

# Zeiss Individual®. Clinically proven.

## Zeiss Individual® excels in clinical testing.\*

In a clinical study conducted recently at the Clinical Research Center of UC Berkeley School of Optometry, a statistically significant majority of progressive lens wearers preferred Zeiss Individual over Varilux® and other conventional progressive lens brands.

In the study wearers reported a preference for Zeiss Individual over the other progressives tested in virtually every category of visual performance.

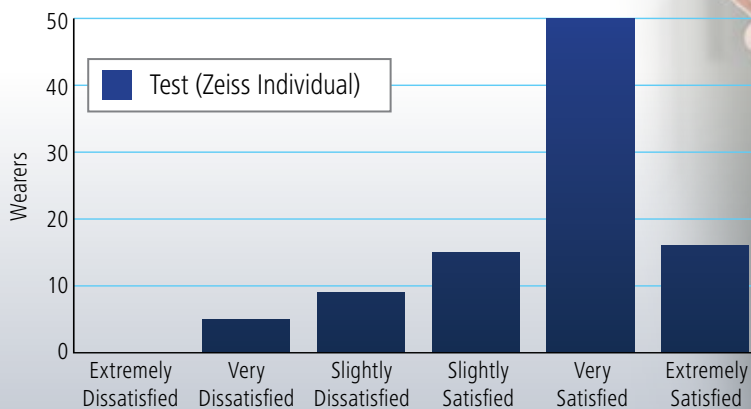
### The study\* showed that Zeiss Individual delivered:

**Higher** overall satisfaction

**Faster** adaptation

**Greater** visual acuity at dispense

**Wider** near vision



\* **References:** A randomized, double-blind, cross-over clinical study was conducted at the prestigious Clinical Research Center of UC Berkeley School of Optometry, comparing Zeiss Individual to a variety of progressive, semi-finished lenses on 95 subjects, predominantly Varilux wearers. Additional analysis conducted by Carl Zeiss Vision. Data on file.

See the clinical review in  
*Review of Optometry, July 2010*

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