

## WHEN YOU ARE READY TO DISPENSE

It's time to show patients the tremendous value of **Transitions® Signature® GEN 8™**! Top performing ECPs take the following steps throughout the patient journey:

**Front Desk:** Use medical history or lifestyle questionnaire to ask about health issues/medications that are known to cause light sensitivity.

**Pre-Test:** Check the patient's current eyewear with a UV light and ask what is being done to protect the eyes from harmful light. Show the patient if the lens activated.

**Exam Lane:** Have a conversation about the effects of Harmful Blue and UV light, and make a recommendation for both Transitions® and polarized sunwear.

## STAY IN THE KNOW

Continue to **stay informed** about the newest insights, best practices, and product information.

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**Transitions**<sup>™</sup>  
Signature<sup>®</sup>

**GEN 8**<sup>™</sup>

## ECP GUIDE

**THE BEST OVERALL  
PHOTOCHROMIC LENSES\***



Transitions<sup>™</sup>

Crizal<sup>®</sup>

VARILUX<sup>®</sup>

Eyezen<sup>™</sup>

Xperid<sup>™</sup>

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\* 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.

# WHAT IS MOST IMPORTANT TO YOU WHEN DISPENSING A NEW PRODUCT?

- » PATIENT SATISFACTION?
- » MANAGED CARE ALIGNMENT?
- » PROFITABILITY?

## UNMATCHED REVOLUTIONARY INNOVATIONS

### FASTER

**Less than 1 minute activation** to sunglass darkness, and back to clear in **under 5 minutes**.

### DARKER

Even **darker than before**, and protecting from Harmful Blue Light\* and UV — even in its clear state!

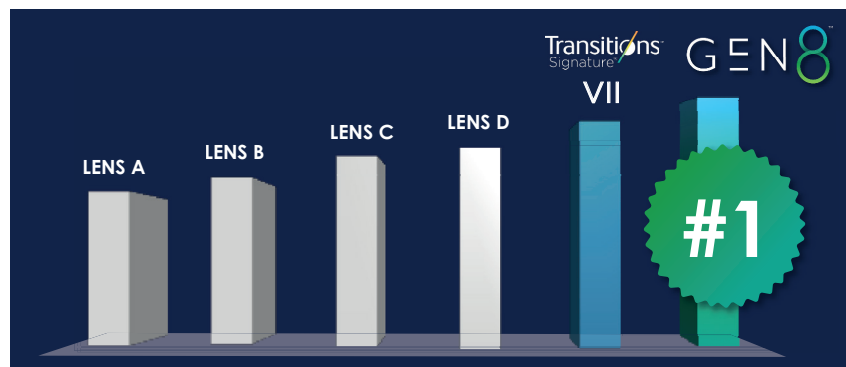
\*Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

### PREFERRED

Existing wearers preferred this new generation **8 to 1!**<sup>1</sup>

<sup>1</sup>Source: (2018) Study conducted by the University of Arkansas and sponsored by Essilor of America, Inc.

*All of these benefits compared to the already industry-leading Transitions® Signature® VII!*



# Transitions™ Signature® GEN8™

## WHY COMPROMISE?

### PATIENT SATISFACTION

Transitions® has **higher consumer satisfaction** than the Apple iPad®.

### MANAGED CARE

The **second most commonly covered** benefit behind Polycarbonate.

### PROFITABILITY

Make up to **\$60 more per patient** for the 80% or more who are walking out in clear lenses.\*\*

\*\*Based on your retail price and managed care programs

*GEN 8 remains the **best single solution** to protect indoors and out, while eliminating the barriers for entry!*

## LAUNCHING WITH CONVENIENCE

### JULY 2019

1.50, Airwear®,  
Thin & Lite® 1.67  
Gray, Brown,  
Graphite Green (SFSV  
Airwear only)

### Q4 2019

TREXA® (Trivex®),  
Thin & Lite® 1.60  
Gray, Brown

### Q1 2020

Thin & Lite® 1.74

Transitions Signature GEN 8 availability will mimic previous generations at launch with exception to traditional Varilux® Physio® and Definity™ lenses.