Fact Sheet
ZEISS Vision Care

ZEISS ClearMind Lens Portfolio At a Glance

What is ZEISS ClearMind?	ZEISS ClearMind is the new all-day premium Rx lens portfolio that prioritizes the wearers' wellbeing. ZEISS ClearMind lenses provide extremely clear vision and are designed to alleviate mental effort* as they manage to reduce cognitive load*. In consumer research,[1] ZEISS ClearMind wearers confirmed an increased ability to concentrate and stay focused, and they perceived a contribution to their overall well-being. The ZEISS ClearMind portfolio includes progressive, single vision, and digital lenses, all three with the signature ZEISS NeurOptix technology for advanced blur management and an expansion of effective visual field zones. **Please see glossary at the end.*
Why ZEISS ClearMind?	In today's fast-paced world with countless visual stimuli to process, we may be confronted with a sense of information overload; affected individuals may feel overwhelmed.[2,3] Additionally, under conditions of blurred vision, our ability to identify and interpret complex stimuli is compromised, as we need to compensate for the lack of clear visual information. Simply put: When the image is not crisp, the brain compensates, leading to an increased cognitive load as well as reduced visual comfort. Recent study results from the ZEISS Vision Science Lab show that lens blur objectively affects cognitive load. It's the first time that this link has been made in global vision research. Accordingly, ZEISS ClearMind lenses are designed to provide extremely clear vision to reduce cognitive load.
How do consumers benefit from ZEISS ClearMind?	Progressive lens wearers, in particular, are familiar with their lenses having blur zones. ZEISS ClearMind is built on a unique design fingerprint that reduces and smooths optical errors, increasing the clear vision zones and reducing peripheral lens blur. Compared to other ZEISS lenses, peripheral blur zones are reduced, and respectively, clear zones are optimized. ZEISS research makes it evident that less lens blur and clearer vision help the human brain process visual input more easily. This results in less cognitive load. In a consumer study, ZEISS ClearMind lenses proved to improve the ability to stay focused and concentrate on tasks.[1] In terms of perceived overall well-being, 8 out of 10 wearers confirmed that

[1] Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital and Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)
[2] Arnold, M., Goldschmitt, M., & Rigotti, T. (2023). Dealing with information overload: a comprehensive review. Frontiers in psychology, 14, 1122200
[3] Klein, L. K., Earl, E., & Cundick, D. (2023). Reducing information overload in your organization. Harvard Business Review

	these lenses contribute positively to it, leaving eyes feeling vitalized throughout the day.[4] With ZEISS NeurOptix technology, commonly existing blur zones within progressive lenses are moved to non-impairing lens areas. For ZEISS ClearMind progressive lenses, this leads to up to 41% larger zones of clear vision than ZEISS SmartLife progressive lenses for near distance. Notably, 88% of wearers adapted within a few days, and 51% of wearers even adapted in one hour.[5]
How did ZEISS research the connection between blurry vision and elevation of cognitive load?	Research conducted at the ZEISS Vision Science Lab (Tübingen University, Germany) was the first globally to establish a direct connection between lens-induced blur and increased cognitive load. Cognitive load can be measured via Electroencephalography (EEG), a non-invasive method to record the electrical activity of the brain via electrodes placed along the scalp at different localizations, so-called channels. By analyzing the specific wave patterns that occur for different frequencies of the electric activity, ZEISS Vision Science Lab researchers gained insights into cognitive load.
What is ZEISS NeurOptix technology and what other relevant technologies have been integrated into ZEISS ClearMind?	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. ZEISS NeurOptix technology applies advanced blur management techniques by reducing and smoothing optical errors, increasing the clear vision. For progressive lenses, ZEISS NeurOptix technology manages lens blur by moving it to non-impairing lens areas, providing up to 41% larger zones of clear vision than ZEISS SmartLife progressive lenses for near distance. With single vision lenses, lens blur is reduced to a minimum with up to 48% larger zones of clear vision than ZEISS standard Single Vision lenses.[6] ZEISS Luminance Design 2.0 technology takes average light conditions and age-related pupil diameter into account to reduce blur. Both technologies help to control the impact of the eye's anatomy and physiology, the wearer's age and visual behavior to reduce blur and enable extremely clear vision, supporting the reduction of cognitive load. ZEISS HV CORE technology optimizes blur based on the individual prescription considering the moving eye in 360° around the centers of rotation. ZEISS Digital Inside technology optimizes the near zone for less blur while reading on digital devices. ZEISS Clear Optics technology promises precision in any process step and reduction of blur within the lens eye system. ZEISS Thin Optics technology provides the best balance between

[4] Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital and Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)
[5] Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=193, Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)
[6] Standard lens = ZEISS ClearView Finished Single Vision lens

	excellent optics and thin and light lenses. This is based on the interaction between blur and physical lens geometry.
In which focal types is ZEISS ClearMind available?	Designed to meet the vision needs of 18+ year-old spectacle lens wearers who experience blurry vision near or far, ZEISS Single Vision ClearMind lenses minimize peripheral blur, resulting in larger vision zones than standard ZEISS lenses.[7] ZEISS Digital ClearMind lenses are designed to meet the vision needs of 35+ year-old spectacle lens wearers who experience blurry vision near or far in addition to an increased level of tired eyes due to age-related accommodative issues. This lens variation reduces peripheral blur, resulting in larger vision zones (than ZEISS Digital SmartLife lenses).[8] ZEISS Digital ClearMind also includes design optimizations tailored for non-lens wearers and single vision lens users, such as viewing zones adjusted to the visual habits of emmetropes and single vision lens wearers, and a compressed corridor for a quick transition into the near power zone. This design helps to ensure a smoother transition to ZEISS progressive lenses in the future. Additionally, the lower part of the lens provides accommodative support ranging from +0.50D to 1.25D. To meet the vision needs of 45+ year-old spectacle lens wearers who are experiencing presbyopia and need an addition power of more than 0.75D, ZEISS Progressive ClearMind lenses are designed to reduce peripheral blur, providing larger vision zones compared to ZEISS SmartLife progressive lenses.[9] These lenses minimize and optimize peripheral blur, thereby expanding the effective visual field compared to ZEISS Progressive SmartLife lenses resulting in the largest fields of clear view at all distances and in all directions with a very large intermediate zone. Additionally, the lenses optimize the vision flow to facilitate smooth transitions between different focal areas. Both are intended to enhance clarity of vision and reduce cognitive load.
Customization options	All focal types are customizable in 1.50, 1.53, 1.59, 1.60, 1.67 and 1.74 indices. They all come with ZEISS UVProtect technology. Optionally, ZEISS ClearMind is available in ZEISS BlueGuard material, and can be combined with all ZEISS DuraVision Plus coatings (including ZEISS DuraVIsion Plus Gold UV) as well as with ZEISS BlueProtect coatings. Additionally, ZEISS ClearMind lenses can be combined with ZEISS prescriptive sun tints, ZEISS PhotoFusion X, ZEISS AdaptiveSun and ZEISS Polarized lenses. ZEISS Progressive ClearMind lenses range from +0.75D up to +4.00D addition power and are available in four variations to meet the different visual and individual needs of the wearer. ZEISS Progressive ClearMind Pure builds the entry point to the ZEISS ClearMind world. The location of the near zone is for standard

[7] Up to 48% larger zones of clear vision (with no visible blur) than ZEISS standard Single Vision lenses. Standard lens = ZEISS ClearView Finished Single Vision lens

[8] Up to 28% larger zones of clear vision than ZEISS Digital lenses for near distance. Standard lens = ZEISS Digital lens

[9] Up to 41% larger zones of clear vision than ZEISS SmartLife progressive lenses for near distance

	frames with fitting heights of 14/16/18mm size. ZEISS Progressive ClearMind Plus is designed for better close-up reading. It is suitable for any frame with variable fitting heights up from 13mm, and possesses an optimized field of view in near distance compared to ZEISS Progressive ClearMind Pure lenses. ZEISS Progressive ClearMind Superb is the superior solution to ZEISS Progressive ClearMind Plus as it comes with better optical performance thanks to advanced customization options. Customization technologies comprise ZEISS FrameFit+ that avoid cut-outs of the near zone for special frame shapes, as well as ZEISS FaceFit for adaptations to wearer's unique facial anatomy. ZEISS Progressive ClearMind Individual 3 provides the best optical performance of all customization tiers thanks to adaptation to wearers' individual anatomy, their frame choice, and their highly specific vision needs.
Availability	ZEISS ClearMind lenses will be available starting April 2026.
Compact glossary: What is the difference between cognitive load and other relevant terms?	Visual perception is the process by which the brain interprets and organizes visual information received from the eyes to form a coherent understanding of the environment. Information processing (e.g., recognition of shapes, objects, or the recognition of locations or orientation in space) takes place in different areas of the brain, including the working memory. Cognitive load is used to describe the amount of working memory applied to fulfill a specific task. In short: the effort our brain has to make. The term refers to the fact that our brain has a limit to the amount of information it can process at any given time. Mental effort refers to the number of cognitive resources expended to perform tasks, process information, or solve problems. Mental load is not used in the context of ZEISS ClearMind lenses. It is oftentimes mentioned as a concept related to remembering things, having to fulfill different tasks throughout the day, or handling multiple tasks all at once. While the concept of mental load is oftentimes related to emotional situations, cognitive load is commonly used in connection to vision.

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