

## 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 affect how well your progressive lenses perform for you.

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

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



### Personalized Lenses

The first man on the moon –  
photographed on July 20th,  
1969 with ZEISS camera lenses.



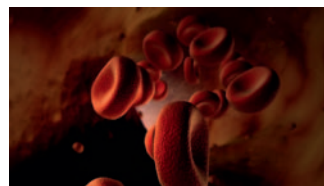
Source: NASA

### ZEISS precision lenses have a long tradition.

For over 160 years, ZEISS has been the world's leading brand in precision optics. Like NASA, Google Earth, Nobel prize winners, and Hollywood producers, you can enjoy the quality offered by ZEISS, the pioneer in precision optics.



Google Earth uses ZEISS precision camera lenses to obtain spectacular images of the earth.



ZEISS microscopes help Nobel prize winners make red blood cells visible.



ZEISS camera lenses play an important role for directors and camera crews who shoot films like "Lord of the Rings."

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Learn more at  
[www.zeiss.com/individual](http://www.zeiss.com/individual)

### Personalized Lenses

## ZEISS Progressive Individual® 2 Personalized Lenses



Your eyes. Your style. Your life.

**See more. Live more.**  
**ZEISS precision lenses.**

[www.zeiss.com/individual](http://www.zeiss.com/individual)





## 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 prescriptions.

Your ZEISS Progressive 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.

**ZEISS Progressive Individual 2:**  
Wide, comfortable fields of clear vision.



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

**Other Progressives:**  
Narrow fields of clear vision.



## Step: 2 Your style

### Your frame

The shape and size of the frame you choose can affect how well the lens performs for different viewing distances. If the lens optics aren't designed to fit your frame, your intermediate or near vision may be compromised.



### 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 lens powers your doctor prescribed.

### ZEISS Progressive Individual 2

lenses are tailor-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 your frames allow. And you'll never have to choose between looking great and seeing great.

\*Data on File

## 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 emphasize constant refocusing for dynamic activities (driving, sports, gardening). ZEISS Progressive Individual 2 allows your eye care professional to enhance either the near or intermediate and dynamic viewing zones to suit your needs.

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

### NEAR vision



### INTERMEDIATE vision



### DYNAMIC vision



## Ready to get started?

We're ready to build the perfect progressive lenses for you as soon as we know more about your eyes, your style, and your life. So tell your eye care professional that you want the advanced personalization of ZEISS Progressive Individual 2.