

THE BEST

OVERALL PHOTOCHROMIC LENSES*



UV + HARMFUL BLUE
LIGHT PROTECTION



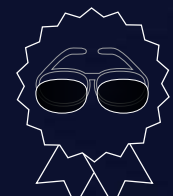
RESPONSIVENESS



DARKNESS



INDOOR
CLARITY



LONG LASTING
PERFORMANCE

Transitions® Signature® GEN 8™ lenses are the new generation of our best-selling product and replace Transitions® Signature® VII lenses. They are the result of over 5-years of research and development by Transitions Optical to bring innovation and deliver the performance that consumers desire without compromise.

Iconic Colors



Style Colors Available in GEN 8 in Q1 2020



* Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.

New

Transitions™
Signature® GEN 8™



NEW Technology.
NEW Frontier of
Performance.

Transitions™
XTRActive®



Best for Extra
Protection, Even
in the Car.

Transitions™
Vantage®



Best for Glare
Reduction Outdoors.

TransitionsPRO.com

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Transitions™
Signature® GEN 8™



GEN 8™ New technology

New

Transitions™
Signature® GEN 8™

PATIENTS WANT IT ALL—TRANSITIONS® SIGNATURE®
GEN 8™ LENSES ARE THE ANSWER

ACTIVATION SPEED

UP TO 30% FASTER
than Transitions® Signature® VII lenses¹

FADE BACK

3 MINUTES FASTER
than Transitions Signature VII lenses²

DARKNESS

EVEN DARKER
than Transitions Signature VII lenses

INDOOR CLARITY

FULLY CLEAR INDOORS

ULTIMATE PROTECTION

BLOCK 100% UVA & UVB RAYS
Block at least 20% of harmful blue light indoors
and over 87% outdoors³

LONG LASTING PERFORMANCE

MAINTAIN THEIR HIGH LEVEL OF PERFORMANCE
longer than Transitions Signature VII lenses⁴

Our fastest lens delivering all the benefits that patients want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance. Using a multi-dimensional approach, Transitions Signature GEN 8 lenses deliver a new frontier of performance—without sacrificing any one dimension performance.

¹ CR607 products activate to a category 3 darkness 15% faster. Claim is based on tests across materials on gray lenses, being the most popular color, achieving 18% transmission @ 23°C.

² 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.

³ Harmful blue light is calculated between 380nm and 460nm, across materials and colors.

⁴ Lab measurement ISO standard @ 23°C. Based on lab accelerated aging test where one cycle approximates 2 years average usage.



Frames by CAROLINE ABRAM PARIS | Lenses Transitions Grey

YOUR PATIENTS NEED LIGHT MANAGEMENT

Patients need vision correction, but they also need to control the different types of light they encounter. *Transitions® Light Intelligent Lenses™* automatically adapt to changing light conditions for comfortable vision and hassle free protection both indoors and outdoors all day long.

Consumers would like to learn more from their eyecare professional about light sensitivity and its consequences, yet...61% never spoke to their optician about it!¹

They want to hear from you—**they want solutions**—but they don't know how to bring it up. Use the Light Sensitivity Quiz on Transitions.com to start the conversation.



PROVEN BENEFITS

Transitions® Signature® GEN 8™ lenses are proven to reduce how often wearers experience light sensitivity

9 out of 10
eyeglass wearers
declare they are
light sensitive²



8 out of 10
Transitions Signature GEN 8 wearers are less bothered by bright light and changing light³

HOW TO MEET THEIR NEEDS

The new *Transitions® Signature® GEN 8™* lens technology provides a new opportunity for eyecare professionals to meet patient needs.

For Clear Lens Wearers

// Ask “Have you ever experienced light sensitivity? Do you find yourself squinting, tearing, or shading your eyes from bothersome and harsh light?”

// Reassure them that **7 out of 10** clear lens wearers prefer *Transitions Signature GEN 8* over their current lenses.³

// *Transitions Signature GEN 8* lenses have **new technology** that allows them to **darken outdoors in seconds⁴** and **return to clear faster than ever.⁴**

For Existing Wearers

// Share that *Transitions Signature GEN 8* lenses are the new generation of the lenses they already love.

// Reassure that they have been tested with wearers just like them and **7 out of 10** prefer *Transitions Signature GEN 8*.³

// Recommend *Transitions®* lenses using your own pair to show how clear they are indoors. Share your experience on how they help when you experience light sensitivity and provide comfort from harsh lighting throughout the day.



BREAKTHROUGH TECHNOLOGY DELIVERS A NEW FRONTIER OF PERFORMANCE

Transitions® Signature® GEN 8™ lenses are the result of our ongoing commitment to innovation. It is the first time since 2005 that Transitions Optical has made major changes and improvements in **both** the matrix and the dyes. It's the combination of these that delivers new breakthrough technology based on what patients want: an improvement in outdoor darkness, activation speed and fadeback speed without compromising the level of indoor clarity and protection from UV and harmful blue light.

Disruptive nano-composite matrix

Creates zones where the dyes can move freely, activate and fadeback faster, without sacrificing darkness or durability.

New generation of ultra-agile dyes

Improves the responsiveness, darkness, longevity of the performance and consistency across colors.

HOW TRANSITIONS® LENSES ARE DEVELOPED

All *Transitions* lenses, including the new *Transitions® Signature® GEN 8™* lenses, undergo *Life360™* testing – a proprietary method for designing, developing, and analyzing photochromic performance that encompasses:



Laboratory Measurements as a baseline for standard temperature variation testing.



Live Wearer Testing with real wearers to provide insights into wearer experience.



Real World Measurements with >200 real life conditions, representing more than a thousand scenarios.



Real World Modeling mimics the behavior of lenses in real world conditions.

LOVED BY WEARERS

This *Life360* testing and our investment in our R&D are why *Transitions* lens wearers have a high satisfaction and repurchase rate.



9 out of 10
Transitions lens wearers are satisfied and will repurchase.⁵

¹ Transitions Optical Light Management consumer research, Dynata, U.S., January 2019, N=993

² Transitions Optical *Life360™* live wearers testing in US, France, China (IFOP 2016/2017). N=117 eyeglass wearers

³ *Transitions Signature GEN 8* Wearers Test, Nationwide US, Kadence, Q1 2019

⁴ Lab. test ISO8980-3: 2013 standard at a controlled temperature of 23°C/72°F; Polycarbonate Gray Hard coated (Higuard) plano lenses

⁵ US Consumer Brand Tracking; Q3 2017; N=210 Transitions Users (MSW-ARS)