner, longer. And when your lenses do get dirty through extended use, ZEISS PureCoat PLUS technology makes your lenses easier to clean.

Also, over time and without proper care, most lenses get scuffs and scratches. ZEISS PureCoat PLUS utilizes advanced scratch-resistant technology to provide lenses so durable that they last the life of the prescription.