

Transitions™

Light
Intelligent
Lenses

DISPENSING TIPS



Transitions® lenses can be an excellent choice for all types of patients. In fact, we see an opportunity for all generations to be wearing the product.

As an eyecare professional, you have tremendous influence when it comes to a patient's eyewear. Patients rely on you to recommend the lens options that are right for them.

9 out of 10

eyeglass wearers declare they are light sensitive.¹

Over 70%

of people say protecting their eyes and the health of their eyes is more important now than ever.²

81%

of eyeglass wearers say they would like lenses that adapt to light so that they are less bothered.³

90%

of *Transitions* lens wearers are satisfied with their lenses and intend to repurchase.

ARE YOU UP-TO-DATE?

Here are some common misperceptions about *Transitions* lenses.

MISPERCEPTION:

Transitions lenses are old-fashioned and for older people.

REALITY:

We hear that sometimes, but you are probably thinking of old technology.

Whether you are looking for safety, function, style, or all of the above, *Transitions* lenses have something for everyone and are anything but old fashioned! Glasses have become an element of identity like your clothes. Now, thanks to the various *Transitions* lenses color choices and mirror finishes, people are pairing a variety of frame shapes, colors and textures with different lens colors to make a style statement or stay on-trend. And with the bigger, bolder frame styles popular now, *Transitions* lenses look as great as sunglasses outdoors.

MISPERCEPTION:

Transitions lenses don't fade to clear fast enough.

REALITY:

Transitions lens technology has made amazing advancements.

Transitions lenses are not the same as they were when they launched 30 years ago and have improved with each new generation. *Transitions*® *Signature*® *GEN 8*™ lenses are more responsive than ever before and fade back to clear up to 3 minutes faster than *Transitions Signature*®, having the fastest fadeback speed of all the *Transitions* lenses available.

MISPERCEPTION:

Transitions lenses don't get dark enough.

REALITY:

Transitions lenses are darker than ever before.

Just as technology has advanced with fadeback speed, *Transitions* lenses have also made improvements with darkness. *Transitions*® *XTRActive*® new generation lenses are the darkest in hot temperatures and the only photochromic lenses achieving category 3 levels at 35 C.°, making them a great recommendation for patients who are very light sensitive and are exposed to intense bright light.

MISPERCEPTION:

Transitions lenses don't work behind a windshield.

REALITY:

There are *Transitions* lenses that darken while driving.

Transitions XTRActive new generation and *Transitions XTRActive Polarized*™ lenses darken behind the windshield of a car because of the unique technology they have, which responds to visible light. Most drivers find they work great for everyday driving needs.

MISPERCEPTION:

I don't need sunglasses if I have *Transitions* lenses.

REALITY:

Most people should have a pair of sunwear for times of intense exposure.

Transitions lenses are meant to be your everyday eyewear. You are going to love them for their always-on protection from UV and harmful blue light, and for the times when you get caught without your sunglasses. But for times of intense sun exposure or a prolong period outdoors, a pair of sunwear is recommended.

MEETING DIFFERENT NEEDS

When it comes to visual needs, no two patients are alike, so it's important to determine which *Transitions*[®] lenses are best for their unique lifestyles. Below you will find suggestions for how to approach your patients based on their specific needs.



PRACTICAL

Practical patients are looking for effortless function, comfort and protection throughout their daily lifestyle.

“*Transitions Light Intelligent Lenses*[™] provide many benefits including seamless adaptation, versatility and always-on protection. It has many features all built into one lens.”



KIDS

Transitions lenses are a great solution for every age, including kids! Damage from UV light and harmful blue light from digital devices and the sun builds over time, so early protection is essential. Give parents peace of mind by recommending *Transitions* lenses. Direct your younger patients to [Transitions.com/Youth](https://www.transitions.com/Youth) where they can play fun illusion games and virtually try on seven *Transitions* lens colors in kids frames.

“Kids are on the go, and they need eyewear that keeps up with them! *Transitions* lenses help provide protection indoors and out, from digital devices and the sun. They are also available in sturdy, shatter- and impact-resistant materials.”



HEALTH CONSCIOUS

Being healthy isn't just about eating right and exercising – it's also about prevention. For those conscious about their well-being, it's good to know about the protective benefits of *Transitions* lenses.

“*Transitions* lenses block 100% of UVA and UVB and help protect from harmful blue light[™] indoors, and especially outdoors where you need it most – offering the most comprehensive protection.”



ENERGETIC MILLENNIALS AND GEN Z

Style, wellness, smart technology and hassle-free. Millennials and GEN Z want it all! When you can't live without your glasses, what a relief it is to keep the same pair on when you go in and out.

“You have enough to worry about – switching your glasses every time you go out shouldn't be one of them. With *Transitions* lenses, you can look stylish and help protect your eyes from the sun and digital devices.”



TRENDY

For style-savvy patients that love to stand out, the *Transitions* lens iconic and style color options are key. Browse and explore the lens color options and mix them with different frames to see the possibilities. Patients can experiment with different lens colors in stylish frames on themselves by visiting the *Transitions* virtual try-on at [Transitions.com/VTO](https://www.transitions.com/VTO).

“Thanks to the many color choices of *Transitions* lenses, you can customize your eyewear to showcase your personal style.”



OLDER PATIENTS

As the eyes age, people can experience increased problems with low light, dark adaptation and night vision. Conversely, the eyes will become more light-sensitive in bright sunlight and glare. In fact, the more time spent in bright sunlight without proper protection increases the length of time required to adapt to the dark.

“*Transitions* lenses help your eyes' ability to control light, which diminishes as we age.”



PRICE CONSCIOUS

Transitions lenses provide tremendous value – they are a smart, everyday lens solution to help with light management. Vision insurance plans can provide a discount off the overall cost of eyeglasses, but don't let vision insurance dictate the decision, think about the importance of eye health and comfort.

“You'll see the value with *Transitions* lenses – adding them costs around \$3-\$5* per month for two years.”



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*Pricing may vary, based on the cost to add-on *Transitions* lenses.
Transitions Optical Life 360[™] live wearers testing, IFOP 2016/2017, N=117 eyeglass wearers in US, France, China.
[†]People Research, *Transitions Optical*, Global Consumer Sentiment and Behavior, Multi-country survey (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2020, N=6,403, N=700 per country - Eyeglasses wearers agree to say Top2Boxes.
[‡]*Transitions Optical*, MVP, Light Management US research, Dynata, January 2019, N=993.
[§]CR607 products fade back to clear 2 minutes faster. Claim is based on tests across materials on gray lenses, being the most popular color, fading back to 70% transmission @ 23 C.
[¶]Clear to extra dark photochromic category: Polycarbonates and 1.5 gray lenses tested at 35 C achieving <18%T using *Transitions Optical's* standard testing method.
^{||}*Transitions Signature GEN 8* block at least 20% of harmful blue light indoors & over 87% of harmful blue light outdoors except *Transitions Signature* lenses style colors which block over 75% outdoors. *Harmful blue light" is calculated between 380nm and 460nm.