

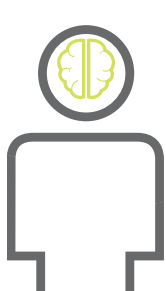
Four lens colors tested by ZEISS



They help enhance



Physiological
Performance



Brain Activity



Mood & Emotions

This has been measured through



Skin Conductance



Neuroanalysis



Eye Tracking &
Pupillometry



Heart Rate

and translated into a new lens portfolio

Boost

Refresh

ZEISS
BioChrom

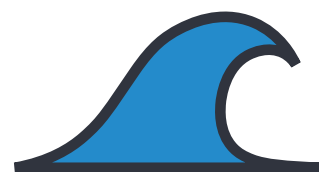
Focus

Relax



Refresh | ZEISS BioChrom blue-tinted lenses

- Support reactivity and awakening with lower levels of sleepiness after a relaxing period
- Promote faster recovery and higher activation after a relaxing period



Relax | ZEISS BioChrom green-tinted lenses

- Green light exposure reduces head stress intensity as compared to white light exposure
- This suggests that green light has a stress-relieving effect



Focus | ZEISS BioChrom yellow-tinted lenses

- Show a positive influence on the ability to stay focused
- Lead to a lower average distraction index, suggesting a higher level of attention



Boost | ZEISS BioChrom red-tinted lenses

- Increase emotional responses, even in challenging situations
- Lead to increased brain activity and higher levels of emotion regulation, suggesting a higher level of emotional arousal



ZEISS BioChrom

ZEISS BioChrom is a new range of tinted lenses that goes beyond vision, where color doesn't only affect how we see, but also how we feel. For all scientific sources and details, please visit: www.zeiss.com/news/biochrom



Seeing beyond