

# Using Transitions® Signature® GEN 8™ Demo with a UV Lamp

Transitions® Signature® GEN 8™ lenses feature breakthrough technology to deliver the best overall photochromic lens\* performance. The new generation of ultra-agile photochromic dyes in *Transitions Signature GEN 8* allows the lenses to activate and fade back quickly and increases the longevity of the performance.

The benefits of *Transitions Signature GEN 8* lenses are best experienced and demonstrated in real-life situations, which means in natural light. As you know, natural light is full spectrum, which is what Transitions® lenses are designed for, to ensure superior and consistent performance for our patients.

A UV lamp or flashlight is used to demonstrate the concept of how Transitions lenses work. The lenses activate as a reaction to UV light in order to provide comfort and protection for your eyes. However, it is neither realistic nor ideal to show darkness and speed as all UV activators have UV light in one wavelength, which is not representative of a real life situation in natural light.

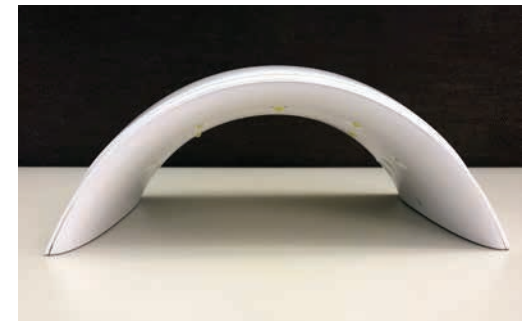
\*Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.

\*\*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.

When there is a desire to show the darkness and speed of *Transitions Signature GEN 8* lenses, it is best to show them in natural light. When using the UV activator, please follow these instructions.

1. Discuss the benefits of *Transitions Signature GEN 8* lenses. *Transitions Signature GEN 8* lenses are fully clear indoors with just the right amount of tint outdoors.
2. Press the button on the top of the arch once.
3. Hold the demo under the UV lamp and count to 4.
4. After 4 seconds, remove the demo from the UV lamp.
5. Place the demo on a plain surface and continue to discuss the benefits of *Transitions Signature GEN 8* lenses. They fade back to clear up to three minutes faster and activate to a category three darkness up to 30% faster than Transitions® Signature® lenses.\*\*
6. Show the demo when it is back to clear, which should only take a few mins (depending on the UV activator used and length of time demo is activated).

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