

# Transitions<sup>™</sup> Signature<sup>®</sup> GEN 8<sup>™</sup>

ACTIVATION SPEED

UP TO 30% FASTER  
than Transitions<sup>®</sup> Signature<sup>®</sup> lenses<sup>2</sup>

FADE BACK

3 MINUTES FASTER  
than Transitions<sup>®</sup> Signature<sup>®</sup> lenses<sup>3</sup>

**The best overall photochromic lenses.\***

Our fastest lens delivering all the benefits that patients want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance. This breakthrough technology is made possible by a disruptive nanocomposite matrix and a new generation of ultra-agile photochromic dyes.

Iconic Colors

Grey

Brown

Graphite Green

Style Colors  
Available in  
Q1 2020

Emerald Green

Amber

Amethyst

Sapphire

<sup>2</sup> CR607 products activate to a category 3 darkness 15% faster. Claim is based on tests across materials on grey lenses, being the most popular color, achieving 18% transmission @ 23°C.  
<sup>3</sup> CR607 products fade back to clear 2 minutes faster. Claim is based on tests across materials on grey lenses, being the most popular color, fading back to 70% transmission @ 23°C.  
 \* 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.

Happier wearers with  
**Transitions<sup>®</sup> Signature<sup>®</sup> GEN 8<sup>™</sup>** lenses.

Recommend  
*Transitions* lenses to  
**all your patients.**

Available in new  
**stunning colors and  
mirror coatings** to  
appeal to all patients!

SEE MORE.  
DO MORE.

Transitions<sup>™</sup>

Crizal<sup>®</sup>

VARILUX<sup>®</sup>

Eyezen<sup>™</sup>

Xperio<sup>®</sup>

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# Transitions<sup>™</sup> light under control<sup>™</sup>

New

# Transitions<sup>™</sup> Signature<sup>®</sup> GEN 8<sup>™</sup>

Patients Want It All – Transitions<sup>®</sup> Signature<sup>®</sup> GEN 8<sup>™</sup> Lenses Are The Answer

IMPROVED  
ACTIVATION  
& FADEBACK  
SPEED

FULLY  
CLEAR  
INDOORS

EVEN  
DARKER  
OUTDOORS

BLOCKS 100%  
UV RAYS &  
FILTERS  
HARMFUL  
BLUE LIGHT<sup>1</sup>

Your patients want high overall performance. UV and Harmful Blue Light Protection, Responsiveness, Darkness, Full Indoor Clarity and Long-Lasting Quality are all priorities. **Transitions Signature GEN 8** lenses deliver a new frontier of performance to satisfy patient needs.

<sup>1</sup> "Harmful blue light" is calculated between 380nm and 460nm, across materials and colors.





## LIGHT INTELLIGENT

AUTOMATICALLY ADAPT TO CHANGING LIGHT CONDITIONS, OPTIMIZING THE AMOUNT OF LIGHT THAT REACHES THE EYES SO WEARERS GET COMFORTABLE VISION IN ANY LIGHTING CONDITION.



## EVERYDAY EYECARE

BLOCK 100% OF UV RAYS PLUS HELP TO PROTECT AGAINST HARMFUL BLUE LIGHT FROM THE SUN AND ELECTRONIC DEVICES.



## HASSLE FREE

MAKE EVERYDAY LIFE SIMPLER WITH ONE PAIR OF EYEGLASSES THAT WORKS SEAMLESSLY, INDOORS AND OUT.



## FREE-STYLE

WHATEVER THE FRAMES THEY LOVE, WEARERS CAN PICK THEIR COLOR AND CHOOSE THEIR STYLE WITH *TRANSITIONS* LENSES, NOW AVAILABLE IN FOUR STYLE COLORS AND SIX STYLE MIRRORS.

**Transitions**  
XTRActive®



### Our best choice for extra protection — even in the car.

Uniquely designed with Broad Spectrum dyes that react to UV and low visible light, enabling it to be extra dark outdoors and activate behind the windshield. These lenses also protect against harsh artificial light and digital devices indoors.

**Transitions**  
Vantage®



### Our best choice for glare reduction outdoors.

The world's only intelligent lens that automatically polarizes as it darkens outdoors with variable polarization that adjusts to match the level of glare outdoors to provide noticeably crisper, sharper vision.

**Transitions**  
Signature® GEN8™

### New breakthrough technology to deliver the best overall photochromic lens\* 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 a new frontier of performance based on what patients want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance.

\*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.

#### Disruptive nano-composite matrix

For *Transitions Signature GEN 8*, the matrix is structured at the nanometric level to create zones where the photochromic dyes can move freely – allowing for improved dye mobility, and more stable and consistent performance.

#### New ultra-agile dye generation

A new generation of ultra-agile photochromic dyes in *Transitions Signature GEN 8* allows the lenses to activate and fadeback quickly and increases the longevity of the performance.

## HOW *TRANSITIONS*® LENSES ARE DEVELOPED

All *Transitions* 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 is why *Transitions* lens wearers have a high satisfaction and repurchase rate.



**9 out of 10** *Transitions* lens wearers are satisfied and will repurchase.<sup>4</sup>

<sup>4</sup> US Consumer Brand Tracking; Q3 2017; N=210 Transitions Users (MSW-ARS)