

# Transitions® Signature® Style Colors



**Transitions™**  
light intelligent lenses



**DID YOU  
KNOW?**

Style is #1 driver\* to increase trials  
among non-users, especially those under 45 years

## Style COLORS

### *Transitions Signature Style Colors*

Now with four more STUNNING lens colors to personalize any frame

**Now you have the perfect opportunity to recruit new, young,  
style-conscious wearers to try Transitions® lenses**



#### AVAILABILITY

Available in Single Vision  
Plastic, Airwear®, and  
Thin & Lite® 1.67 materials



#### RETAIL PRICE

As part of the *Transitions Signature*  
portfolio, the recommended retail  
price\*\* will remain the same



#### TECHNOLOGY

Designed with Chromea7™  
technology that makes it more  
responsive even to indirect light,  
and in hotter climates

#### STYLE COLORS:

SAPPHIRE



AMBER



AMETHYST



EMERALD



#### ICONIC COLORS:

GRAY



BROWN



GRAPHITE GREEN



\*2016-2017 Transitions ECP Brand Health Tracking (MSW-ARS)

\*\*Please note that this is a recommendation only and ECPs are completely free to set their own retail pricing.

# Transitions® XTRActive® Style Mirrors

SEE MORE.  
DO MORE.



**Transitions**™  
light intelligent lenses



DID YOU  
KNOW?

Mirrored lenses are THE  
hot optical trend

Style  
**MIRRORS**



**NOW AVAILABLE** Varilux® X Series™, Varilux® Physio® W3+, and Varilux Comfort® W2+ lenses are now available in Transitions® XTRActive® Style Mirrors! Now offer your single vision and progressive lens patients the protection they need *in style*.



## AVAILABILITY

Available in *Transitions XTRActive* Gray and Brown lenses in Single Vision and select Varilux® progressive lens designs, Airwear® and Thin & Lite® 1.67 material



## RETAIL PRICE

The recommended retail price\* is the same for all flash mirror colors



## TECHNOLOGY

All *XTRActive* lenses have Broad Spectrum Dye technology for extra darkness and activation in the car



Silver Shadow



Gold



Blue



Green



Red



Pink

Start recommending *Transitions* lenses to ALL your patients and now with these new products, feel confident to bring *Transitions* up with younger patients in a **NEW & EXCITING** way!

\*Please note that this is a recommendation only (\$90 above clear) and ECPs are completely free to set their own retail pricing.

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