

# Carat Advantage®

Leave your mark on the world. Not on your glasses.



**Durable. Clear. Clean.**  
**The advantage is simple.**





## Features and benefits of the Carat Advantage package



2006 Winner  
Best in Lens Coatings

Someone had to take anti-reflective coating to the next level. Who better than the company that invented it? For more than 160 years, Carl Zeiss advanced innovation and German technology has been the top choice of the world's leading doctors, researchers, and engineers. Now, this same innovation and technology has produced the world's most advanced coating — Carat Advantage. Carat Advantage is the best choice for those who don't want anything to get in the way of perfect vision.

### Clear

Increased levels of light transmittance ensure the clearest vision possible. And smudge-resistant AR means that your patients will enjoy improved visual acuity through cleaner lenses while looking better, a cosmetic improvement that anyone can see clearly.

### Durable

High ratings for scratch-resistance ensure lenses with Carat Advantage are tough when it comes to fending off scratches. Now dropping, rubbing, and even the most harsh environmental conditions are no longer a concern.

### Clean

Super hydrophobic properties help repel water, dirt, dust, fingerprints, and smudges dramatically better than ever before.





## Carat Advantage: Layers of strength

### Built on a strong foundation

Super tough ZEISS Foundation hard coating is the standard of protection for plastic lenses. Foundation offers outstanding adhesion and durability and remarkable scratch-resistance. Its dip coating process ensures an identical coating on front and back of the lens, enhancing durability. Foundation is available as a super hard coating by itself or as part of the Carat Advantage package.

### Super hydrophobic coating tops it off

Carat Advantage repels water, dirt, dust, fingerprints, and smudges dramatically better than ever. The strong, super hydrophobic top layer of Carat Advantage is applied utilizing a completely new, state-of-the-art technology that provides one of the highest-rated hydrophobic coatings available today.

### Zeiss AR technology shines

ZEISS Super ET AR coatings help diminish glare, enabling patients to see better. AR coatings also get rid of reflections that others see in the glasses, enhancing appearance. Other benefits include sharper image contrast, increased eyewear comfort, and improved safety while driving at night.



**1962**  
U.S. space missions with  
ZEISS optics



**2005**  
Introduction of  
Carat Advantage

**2006**  
Carat Advantage wins  
OLA Award of Excellence  
Best in Lens Coatings

1930

1950

1970

1990

2010



## **ECP Advantage with Carat Advantage**

There are approximately 300 Carat Advantage approved lenses available today, and more lenses are being added to that list on a regular basis. ZEISS offers the Carat Advantage Approved Lens List, and will update eyecare professionals as well as the optical marketplace as lenses are approved. You can visit the website [www.vision.zeiss.com](http://www.vision.zeiss.com) for the current list.

To find a ZEISS Partner Lab near you, visit our website, [www.vision.zeiss.com](http://www.vision.zeiss.com), and use the Partner Lab Locator tool.

### **Carl Zeiss Vision Inc.**

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