



### **Why should I recommend Transitions Vantage lenses?**

Transitions Vantage lenses are the only photochromic lenses that can offer the additional benefits of variable polarization outdoors along with the existing benefits of Transitions lenses that your patients enjoy today. Transitions Vantage lenses both darken and polarize upon UV exposure, delivering noticeably crisper, sharper vision, even in the brightest outdoor glare.

In wearer tests, Transitions Vantage lenses had high patient satisfaction both indoors and outdoors and are a great replacement for your patient's ordinary clear lenses.

### **How should I recommend Transitions Vantage lenses?**

With a few simple questions, you can identify potential candidates for Transitions Vantage lenses:

- Does your patient currently own and enjoy photochromic lenses?
- Does your patient spend a lot of time outdoors?
- Is your patient interested in new technology?
- Does your patient recognize the value of innovative and premium features for his/her everyday eyewear (or currently wear premium lenses)?

If the answer to any of the above questions is yes, this patient will most likely enjoy Transitions Vantage lenses.

### **How dark do Transitions Vantage lenses get?**

Wearers tested perceived Transitions Vantage lenses to be darker than Transitions VI lenses. With the added benefit of variable polarization, Transitions Vantage lenses reduce even more glare, resulting in more comfortable, crisper and sharper vision outdoors. 8 out of 10 wearers tested were satisfied with their outdoor experience while wearing Transitions Vantage lenses.

### **Are Transitions Vantage lenses designed to be worn indoors?**

Yes. They are meant to be worn as a replacement for ordinary clear lenses and are virtually clear indoors with a comfortable hint of tint. 9 out of 10 photochromic wearers tested were satisfied with their indoor experience.

### **Do Transitions Vantage lenses activate behind the windshield?**

No, Transitions Vantage lenses are not designed to activate behind the windshield of a car. Some wearers may perceive some activation since the lenses are slower to fade and there may be some residual tint.

However, Transitions® XTRActive™ lenses, which do activate behind the windshield, are still available as an option for patients who prioritize this feature in an everyday lens above the benefit of outdoor polarization.

We recommend that every patient have at least two pairs of glasses, one everyday pair (Transitions lenses) and one 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.

### **Are Transitions Vantage lenses meant for everyone?**

Vision needs change from person to person. Today's eyecare professional must meet the needs of all patients and the multiple needs of each patient.

While Transitions Vantage lenses are appropriate for anyone who is also a candidate for regular Transitions photochromic lenses, they are particularly appealing to patients who are looking for a feature-rich product that offers the latest technology.

### **How do Transitions Vantage lenses perform in hot and/or cold temperatures?**

As with all photochromic technology, Transitions Vantage lenses are influenced by temperature - the colder the temperature, the darker and more polarized they become. In hotter conditions, the lenses are lighter and less polarized than in cold temperatures. However, even in hot conditions, Transitions Vantage lens wearers were satisfied with the level of darkness and polarization outdoors.

### **What is the life expectancy of Transitions Vantage lenses?**

As with all everyday Transitions lenses, the performance life of Transitions Vantage lenses will generally last for as long as the prescription is effective. While it is expected for there to be a small loss in photochromic and polarization performance over time, with normal usage, this change is generally not perceptible to the wearer. Because

most Transitions lens wearers become loyal, repeat customers, chances are you will sell them a new pair long before their Transitions lenses have any perceptible change in performance.

### **Should Transitions Vantage lenses be recommended with premium anti-reflective treatment?**

Yes, Transitions Vantage lenses should be recommended with a premium anti-reflective treatment. Transitions Vantage lenses with an anti-reflective treatment are ideal for patients looking for the best possible vision. Contact your laboratory for a list of approved anti-reflective coatings with this product.

### **Can Transitions Vantage lenses be tinted?**

No. The tinting process may affect the performance of the lenses.

### **Are Transitions Vantage lenses limited to any particular eyeglass frames?**

No. One of the benefits of all Transitions everyday lenses is that they are available for virtually any frame suitable for prescription lenses.

### **What color are Transitions Vantage lenses offered in?**

Transitions Vantage lenses are available in gray.

### **Are Transitions Vantage lenses suitable for night driving?**

Yes. Transitions Vantage lenses are suitable for any activity that would normally require clear lenses, which includes driving at night. Adding an anti-reflective treatment to Transitions lenses may make driving at night even more comfortable for your patients, as the treatment reduces distracting glare.

### **Can Transitions Vantage lenses help me grow my business?**

Absolutely. The addition of Transitions Vantage lenses helps you meet the visual needs of different patient groups by providing a superior wearer experience and supporting customer satisfaction.

### **What is the material and design availability of Transitions Vantage lenses?**

Transitions Vantage lenses are currently available in a range of materials and designs, which will further enable you to prescribe them to a variety of patients.

This includes plastic and polycarbonate materials in SFSV and digitally surfaced PALS.

Visit [TransitionsVantage.com](http://TransitionsVantage.com) for a list of product availability or contact your laboratory.

### **Should I recommend Transitions Vantage lenses as a sunglass replacement? What about second pair sales?**

No. Transitions Vantage lenses are to be worn in place of ordinary, clear lenses. They are designed to be worn indoors and outdoors, adapting to changing light for more comfortable vision, while protecting the eyes from UV.

Many of your patients will still benefit from a pair of sunglasses. The Transitions line of performance sunwear is designed to adapt by darkening and changing color to enhance performance during specific outdoor activities.

### **How should I demonstrate Transitions Vantage lenses?**

To help patients visualize the benefits of Transitions Vantage lenses, a demo kit has been provided which includes a glare simulator and a lorgnette with a Transitions Vantage lens.

To demonstrate:

- Ask your patients to look at the picture in the glare simulator through the Transitions Vantage lens in the inactivated state. Your patients will notice a tremendous amount of glare emanating from the image.
- Activate the Transitions Vantage lens in the new Transitions lens UV demo lamp.
- Ask your patients to look at the picture again through the Transitions Vantage lens. Your patients will notice a crisper, sharper image and reduced glare.

