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ZEISS ClearMind Lenses: Seeing Clearly, Thinking Clearly

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

- ZEISS ClearMind: Scientifically proven reduction of cognitive load¹
- Extremely clear vision for lower cognitive load, and ultimately better well-being
- Integrated innovative ZEISS NeurOptix technology reduces and optimizes lens blur
- All-day lens portfolio including single vision, progressive and digital focal types²

It feels like our eyes are busier than ever. In today's fast-paced world with countless visual stimuli to process, every one of us may be confronted with a degree of information overload.³ Blurred vision further compromises our ability to identify and interpret complex stimuli, as we need to compensate for the lack of clear visual information. This is why ZEISS is introducing the new premium ZEISS ClearMind portfolio: All-day lenses for extremely clear vision that help eyeglass wearers to reduce their cognitive load ¹, sustain focus, and positively impact their ability to concentrate, ultimately leading to an overall feeling of improved well-being. With ZEISS ClearMind, eye care professionals can elevate their practice with the most sophisticated lenses for their customers' eyes and mind.

ZEISS ClearMind: Scientifically proven reduction of cognitive load

For the first time in vision research, results from ZEISS Vision Science Lab⁴ studies have proven that clarity of vision and cognitive load are objectively interrelated. Simply put, ZEISS found a link between lens blur and cognitive load.⁵ When lens blur compromises vision, the human brain works harder to make sense of blurry or incomplete images – a situation that can elevate cognitive load; and requires more mental effort. ZEISS ClearMind decreases and optimizes peripheral lens blur, helping to reduce cognitive load.

Extremely clear vision for lower cognitive load, and ultimately better well-being

"By reducing blur and optimizing visual clarity in the key areas for everyday visual behavior, ZEISS ClearMind lenses support the brain's effort to process visual information, thus positively impacting

¹ Cognitive load describes the amount of working memory applied to fulfill a specific task. The term refers to the fact that our brain has a limit to the amount of information it can process at any given time

² Availability depends on market

³ Arnold, M., Goldschmitt, M., & Rigotti, T. (2023). Dealing with information overload: a comprehensive review. *Frontiers in psychology*, 14, 1122200

⁴ Part of Germany's renowned Institute for Ophthalmic Research, University of Tübingen

⁵ Demonstrated by an EEG-based research approach. EEG stands for electroencephalogram, a scientific method to record the electrical activity of the brain



Press Release

ZEISS Vision Care

cognitive load,” explains Patrick Michel, Senior Global Product Manager, ZEISS Vision Care. In consumer studies, 96 % of wearers confirm extremely clear vision wearing ZEISS ClearMind lenses.⁶ 9 out of 10 wearers also experienced less cognitive load in a blind test compared to a standard ZEISS progressive lens.⁷ Essentially, ZEISS ClearMind lenses facilitate the ability to stay focused and concentrate on tasks.⁸ 8 out of 10 wearers perceived that these lenses contribute positively to overall well-being.⁹

Integrated ZEISS NeurOptix technology reduces and optimizes lens blur

ZEISS NeurOptix is the innovation behind lower cognitive load. By aligning lens clarity zones to natural eye-movement patterns, this new technology aims to reduce the brain’s cognitive load. Thus, it delivers relaxed, effortless vision, as well as it improves comfort during long days of digital, visually busy and dynamic activities. Thanks to its new lens-design fingerprint, ZEISS NeurOptix enables extremely clear vision by applying advanced blur management so that optical errors are reduced and optimized, and clear vision zones are increased. With ZEISS NeurOptix technology, commonly existing blur zones within progressive lenses are moved to non-impairing lens areas. This provides ZEISS Progressive ClearMind lenses with up to 45% larger zones of clear vision compared to 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.¹⁰

All-day lens portfolio including single vision, progressive and digital focal types¹¹

ZEISS ClearMind comprises single vision, progressive, and digital lenses which are specifically designed to meet the vision needs of 35+ year-old spectacle lens wearers who experience blurry vision near or far besides an increased level of tired eyes due to age-related accommodative issues. Accordingly, 85% of wearers confirm that ZEISS Digital ClearMind lenses provide extra stress reduction for their eyes.¹² Furthermore, 69% of wearers say that their eyes feel vitalized throughout the day.¹³ Highly individualized glasses can be created with ZEISS ClearMind lenses through extensive customization options, such as ZEISS Intelligence Augmented Design – a data-driven technology built on 12.5 million data points to optimize lenses for age-related visual behavior.

Benefits at a glance

- ZEISS ClearMind is a new, premium, all-day lens portfolio with larger zones of clear vision thanks to the innovative ZEISS NeurOptix technology.
- Scientific research proves that ZEISS ClearMind lenses reduce cognitive load and alleviate mental effort contributing to the ability to sustain focus and to concentrate.
- Thanks to different focal types, these new ZEISS lenses are available for all age groups – all to promote perceived overall well-being, and good vision.

“With ZEISS ClearMind, we’re taking vision to the next level — combining optical precision with cognitive science to help people see clearly, think effortlessly, and feel better every day “says Bryan Rossi, President of Carl Zeiss Vision Care Canada.

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⁶ Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital & Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)

⁷ NASA-TLX assessment of perceived cognitive load. Performance test on ZEISS ClearMind progressive lenses compared to standard ZEISS progressive lenses, N=30. ZEISS Vision Science Lab, Institute for Ophthalmic Research, University of Tübingen, DE 2025

⁸ 75% confirm that it feels easier for them to stay focused with ZEISS ClearMind lenses, and 76% state that ZEISS ClearMind lenses increased their ability to concentrate on tasks. Source: Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital & Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)

⁹ Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital & Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)

¹⁰ 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)

¹¹ Availability depends on market

¹² Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=64, Digital), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)

¹³ Opinion-based survey among wearers of ZEISS ClearMind lenses in Germany, Italy, India & China (N=298, Single Vision, Digital & Progressive lenses), 2025, Carl Zeiss Vision International GmbH, DE (unpublished, data on file, Top2boxes)

Press Release

ZEISS Vision Care



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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totalling almost 12 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology, and Consumer Markets (September 30, 2025).

For its customers, ZEISS develops, produces, and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses, and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare, and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 15 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 46,600 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 30 production facilities worldwide (September 30, 2025). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at www.zeiss.com ZEISS

Vision Care

ZEISS Vision Care, part of ZEISS Consumer Markets segment, develops and manufactures comprehensive solutions for the entire value chain of ophthalmic optics. The portfolio includes top-quality eyeglass lenses, partner programs, ophthalmic instruments, services, digital solutions and apps for both eye care professionals and consumers, as well as care products for the eye and beyond. As one of the world's leading manufacturers of eyeglass lenses and the best-known prescription eyeglass lens brand amongst consumers worldwide, ZEISS is focused on optimal visual comfort and individualized vision solutions. With a passion for innovation and quality, ZEISS Vision Care is committed to protecting and enhancing people's vision and contributing to lifelong visual health.