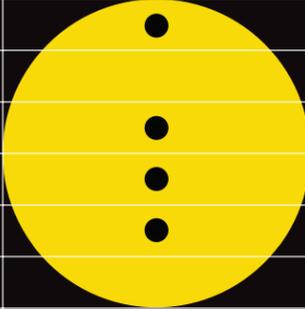


*Transitions® Vantage™ lenses are the newest addition to the Transitions line of adaptive lenses. These everyday lenses are for anyone who wants to get more from their eyewear.*

# IMPOSSIBLE POSSIBLE

## TRANSITIONS EVERYDAY ADAPTIVE LENSES

	Transitions® Vantage™	Transitions® VI	Transitions® XTRActive™	
Everyday use				
Clear indoors				
Comfortable tint indoors				
Dark outdoors				
Variable polarization				
Activates behind windshield				
	<b>Everyday lenses with variable polarization for crisper, sharper vision</b>	<b>Everyday lenses with optimal balance between indoor clarity and outdoor darkness. Fastest fade back speed.</b>	<b>Our darkest everyday lenses</b>	

All Transitions lenses are recommended with anti-reflective treatments.

Everyday Transitions lenses are designed to replace clear lenses and to be worn both indoors and outdoors. Most of your patients will still benefit from a pair of sunglasses. The Transitions line of adaptive performance sunwear is designed to adapt by darkening and changing color to enhance performance during specific outdoor activities.

**Talk to your patients about how crisper, sharper vision can be theirs every day with New Transitions Vantage lenses.**

**Learn more about the possibilities at [TransitionsVantage.com](http://TransitionsVantage.com)**



**Transitions®**  
**Vantage™**  
ADAPTIVE LENSES

Transitions and the swirl are registered trademarks and Transitions Adaptive Lenses and Vantage are trademarks of Transitions Optical, Inc. ©2012 Transitions Optical, Inc. Photochromic and polarization performance are influenced by temperature, UV exposure and lens material.



**Introducing New Transitions® Vantage™ lenses with variable polarization.**

*The first and only everyday photochromic lenses that are virtually clear indoors and darken and polarize outdoors.*

**They said it couldn't be done. But Transitions Optical did it. Made the impossible possible by creating the world's first and only everyday lenses that are designed to be worn indoors and to darken with increasing polarization outdoors for crisper, sharper vision.**

**Transitions®**  
**Vantage™**  
ADAPTIVE LENSES

**Variable polarization has arrived with Transitions® Vantage™ lenses, the first in a new generation of everyday photochromic lenses that darken and polarize outdoors.**

Transitions Optical has reimagined what's possible with photochromic lenses. New Transitions Vantage lenses are the first of a new type of everyday Transitions lenses that darken **and** polarize upon UV exposure.

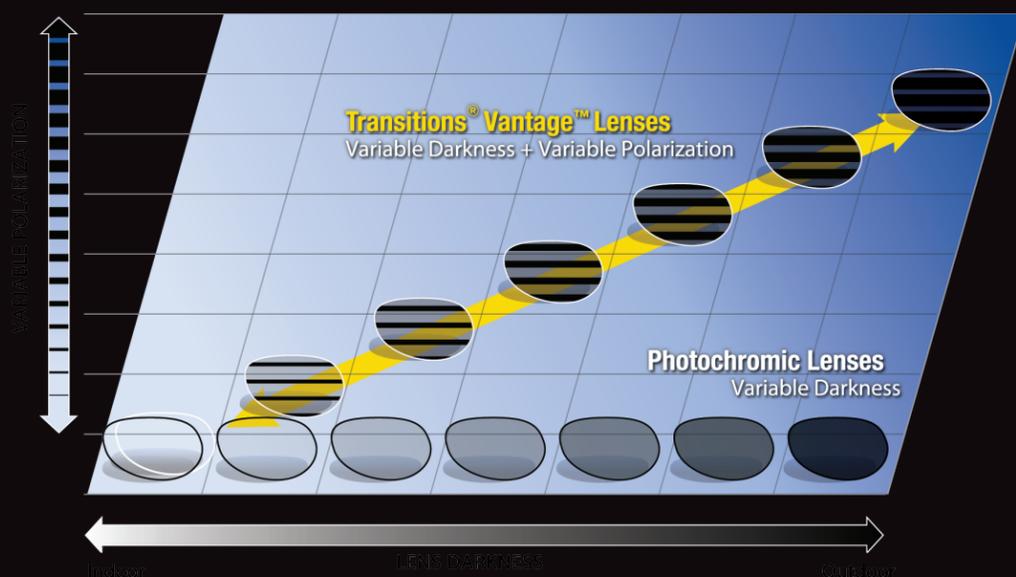


Indoors: Virtually Clear and Not Polarized

Outdoors: Darkens and Polarizes

**Breakthrough variable polarization technology.**

Until now, polarization only existed as static film embedded in or laminated on a lens. It was tinted and fixed, and thus unable to adapt to changing light and become clear. Transitions Optical has created a revolutionary technology by creating lenses in which dyes not only darken under the influence of UV light but also align at a proper angle in the lens so that they become polarized. In other words, New Transitions Vantage lenses help control glare and light scatter by both darkening **and** increasing their polarization in UV light.



**A new and crisper visual experience for your patients, every day.**

Sunlight can cause glare when light scatters off reflective surfaces, causing discomfort and creating dull, washed-out images. Polarization filters this bright light to provide better visual clarity.

With New Transitions Vantage lenses, your patients will continue to experience the comfort and clarity they've enjoyed with their everyday Transitions photochromic lenses, but they'll also have the additional benefit of crisper, sharper, more vivid vision throughout the day, in varying outdoor light situations.

Because Transitions Vantage lenses adapt to changing outdoor light by both darkening and polarizing, patients can now enjoy the benefits of polarization — during more hours of the day.



Ordinary clear lenses

Transitions Vantage lenses

**Patients love New Transitions Vantage lenses, especially those who already wear photochromic lenses.**

Never before have patients been able to enjoy the noticeably crisper, sharper vision of polarized lenses in everyday adaptive lenses. Research shows that they love the experience both indoors and outdoors.



**8 out of 10 patients** were satisfied with the outdoor experience as well as the indoor clarity of New Transitions Vantage lenses.



From virtually clear indoors to darker and increasingly polarized outdoors



INDOORS ■■■■■■■■■■► DARKENS AND POLARIZES OUTDOORS

**Have questions?**  
Visit [TransitionsVantage.com](https://www.transitionsvantage.com), email customer service at [cservice@transitions.com](mailto:cservice@transitions.com) or call 1-800-848-1506 x 3