



At the optometrist's: Why you should trust their advice!

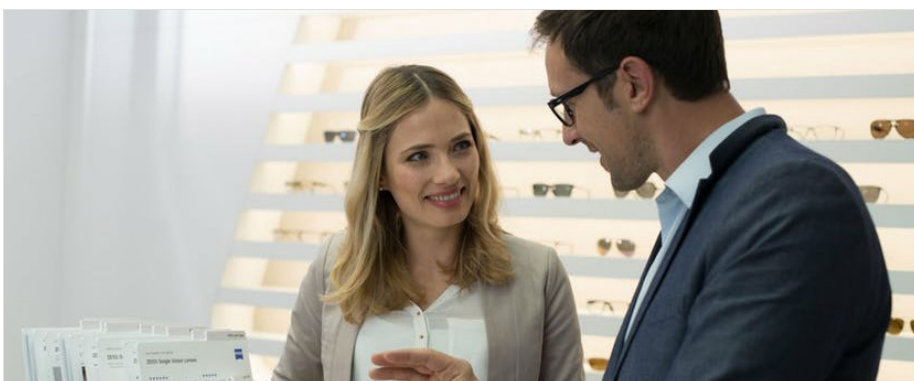
The optometrist's expertise is essential when you're buying glasses

All too often glasses are still seen as a necessary evil. We notice that we cannot see as well as we used to, go for an eye test and then have the appropriate glasses fitted by the optometrist. This costs us valuable time and money. And sometimes when we actually receive our new glasses we are not totally satisfied with the result.

Our eyes are our most important sensory organ. Poor vision impairs our quality of life and can even pose a hazard, for example in traffic or at work. Regrettably, the need for good vision is often underestimated.

Every person needs a unique pair of glasses. Before production, no one knows how well the wearer will actually see or how comfortable they will find their new glasses in everyday life. While demos and the right lenses in the trial frame may provide an initial impression of the quality of vision you will have in your final glasses, it's impossible to try on the finished product beforehand.

What makes a difference is when the optometrist recommends the best possible product to fit your personal vision problem, habits and, of course, budget. In other words, the work of an optometrist – like that of a doctor – is a matter of trust. Those of us here at ZEISS BETTER VISION would like to give you a few tips about how to prepare before going to your optometrist and how you can ensure you receive the right advice. **Our goal is to ensure that you enjoy the same natural vision with your new eyewear that you did before you needed glasses.**



How do you find a good eye doctor?

We'll tell you what's important – from the first eye examination all the way through lens fitting.



A checklist for buying new eyeglasses

Eyeglasses for near vision and distance vision, progressive lenses, sports lenses, reading glasses or glasses for the workplace: what do you need to know?

Health + Prevention Nov 1, 2017
Tags: At the eye care professional



Vision Problems Despite a New Pair of Glasses?

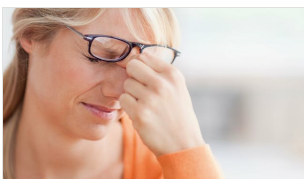
You may have to get used to your new glasses before you can get the most out of them.

Health + Prevention Oct 16, 2017
Tags:

The ZEISS Online Vision Check

How well do you see contrast and colors? Check your vision quickly and easily here!

[Start the eye test now!](#)



Can the wrong pair of glasses or bad light damage your eyes?

We'll tell you what happens when your eyes have to work too hard

Health + Prevention Oct 16, 2017
Tags: At the eye care professional



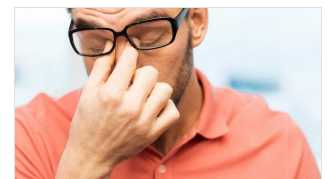
Questions to Ask at Your Next Eye Appointment

Health + Prevention Oct 16, 2017
Tags: At the eye care professional



Tips for Selecting an Eye Doctor

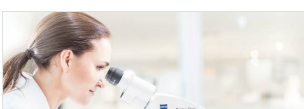
Health + Prevention Oct 16, 2017
Tags: At the eye care professional



When Eyeglasses Are Too Tight. The Best Tips for Relaxed Vision and the Perfect Fit.

Whether it's the sides, nose bridge or eyeglass frames, there are several criteria that are crucial for optimal vision.

Health + Prevention Oct 16, 2017
Tags: At the eye care professional





Carl Zeiss Vision – Count on Getting Something Extra Every Time

For more than 160 years, Carl Zeiss’ innovative drive has helped improve the world of vision

Health + Prevention Oct 16, 2017
Tags: At the eye care professional



How to Keep Your Eyes Healthy

Our most important sensory organs need to be protected and cared for. There are many things to consider in this respect.

Health + Prevention Oct 16, 2017
Tags: At the eye care professional, Prevention



Why good eye doctors take time with their patients

The first step towards the perfect pair of glasses

Health + Prevention Oct 16, 2017
Tags: At the eye care professional



The secret behind the perfect eyeglass lens design

A lot of experience, mathematics and exact knowledge of the eyeglass wearer’s needs are required to provide a tailored solution.

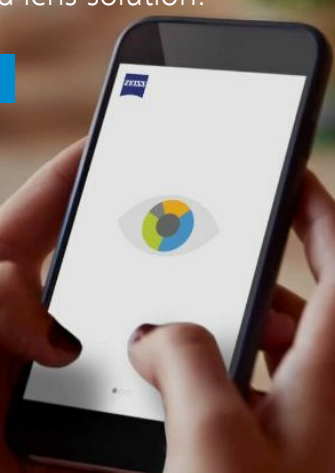
Understanding Vision Oct 16, 2017
Tags: At the eye care professional

[Read more](#)

My Vision Profile


Determine your personal visual habits now and find your individualized lens solution.

[Check your Vision Profile now!](#)



Find an eye doctor near me

Search by address, city or zipcode





Explore

- Understanding Vision
- Health + Prevention
- Lifestyle + Fashion
- Driving + Mobility
- Sports + Leisure
- Work Life

Help me choose

- Progressive Lenses
- Sunglasses
- Working Glasses
- Sports Glasses
- Glasses for Children
- Lens Coatings
- Lens Cleaning
- At the Eye Care Professional

Services

- My Vision Profile
- Online Vision Check

For Eye Care Professionals

- Keep Eyes Wide Open When Choosing Your Business Partner
- Instruments + Technologies
- ZEISS Eyeglass Lenses
- ZEISS Cleaning Solutions