

## ZEISS India strengthens portfolio with launch of ClearMind Lenses

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**First-of-its-kind ZEISS prescription lenses to provide extremely clear vision designed to reduce cognitive load**



ZEISS, a pioneer of science in optics, has announced the launch its latest prescription lenses ZEISS ClearMind lenses in India. The all-day lenses addition to the lens portfolio delivers clear vision while reducing cognitive load due to blur for daily eyeglass wearers.

For eye care professionals this offering elevates their practice with advanced lens technology that supports both visual performance and comfort.

In today's fast-paced world with countless visual stimuli to process, there is an increase in information overload where individuals may feel overwhelmed. With pre-existing conditions of blur on spectacle lenses, the ability to identify and interpret complex stimuli is compromised.

ZEISS ClearMind lenses are built on a unique design that reduces and smooths optical errors, increasing the clear vision zones and reducing peripheral lens blur thus reducing cognitive load.

Research conducted at the ZEISS Vision Science Lab (Tübingen University, Germany) established a direct connection between lens-induced blur and increased cognitive load. In consumer studies, 96% of wearers reported extremely clear vision when using ZEISS ClearMind lenses. 9 out of 10 wearers experienced reduced cognitive load compared to standard progressive lenses. Many wearers also reported an improvement in overall well-being while using the lenses.

By aligning lens clarity zones to natural eye-movement patterns, ZEISS Neuroptix technology aims to reduce the brain's cognitive load, provide more relaxed, effortless vision, as well as improve comfort during long days of digital, visually busy and dynamic activity.