



Transitions®

Light
Intelligent
Lenses

ALL EYES ON KIDS

Children's eyes are not fully developed to adequately filter UV rays and blue-violet light¹, making it very important that their eyes are always protected.

Parents take steps to protect their kids using seatbelts in the car (90%), using sunscreen (85%), protective gear for sports (68%) but only 57% protect their kids' eyes from UV with sunglasses.²

91% of parents agree that it is important that their child's eyeglass lenses provide the optimal vision experience in all light conditions.

Transitions® lenses block 100% of UVA and UVB rays, and reduce painful glare, allowing children to see their best in any light condition. They help filter blue-violet light indoors and especially outdoors.¹ Plus, they're available in shatter and impact resistant materials that are best for children.

CONSIDER THIS

DIGITAL

Children today are part of the digital generation. Talk to kids and parents about the need to take breaks from digital devices. Educate them that the main source of blue-violet light is sunlight.

SPORTS

Transitions lenses keep up with the active lifestyles of kids. From the classroom and recess to weekend sports activities, *Transitions* lenses provide children's eyes with the protection they need. Just like protective helmets, shin guards and other gear; eyewear protection should be part of the uniform. The right eyewear could prevent 90%³ of sports-related eye injuries. Recommend *Transitions* lenses in polycarbonate and sports performance frames to help protect from injury.

SUCCESS IN SCHOOL

80% of learning in a child's first 12 years comes through the eyes.³ The use of smart boards, online presentations, digital testing methods and the expectation to do most assignments on a tablet or computer are changing the visual needs kids have. Recommend *Transitions* lenses with AR to provide significant benefits for their eye health, clear vision and comfort.

¹ Transitions lenses filter at least 26% of blue-violet light indoors & at least 86% outdoors. Tests performed on grey lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018)

² The Vision Council, Photochromic Lens Use in Children, Prepared for HOYA and Transitions Optical, U.S., October 2022, n=515 adults age 18-55 with children who wear Rx glasses

³ The Vision Council



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TALKING TO PARENTS

BE CONFIDENT

Stop thinking “parents don’t want to spend money on their kids.” Be confident **in prescribing the best eyeglass solution.** 87% of parents said the advice and recommendation of their ECP is very or extremely important when choosing glasses for their children and 87% said their ECP had an influence on the glasses they selected for their child.²

EMPHASIZE THE VALUE

With Transitions lenses “one pair does it all.” This is especially important since parents are unlikely to purchase sunglasses for their kids. Most parents wouldn’t let their kids out in the sun without sunscreen, wouldn’t they want to protect their child’s eyes as well? The proper eyewear for kids is an investment for their future.

CREATE A KIDS PACKAGE

Put together a kids package for your recommendation. There is a template available at [TransitionsPRO.com/kids](https://www.transitionspro.com/kids). With this package, if a child wears their glasses for just one year, the cost to protect their eyes is less than \$1 a day.

REINFORCE THE BENEFITS

As a generation that has been brought up on technology, Millennial-aged parents appreciate a product that incorporates the latest innovations. They also appreciate the value of products that offer health benefits – **and improve comfort** for the wearer, who in this case is their child.

GET KIDS INVOLVED!

COMMUNICATE

Adjust your communication style to connect with Gen Z. Communicate with them in shorter bursts of “snackable content” – their attention span is only about 8 seconds.

RELATE THE MESSAGE

67% of parents said they picked out their child’s glasses together so don’t just talk to the parents.² Use kid-friendly language, like “magic or transformer lenses” and “computer lenses for gaming so screens don’t hurt your eyes” to help them relate and see how Transitions lenses can be cool and beneficial.

DON’T TALK DOWN

They have their own opinions and have more influence on household purchase decisions than previous generations. Include them throughout the dispensing process using age-appropriate language. Children 9-12 were even more likely to be involved in their glasses purchase decision than younger children (age 5-8).² Relate the benefits to their lifestyle, ask about how their eyes feel outdoors. Engage kids in the selection process by letting them pick the Transitions lens color and frame that appeals to them.

FEED THEIR CURIOSITY

Don’t forget to have fun! Seeing the eye doctor can be a daunting experience for children. We are fortunate to have tools to help us create a positive experience and spark their curiosity. Let them activate Transitions lenses with a UV flashlight or demo unit to help them see how the technology behind the lenses works.