

Introducing *Transitions® Signature® style colors*

Style COLORS

A New Vision of Vibrant Color

Transitions Signature style colors give patients new style options that fit any frame.

NEW STYLE COLORS:

SAPPHIRE 

AMETHYST 

AMBER 

EMERALD 

ICONIC COLORS:

GRAY 

BROWN 

GRAPHITE GREEN 

This wide selection of colors provides a perfect opportunity to recruit young, style-conscious, new *Transitions* wearers



Recommend *Transitions* lenses to **ALL** your patients

Now available in new **STUNNING colors and mirror coating** to appeal to younger, single vision wearers!



www.essilorusa.com

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Better Sight.
Better Life.



Introducing *Transitions® XTRActive® style mirrors*

Style MIRRORS

Reflect a New Shade of Style

Transitions XTRActive style mirrors provide a one-of-a-kind mirrored look when they darken outside.



Transitions™
light under control™

SILVER SHADOW



GOLD



BLUE



GREEN



RED



PINK




Offer as a compelling 2nd pair to your patients to help increase patient satisfaction with new AND existing *Transitions* wearers

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

HARMFUL BLUE LIGHT* PROTECTION WITH TRANSITIONS LENSES

Continuous and comprehensive protection in any light with *Transitions* lenses




Filters up to **95%** outdoors and at least **34%** indoors**




Filters up to **85%+** outdoors and at least **20%** indoors***

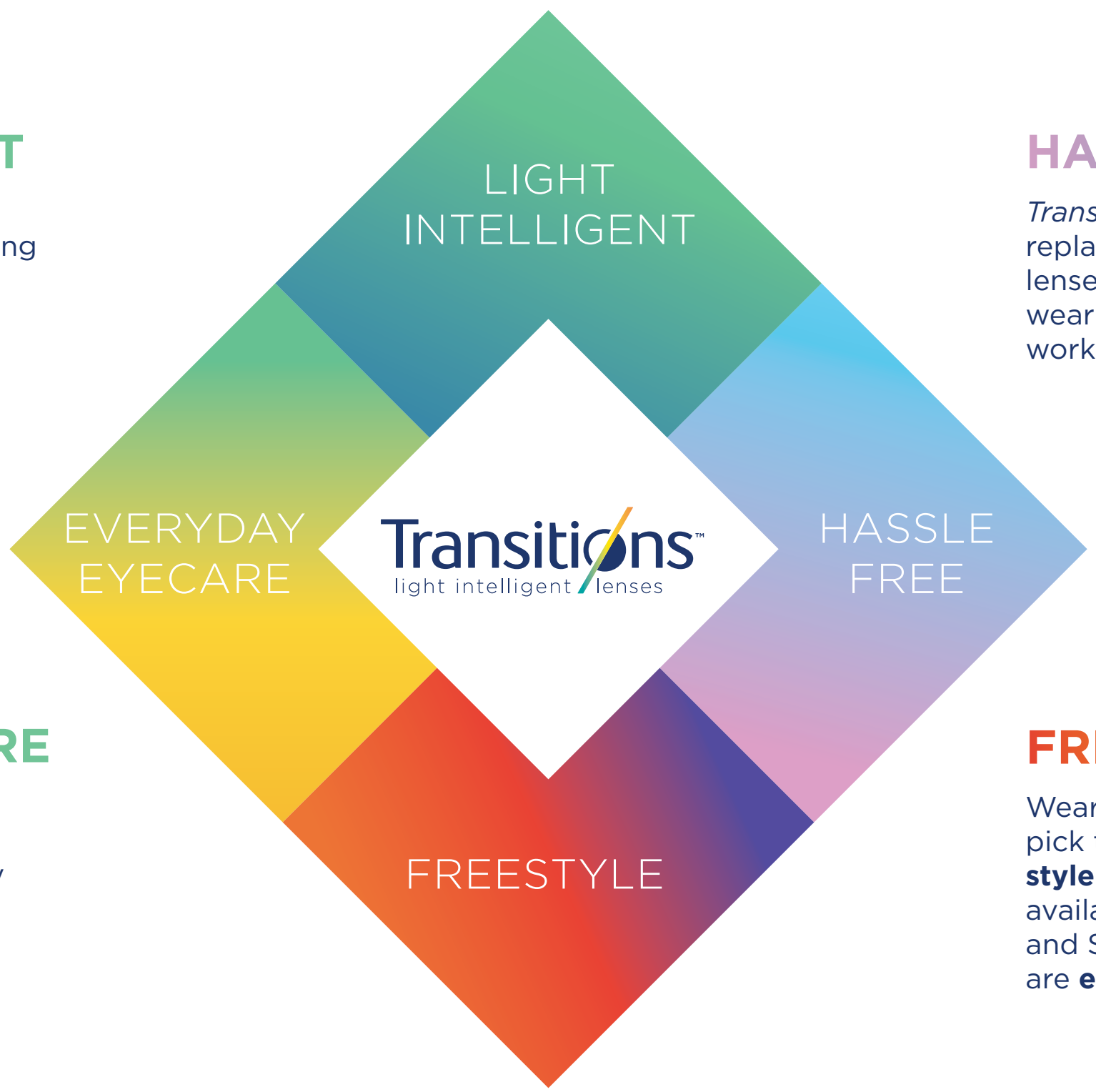
*Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells
**Transitions® lenses block 20% to 36% of Harmful Blue Light indoors excluding CR607 Transitions® Signature® VII products which block 14% to 19%.
† Transitions Signature style colors filter up to 76% Harmful Blue Light outdoors.
***Transitions® XTRActive® lenses block 34% to 36% of Harmful Blue Light indoors excluding CR607 Transitions® XTRActive® products which block 27% to 31%.

LIGHT INTELLIGENT

Transitions lenses **automatically** and **intelligently adapt** to changing light conditions, optimizing the amount of light that reaches the eyes so that the wearers get comfortable vision in any lighting condition.

EVERYDAY EYECARE

All *Transitions* lenses **block 100% of UV rays and reduce exposure to Harmful Blue Light** emitted by the sun and electronic devices to reduce eye fatigue.



HASSLE FREE

Transitions lenses are a perfect replacement for standard clear lenses. Wearers can conveniently wear one pair of eyeglasses that work seamlessly, **indoors and out.**

FREESTYLE

Wearers now have an option to pick their **color** and choose their **style** with *Transitions* lenses, now available in **FOUR** new Style Colors and **SIX** new Style Mirror options that are **easy to style with various frames.**



Our best everyday light intelligent lens.

Featuring exclusive Chromea7™ technology, our fastest and most responsive lens in all lighting and temperature conditions. *Transitions Signature* lenses are fully clear indoors.



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 even activate behind the windshield. These lenses have a hint of tint indoors to protect against harsh artificial light.