



Widen your field of vision

It's time you saw the bigger picture with Zeiss SmartLife Lenses from **Ivan R Cammack** in Thame.

In today's world, we have never been more connected. We are forever browsing, swiping, clicking and zooming. Digital devices are an integral part of our lives.

Staring at television screens, computers, laptops and phones inevitably has an effect on our eyes. Eyes that rarely 'switch off' need help.

In response to consumer insights and extensive research on modern visual behaviour, ZEISS have developed a new lens portfolio to help all spectacle wearers keep up with the times.

Recommended by Ivan R Cammack, the ZEISS SmartLife Lens Portfolio is a complete, all-day lens addressing the everyday visual needs of people today, whatever challenges the day brings.

SmartLife Lenses offer full UV protection (standard in clear ZEISS Lenses*), and are specifically designed for today's connected, fast-paced lifestyle. Wearers can take on everything their eyes face today, with confidence.

We are looking at even more information on smaller displays. A closer reading distance on digital devices.

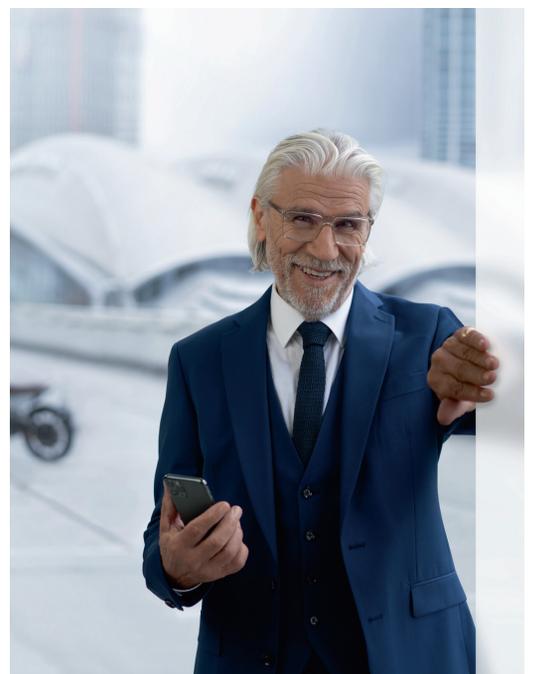
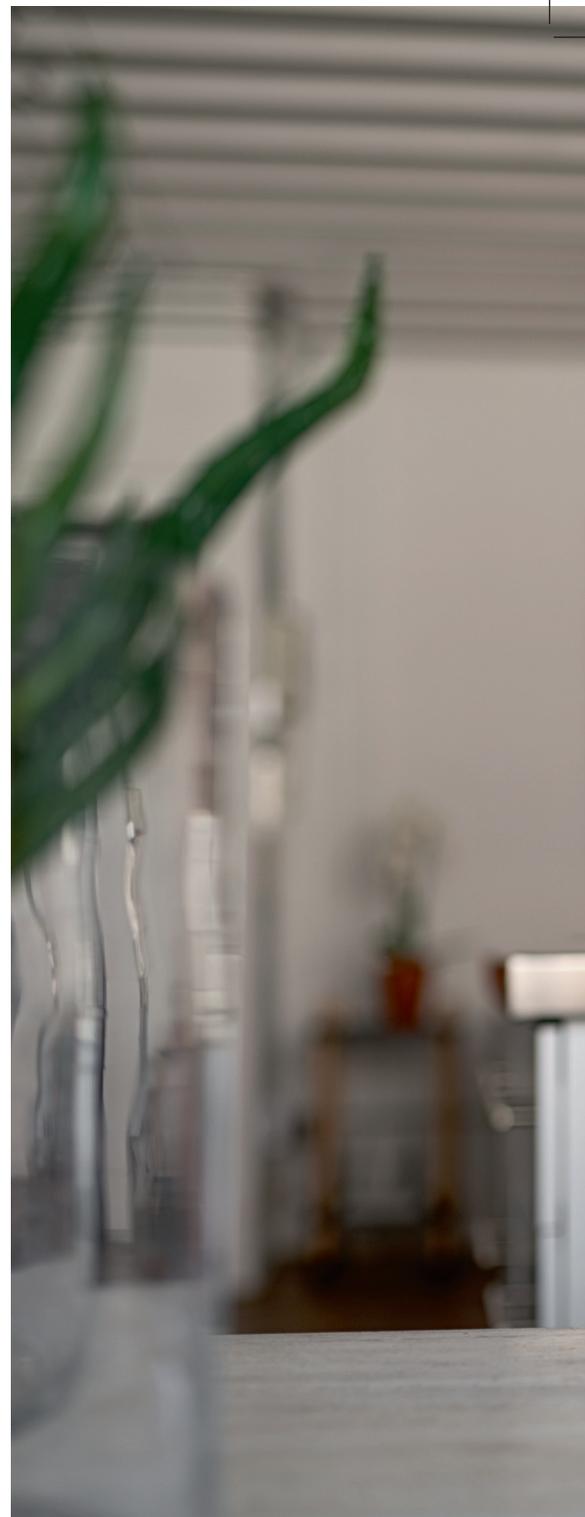
Our changing visual behaviour has seen a significant increase in downward shifted gaze. SmartLife optics with multipoint optimisation means exceptional central and peripheral vision despite the additional downward eye rotation required to navigate when using devices while on the move.

Whatever your age, you have to deal with the visual strain that is part of this digital lifestyle. But your visual needs also change as you grow older, and anatomical and physiological changes of your eyes can lead to different visual challenges over time.

See clearly and stay sharp all day long with ZEISS SmartLife Lenses. Wide fields of view across all distances and in all directions can improve your clarity of vision.

There is nobody better qualified to endorse these remarkable lenses than Ivan Cammack himself.

"As a new varifocal wearer in 2018, I was happy but aware of compromises when using my specs. I was always searching for the 'sweet-spot' on the lens when reading, and slightly troubled by peripheral blur when driving," says Ivan.





"I changed to Zeiss Smartlife in Spring2021, and the difference was remarkable.

"The extra measurements taken and the use of iTerminal technology when dispensing SmartLife, means my lenses are individual to me, my face shape and my chosen frame. I never have to think about my specs, they just work really well at all distances, all of the time. It has been a real success. I would not go back to any other lenses", he concludes.

For further information on Zeiss SmartLife lenses, contact Ivan R Cammack.

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