



- Transitions is adding to its family of products with new Transitions® XTRActive™ lenses.
- Using Transitions Optical's patented, advanced photochromic technology, Transitions XTRActive lenses are a new **choice** for your patients who are on-the-go, or who spend a lot of their day in bright, sunny conditions.

Transitions® XTRActive™



- They are the **darkest**, everyday Transitions lens available...
- Offering superior darkness outdoors in the brightest conditions; moderate darkness behind the windshield of a car; and a slight tint indoors.
- Transitions XTRActive lenses provide outstanding visual comfort—plus the convenience of wearing the same pair of glasses both indoors and out.
- They also offer protection against UV (up to 400 nanometers) and glare.

Designed to be **XTRAdark**



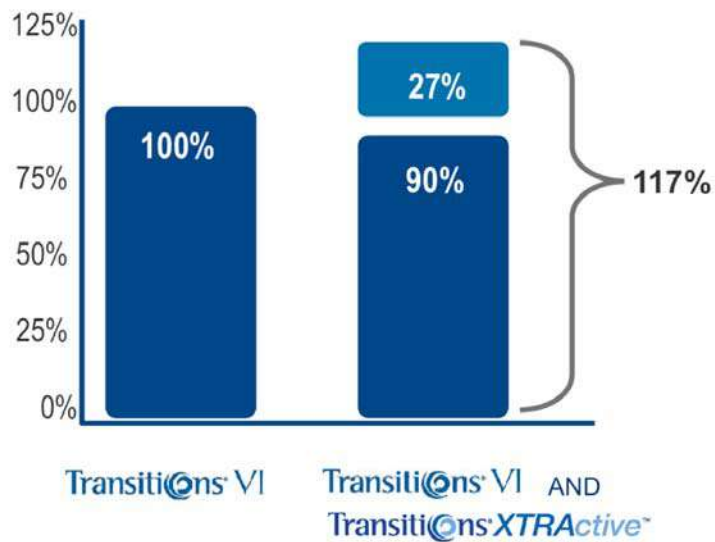
- Transitions XTRActive lenses were designed to be extra dark.
 - They were designed with a different formulation of photochromic dyes, which are “tuned” to also activate to part of the visible light spectrum.
- This visible light activation makes Transitions XTRActive lenses get even darker in direct sunlight—and also allows them to activate moderately behind the windshield of a car during the day.
- Transitions XTRActive lenses not only get darker because of visible light activation—they start out with a slight tint, whereas Transitions® VI lenses are clear.
 - The lens material itself has some tint—even in its “clear” state (around 9%-11% depending on the material).
 - The Transitions XTRActive lens dyes also have some tint—even in their “clear” state (about 6%).
 - This creates a total indoor tinted appearance of 17% (or less).
- The change to the dye package for Transitions XTRActive lenses also adds a big kick to their darkening power.

	Transitions® XTRActive™	Transitions® VI
Darken Outdoors	X	X
Reduce Glare	X	X
Block 100% UV Rays	X	X
Clear Lens Indoors		X
Activate Moderately Inside Car	X	
Get Very Dark Outdoors	X	
Fastest Fade Back		X

- Let's compare Transitions VI lenses and Transitions XTRActive lenses.
- Both products darken outdoors in sunlight—reducing glare and protecting the eyes from harmful UV rays.
- Transitions XTRActive lenses offer a light tint indoors.
 - On the other hand, Transitions VI lenses are clear indoors—offering a level of clarity comparable to regular, clear lenses.
- Because they offer a darker tint outdoors, Transitions XTRActive lenses are slower to fade back than Transitions VI lenses.
- Transitions XTRActive lenses are also the first everyday Transitions lens to offer moderate activation behind the windshield of a car.
 - However, they do not provide the same benefits as a polarized photochromic lens—like Drivewear® Transitions® SOLFX™ sun lenses—which are designed specifically for the driving task.
- Transitions XTRActive lenses are the darkest everyday lens available. Outdoors, they are darker than Transitions VI lenses.

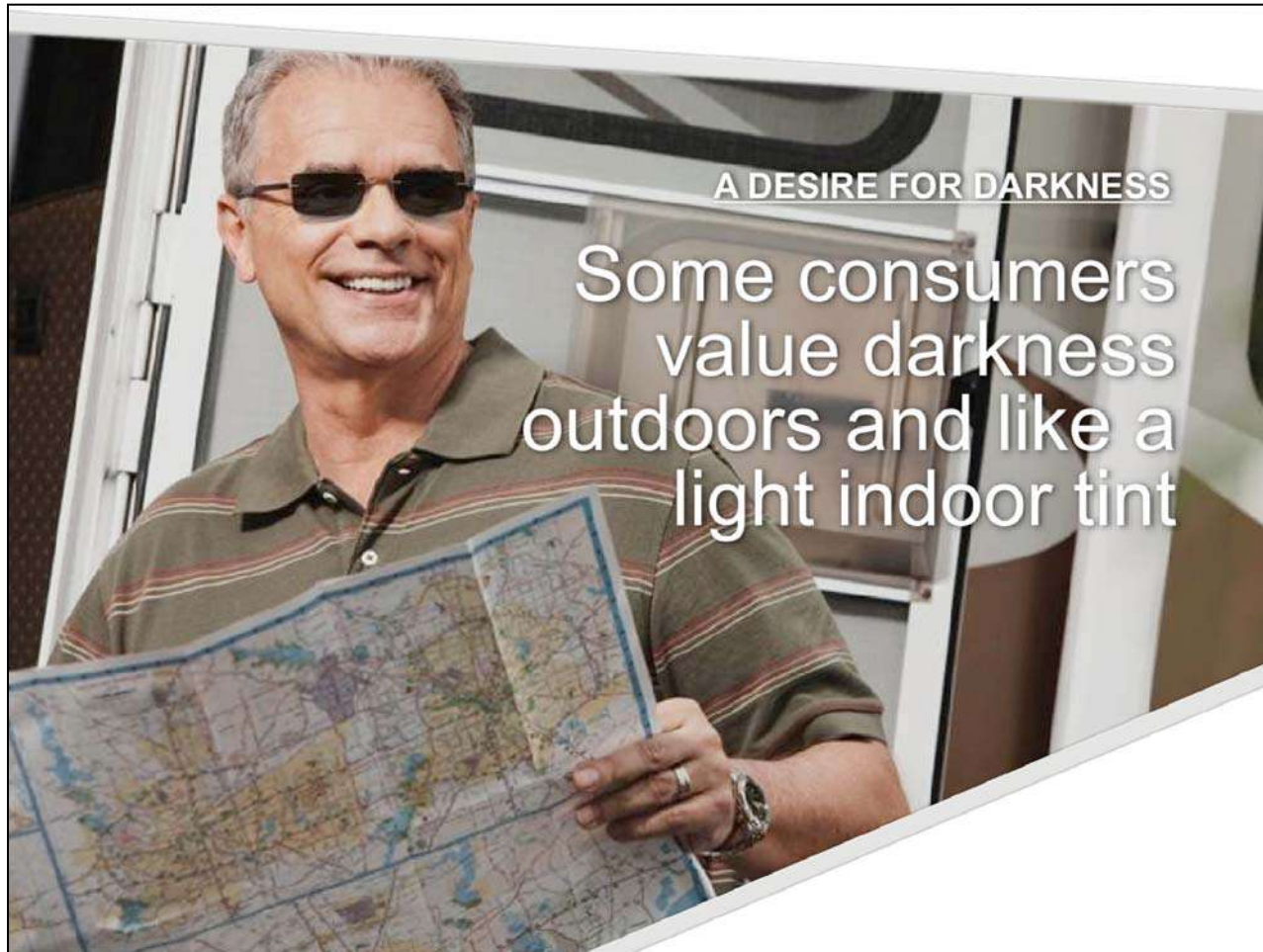


- Let's compare how these lenses look.
- You can see in the side-by-side comparison that Transitions XTRActive lenses have a slight tint indoors, but they quickly darken and get darker than Transitions VI lenses.
 - In their clearest state indoors, Transitions XTRActive lenses let in 83% of the light.
- The photochromic dyes used in the Transitions XTRActive lens technology also have a distinctive color...
 - Which will help you differentiate Transitions XTRActive lenses from the Transitions VI lens technology.
- Additionally, Transitions XTRActive lenses darken moderately behind the windshield.
 - In the car, they filter out approximately 50% of the light.
- You may be wondering if having this new product option will help your patients or your practice.
 - The answer is yes!



Will Appeal to
More Customers

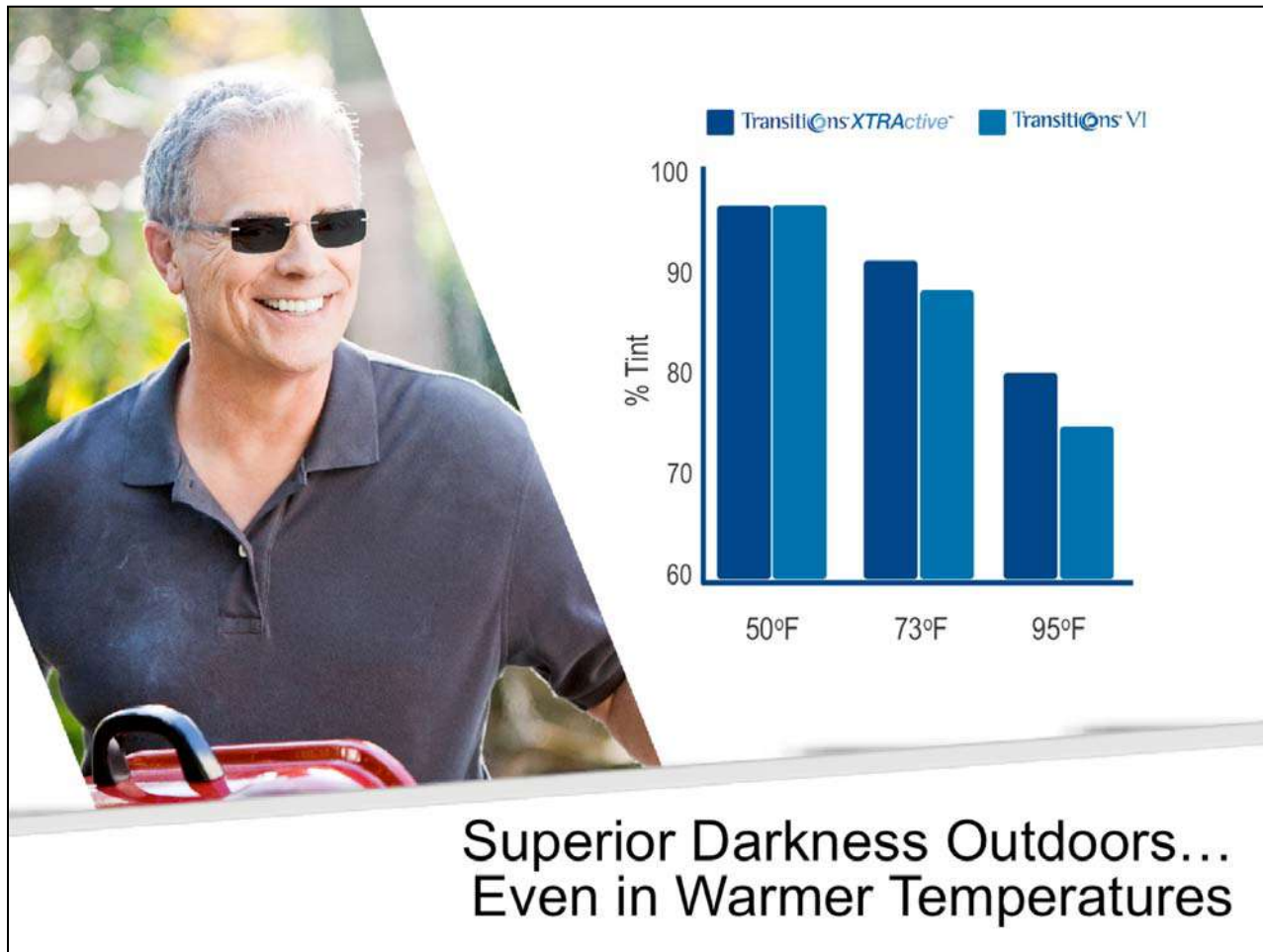
- Because of its “extra” offerings, Transitions XTRActive lenses will appeal to a new segment of consumers.
- Most of your current Transitions lens wearers will prefer to stay in the lenses they are wearing, but some may migrate with the new choice of Transitions XTRActive lenses.
- More importantly, our research shows that consumers—who are not currently wearing photochromic lenses—will want to wear Transitions XTRActive lenses.
 - They provide an incremental opportunity for you to grow your business—helping you increase sales of photochromic lenses by appealing to this new segment of consumers, while increasing patient satisfaction.



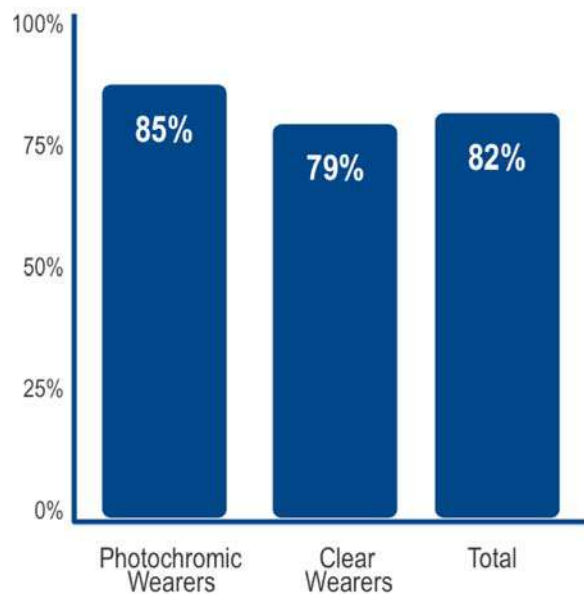
A DESIRE FOR DARKNESS

Some consumers
value darkness
outdoors and like a
light indoor tint

- So why did we create Transitions XTRActive lenses?
- A segment of the consumer and eyecare professional population has long expressed a desire for Transitions Optical to offer an everyday product that provides superior darkness outdoors—even in the warmest weather.
- Many of the consumers in this segment value darkness over indoor clarity—or prefer a light indoor tint.
 - In fact, our research found that there is a segment of consumers that rates “lenses that are as dark as possible when outdoors in bright sunlight” as more important than “lenses that are completely clear, with no tint, when indoors.”

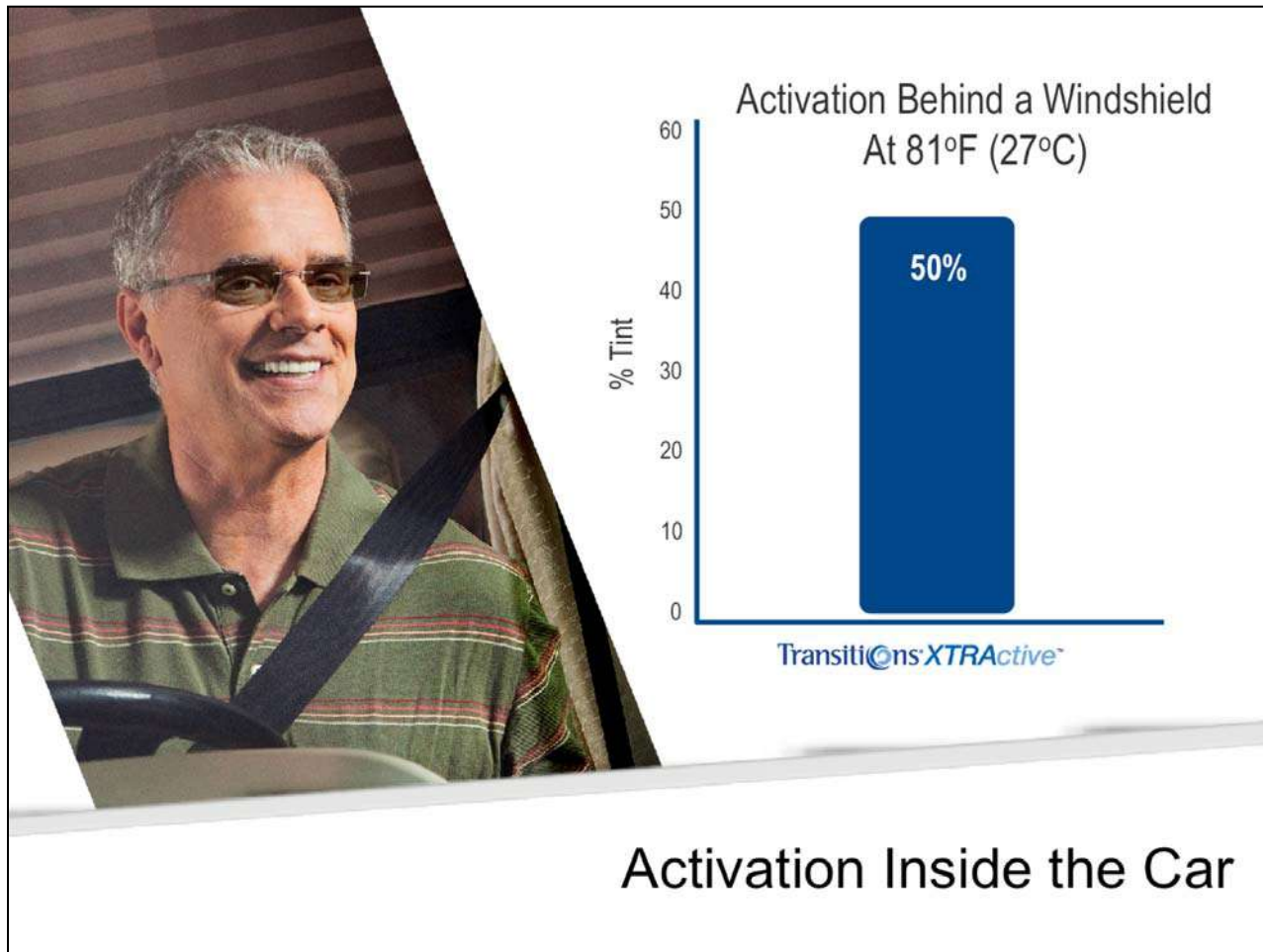


- Building on this desire for darkness, we created a product that offers superior darkness outdoors.
 - Transitions XTRActive lenses darken to a 96% tint at 50° F—which is perceived as very dark.
- While performance is dependent on temperature, even in the warmest of temperatures, Transitions XTRActive lenses are darker than the Transitions VI lens technology.
 - At 95° F, they achieve an 80% tint.
 - In comparison, at 95° F, Transitions VI lenses darken to a 73% tint.

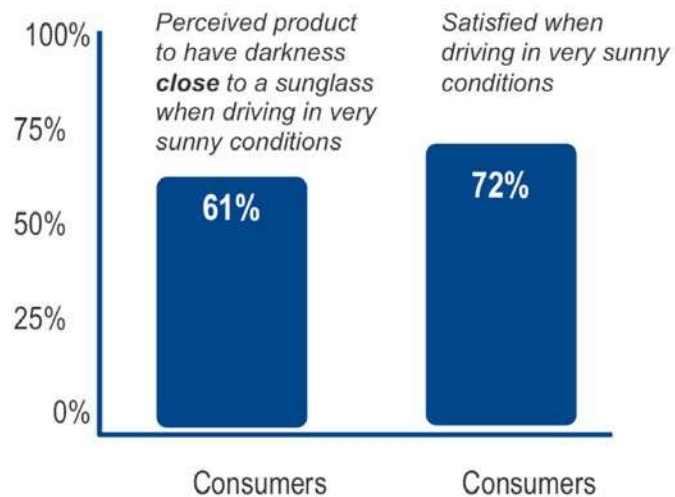


Satisfaction With Darkness Outdoors

- With this outdoor darkness, it is not surprising that in a consumer wearer's study, 79% of clear lens wearers and 85% of photochromic lens wearers reported that they were satisfied with the level of darkness provided by Transitions XTRActive lenses outdoors.



- Because Transitions XTRActive lenses were developed with photochromic dyes that activate in the lower spectrum of visible light, the lenses offer moderate darkness behind the windshield of a car.
 - They darken to a 50% tint—depending on the windshield shape and inclination, and the position of the driver.
 - Transitions VI lenses are much clearer behind the windshield of a car, since they activate using UV light. They achieve less than a 25% tint in the car.
- Keep in mind that while it offers this level of activation, Transitions XTRActive lenses are not meant to be a driving lens.
 - So if your patient spends a lot of time driving, he or she may be interested in a second pair—such as Drivewear Transitions **SOLFX** lenses.



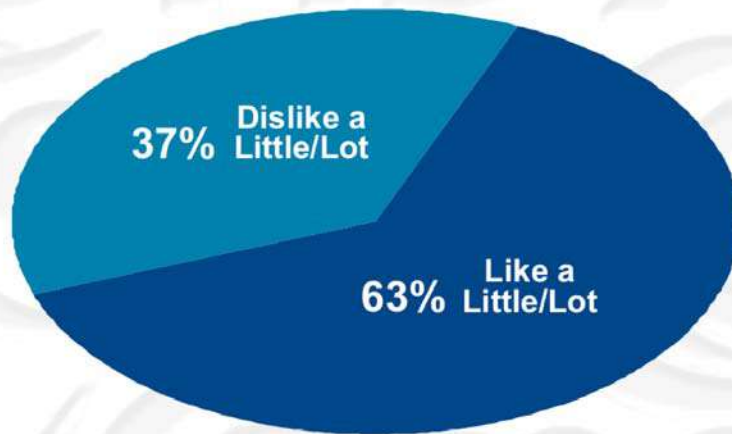
Satisfaction With Darkness While Driving

- However, Transitions XTRActive lenses are a great option for everyday wear and occasional driving.
- In consumer product testing, 61% of consumers perceived Transitions XTRActive lenses to have darkness close to a sunglass lens when driving in very sunny conditions.
- Additionally, 72% were satisfied with Transitions XTRActive lenses when driving in very sunny conditions.



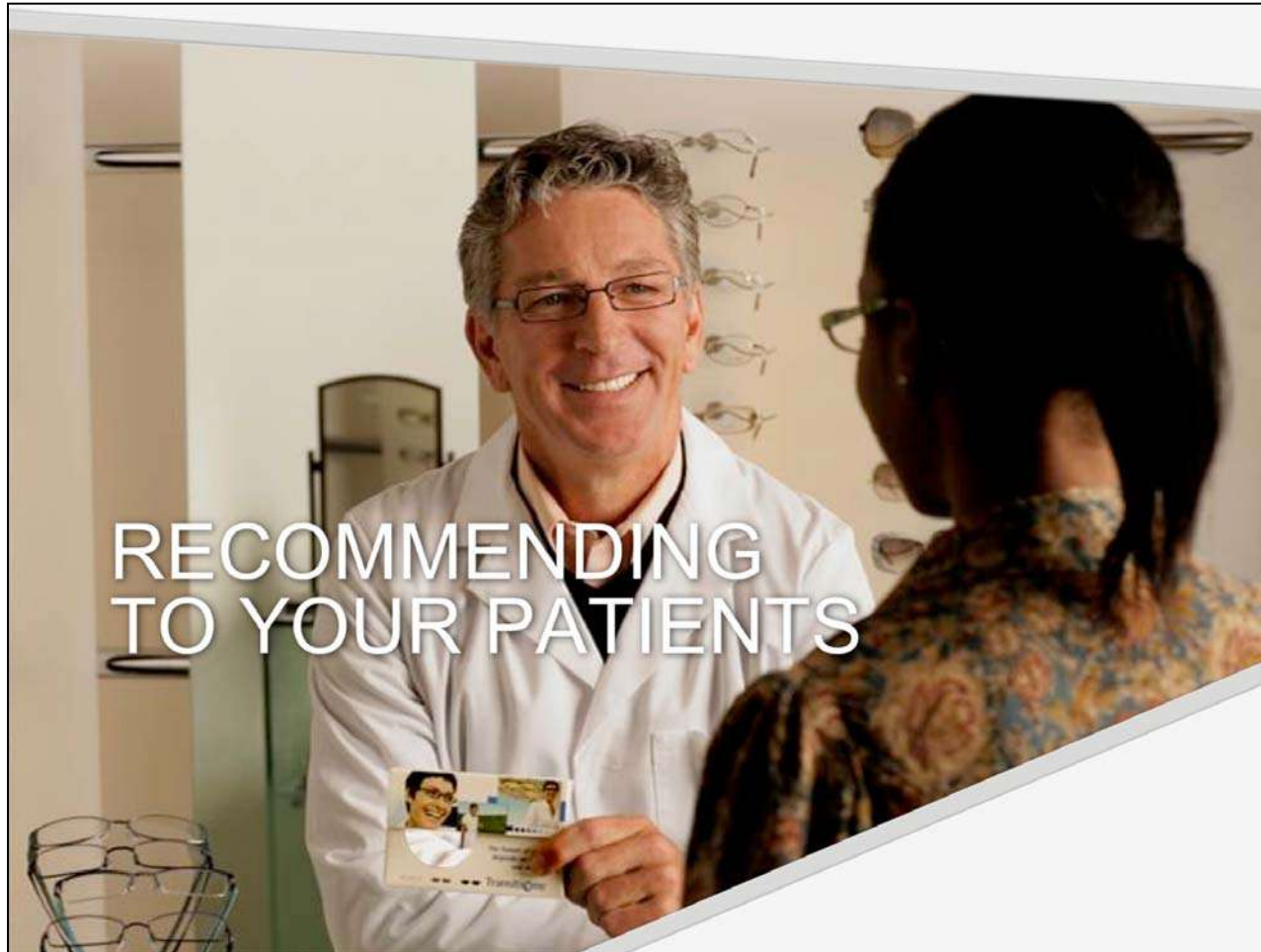
- Transitions XTRActive lenses were also designed to have a light tint indoors. They also have a light, distinctive color.
 - When fully activated, Transitions XTRActive lenses appear gray with a hint of green.
 - Indoors, the tint is more subtle.
 - The color difference between Transitions XTRActive lenses and Transitions VI lenses allows eyecare professionals to differentiate the two products.
- While Transitions XTRActive lenses is not a product for everyone—there are many consumers who prefer the indoor tint.

Indoor Tint Satisfaction



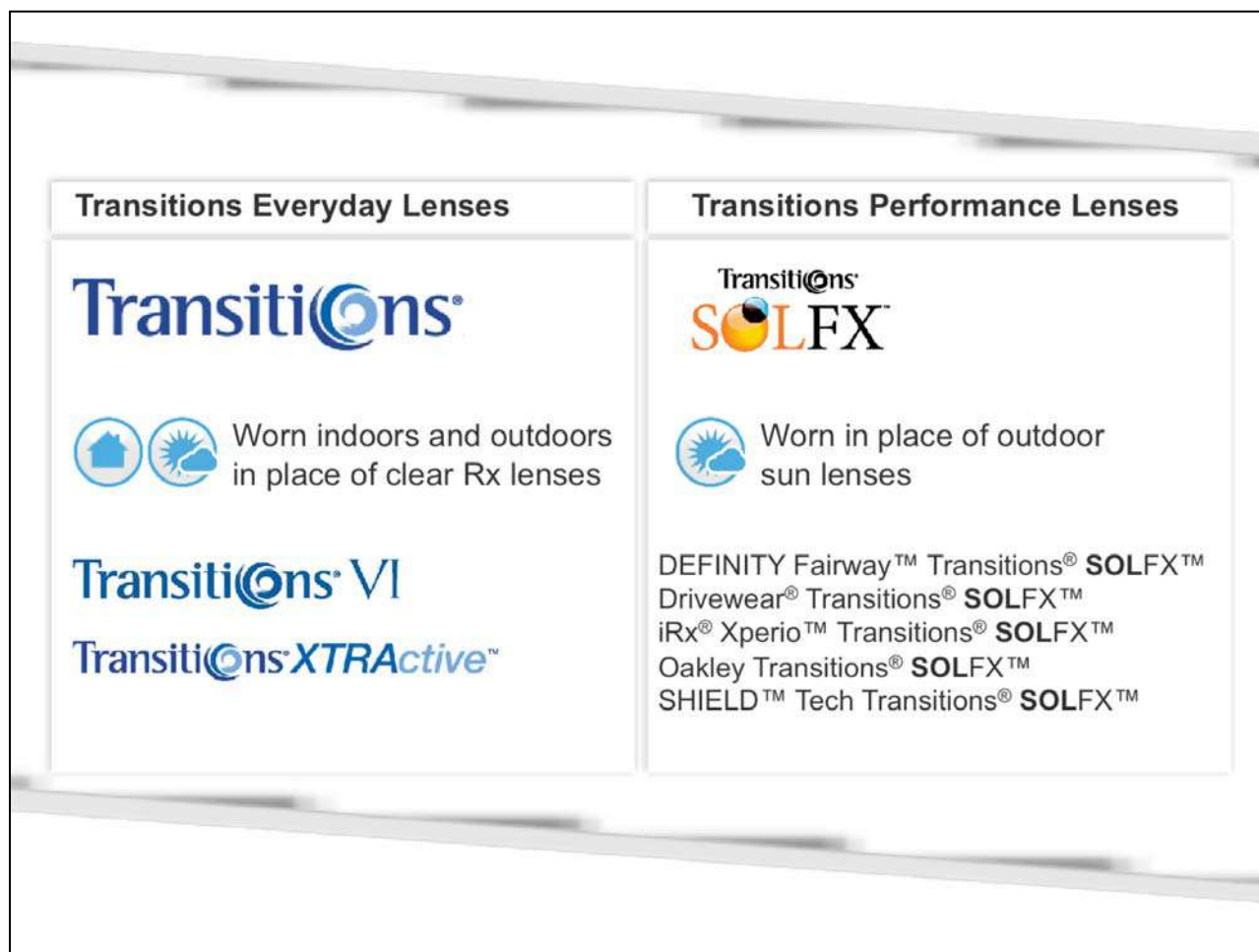
Satisfaction With Appearance
and Visual Performance

- To give you an idea of how light the indoor tint is, in the consumer wearer's study, 77% of consumers perceived a tint indoors.
 - While 23% believed they became completely clear.
- Additionally, of those who perceived the tint—63% reported that they liked it.
 - This reinforces that the indoor tint should not be perceived as a “negative” when discussing the product with patients.



- So which of your patients should you recommend Transitions XTRActive lenses to?

Transitions *XTRActive*™



- First, keep in mind that Transitions XTRActive lenses fall under the **Transitions Everyday lenses** category—like Transitions VI lenses.
 - Lenses in this category are designed to be worn all day, every day—indoors and outdoors—in place of clear lenses.
 - They darken outdoors—adapting to light to provide more comfortable vision, while protecting eyes from UV.
- Conversely, **Transitions Performance lenses** are designed to just be worn outdoors in place of traditional sun lenses.
 - They enhance visual performance in specific outdoor activities by adapting in changing light conditions—optimizing color and darkness.

What to Recommend?

Transitions® VI

Transitions® XTRActive™

Spends most of their time indoors and some time outdoors	Spends a lot of time outdoors (occupation or active lifestyle)
Wants a lens that darkens outdoors	Values superior darkness outdoors
Values indoor clarity	Likes or does not mind slight indoor tint
Wants a lens that darkens, and lightens more quickly	Values some activation in the car

- When recommending everyday lenses, ask your patients about their lifestyles to identify which type of Transitions lenses are the best option—Transitions VI lenses or Transitions XTRActive lenses.
- Ask about the time they spend outdoors for work or recreation.
 - If your patient spends a lot of time outdoors, Transitions XTRActive lenses may be a good fit.
- You may also ask: “How do your eyes feel indoors?” or “What is your indoor lighting like?”
 - Transitions XTRActive lenses get darker outdoors—but were designed with a slight tint indoors, and are slower to fade back.
 - Some of your patients will want an indoor tint—or will not mind one if they can have a darker lens.
 - Ask your patients about their needs—and show them both products indoors so they can experience them for themselves.
- Remember that patients who spend excessive amounts of time outdoors—or have special performance needs (like for sports)—may be looking for a sun lens in addition to an everyday pair of lenses—like Transitions **SOLFX** lenses.

Now There Is More Than One Choice

Prefers superior darkness:
likes or does not mind a
slight indoor tint.

Transitions® *XTRActive*™

Likes darkness outdoors
but prefers indoor clarity.

Transitions® VI

Looking for enhanced
performance for
outdoor activities.

Transitions® **SOLFX**™

- Think of Transitions XTRActive lenses as a new **choice** for your patients who are on-the-go, or who spend a lot of their day in bright, sunny conditions.
- And don't be afraid to discuss the benefits—and options—with your patients.

Transitions® *XTRActive*™

Congratulations, you finished the quick study!
You are now prepared to take our [quiz](#).

Good luck and be sure to enter for a chance to win a Free Fit of Transitions® XTRActive™ lenses (a \$250 value) between March 15 and April 15.