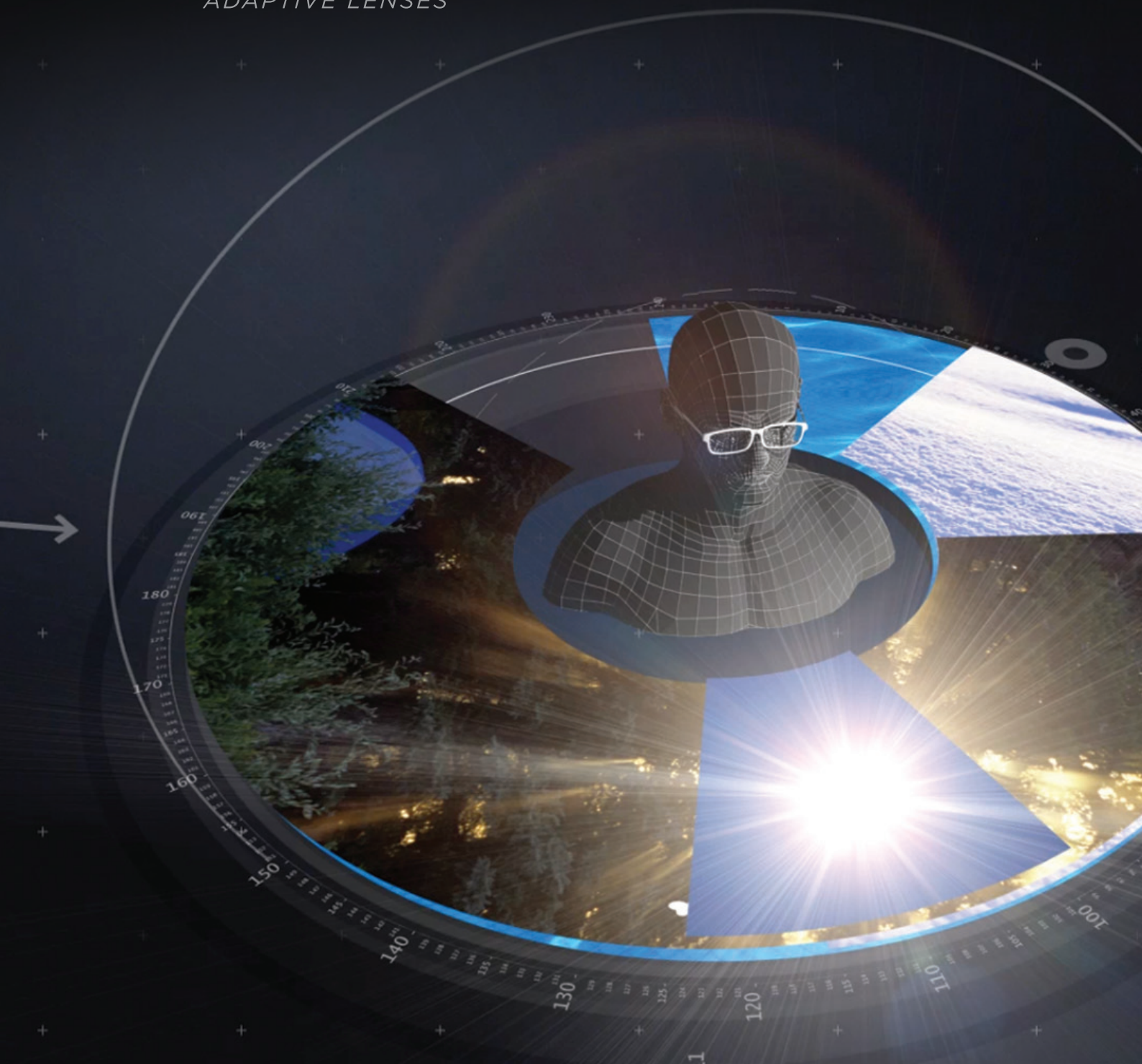
TRANSITIONS® SIGNATURE™ VII LENSES

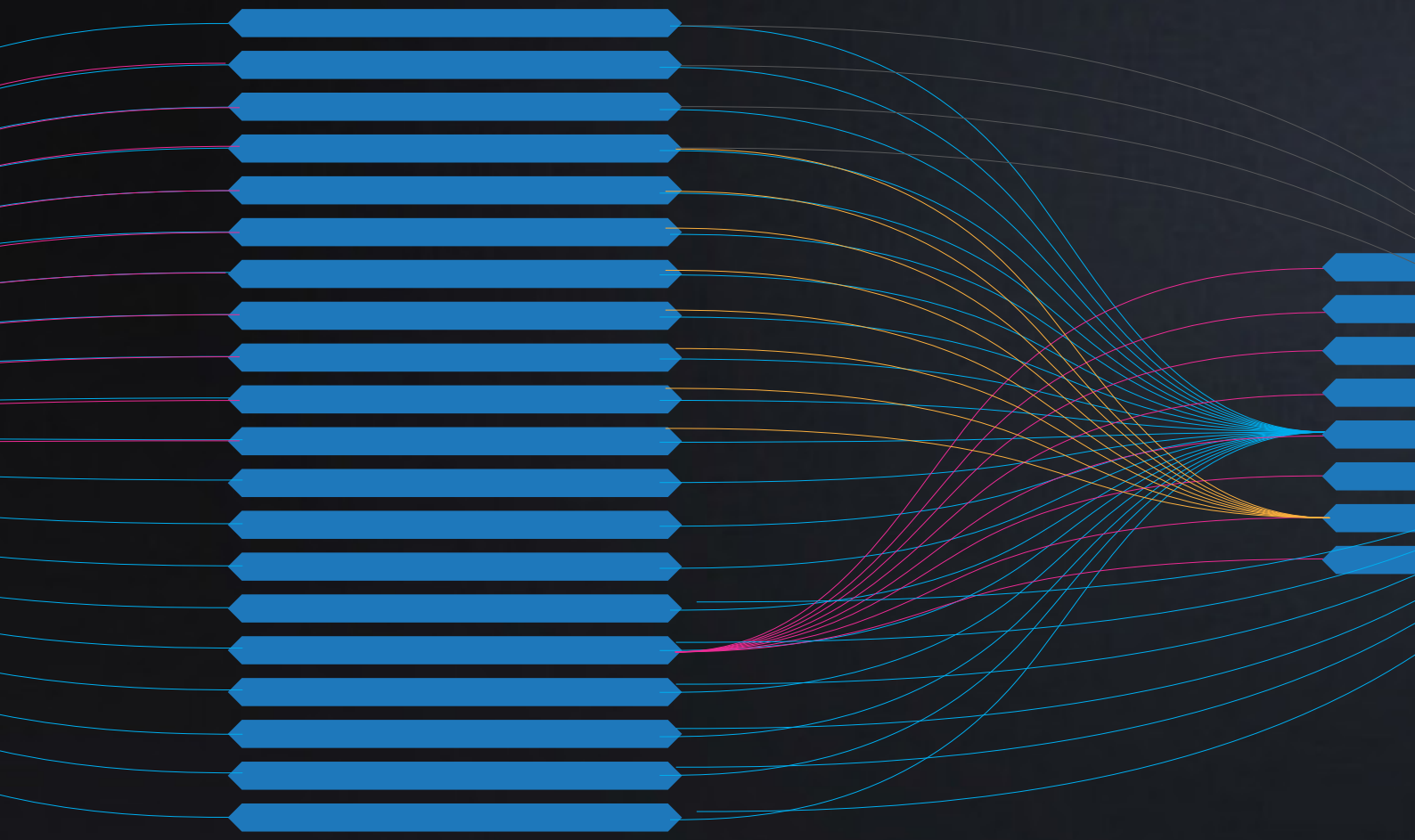
*Life*360™ PERFORMANCE

Transitions® Signature™ VII
ADAPTIVE LENSES



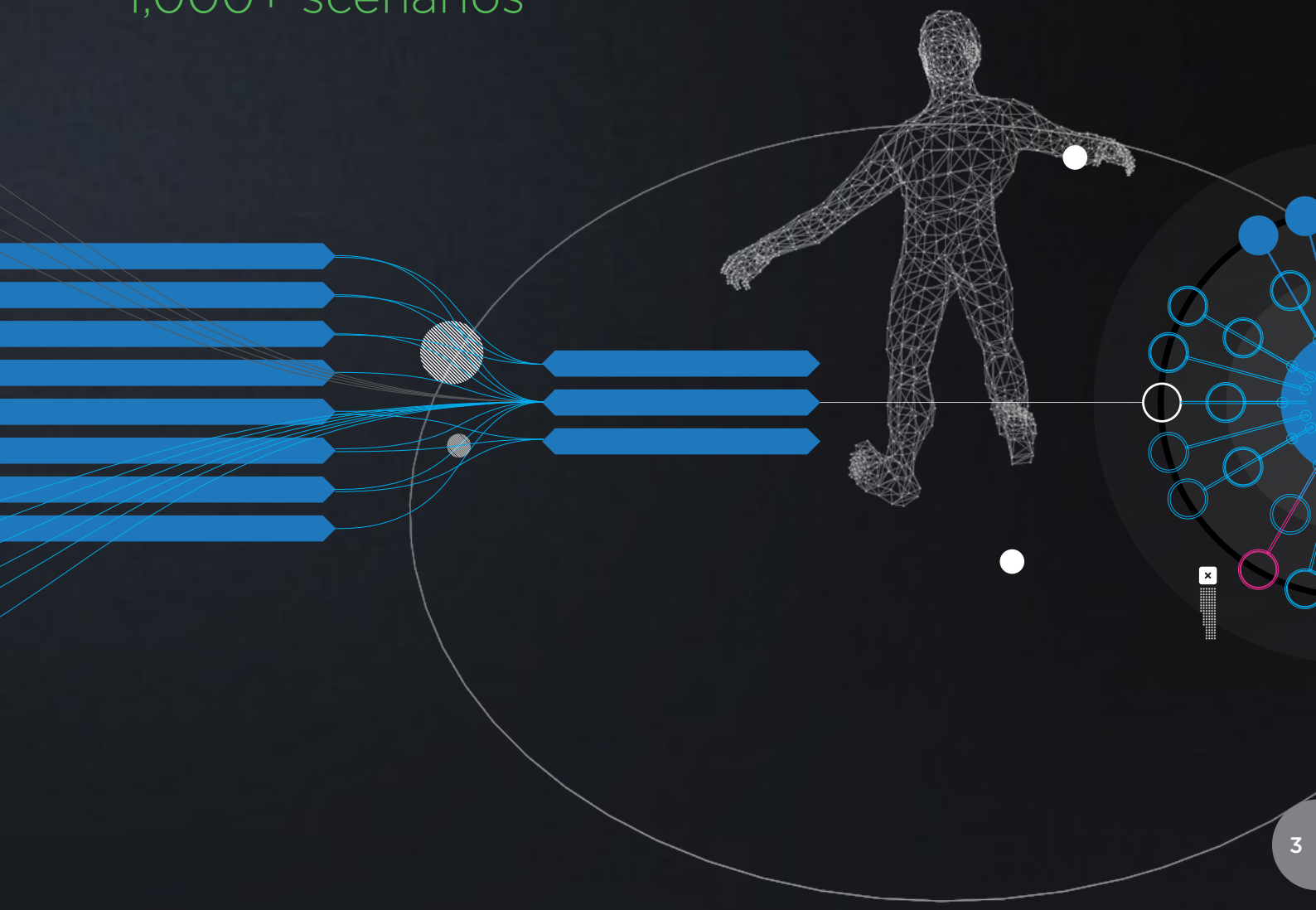
REVOLUTIONARY MEASUREMENTS FOR A REVOLUTIONARY PRODUCT

Patients wear their lenses every day, all year long, in a variety of locations, temperature and weather conditions. They spend their days in constantly changing environments, going from inside to outside, from sun to shadow, and changing their position in relation to the sun. All these factors influence the performance of photochromic lenses and their wearer's experience outdoors and indoors.



Performance evaluations and measurements are only meaningful if they reflect what wearers are actually experiencing. Using real conditions, real locations and real situations, we have developed a new proprietary methodology for designing, developing and analysing photochromic performance. By testing them in more than 200 different real life conditions representing more than a thousand scenarios combining temperatures, angles of light, UV and weather conditions and geographies, we have developed Transitions® Signature™ VII lenses to be more responsive in more situations. We have also tested Transitions Signature VII lenses with actual wearers.

200+ real life conditions
1,000+ scenarios



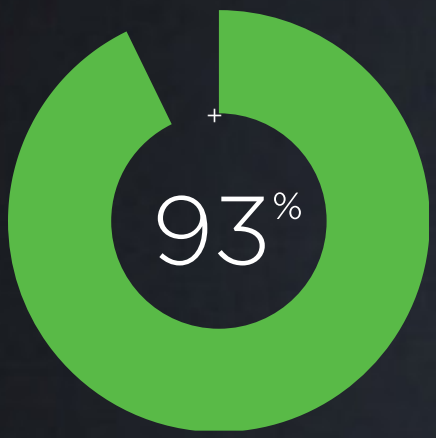
Transitions®
ADAPTIVE LENSES

SUPERIOR WEARER EXPERIENCE

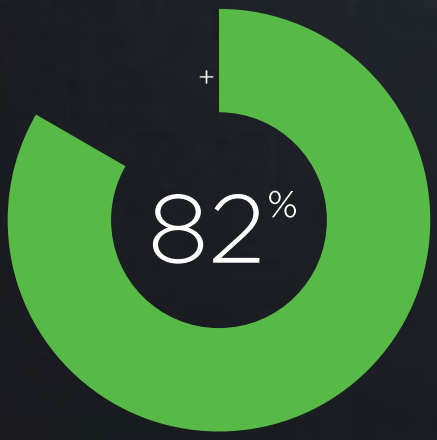
Transitions® Signature™ VII lenses have been designed to improve the visual experience of both current clear lens wearers and current photochromic lens wearers.

89% of current clear lens wearers and 93% of photochromic lens wearers described their experience as excellent, very good or good with Transitions Signature VII lenses. In fact, 82% of clear lens wearers rated Transitions Signature VII lenses as being better than their current clear lenses.

of clear lens wearers have a superior wearing experience



of photochromic lens wearers have a superior wearing experience

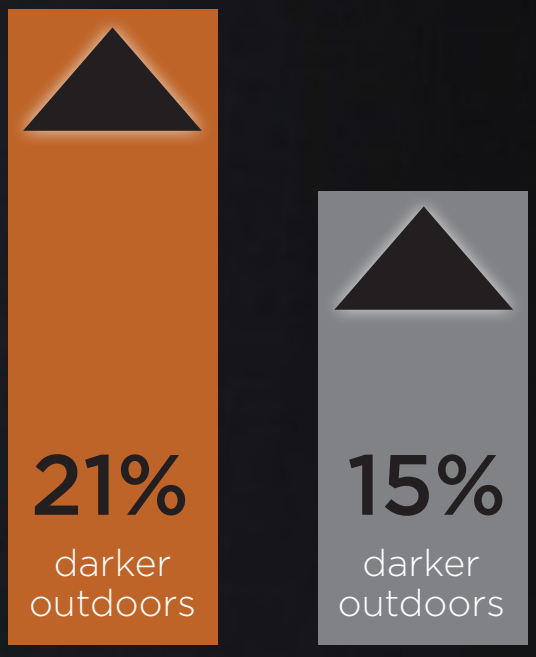


ranked experience superior to current clear lenses

OPTIMAL COMBINATION OF OUTDOOR BENEFITS

On average, Transitions® Signature™ VII lenses are significantly darker in outdoor conditions than Transitions VI lenses. More importantly, with improved temperature stability and more responsiveness, Transitions Signature VII lenses are darker than Transitions VI lenses in all the outdoor conditions that are important for the wearer.

Average increase in % tint compared to Transitions VI when measured in 200 real life environments across a range of temperatures:



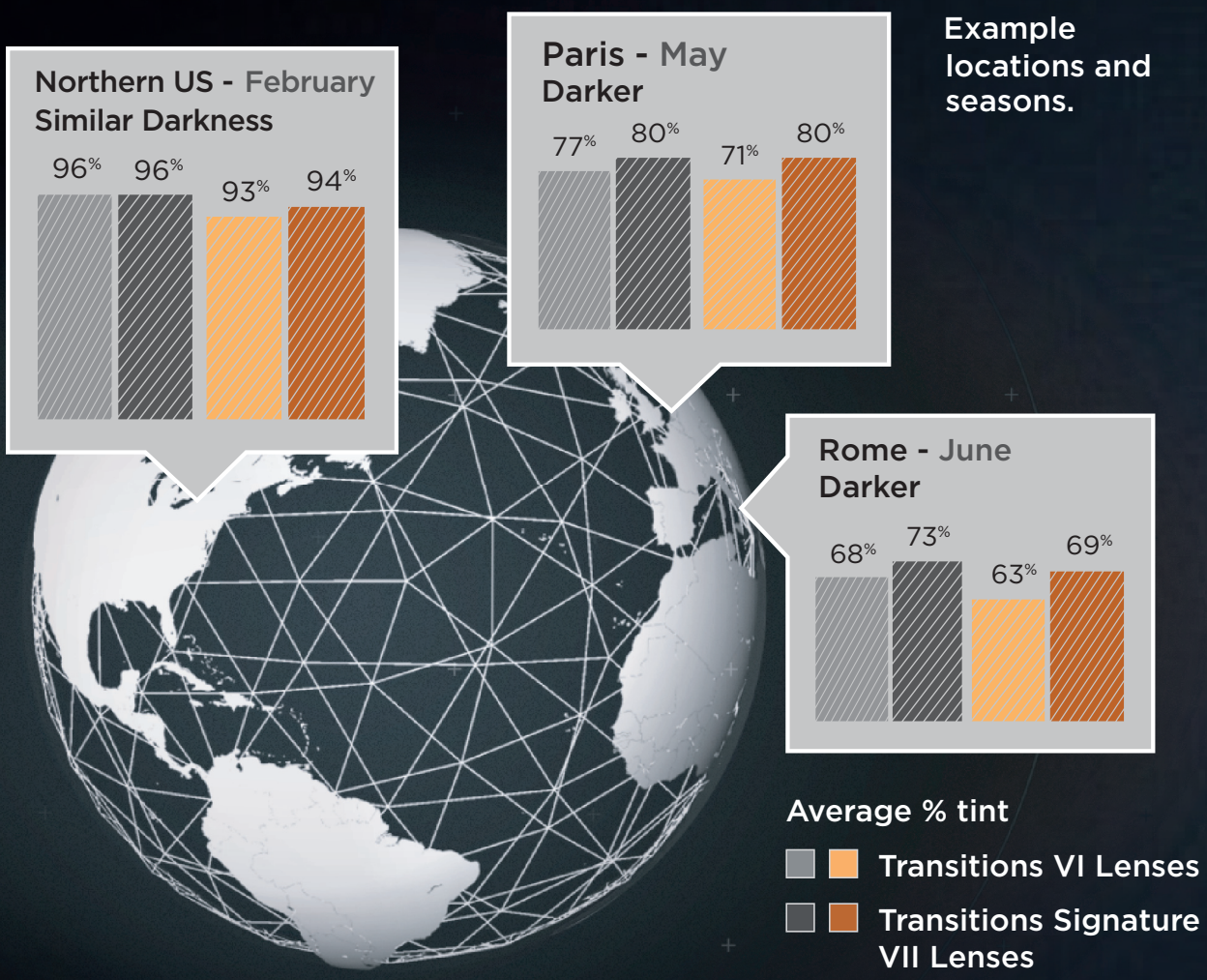
Transitions Signature VII Brown

Transitions Signature VII Grey

Transitions® ADAPTIVE LENSES

GREATER TEMPERATURE STABILITY

Transitions® Signature™ VII lenses are less temperature dependent than Transitions VI lenses – they are darker when it is hot, with similar darkness when it is cold.



19% less sensitive to temperature change in all conditions

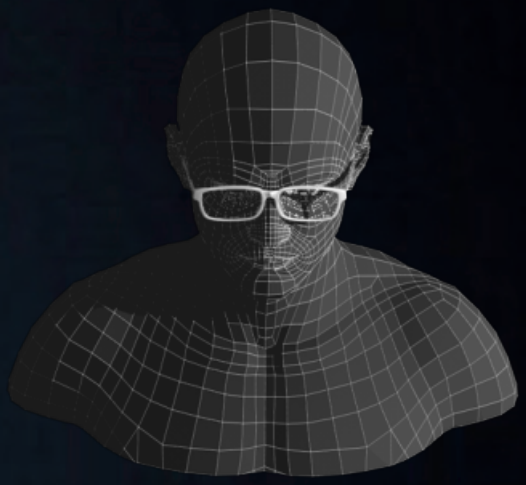
11% less sensitive to temperature change in all conditions

More consistent performance
in all temperatures

MORE REACTIVE

Transitions® Signature™ VII lenses provide more benefits for wearers outdoors. As a result, wearers have higher overall satisfaction. They are more reactive to indirect sunlight, making them darker even when the wearer is facing away from the sun. This is important, because even when the wearer isn't looking directly at the sun, reflections from glare can make it difficult to see.

Transitions Signature VII lenses react quickly, providing the right amount of tint and improving quality of vision in all conditions.



Real World Performance

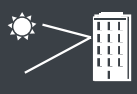
- Facing the sun no hat
- Away from the sun no hat
- Away from the sun with hat

16% more reactive

20% more reactive

*Average % tint in various conditions and temperatures

***More reactive** to indirect sunlight*

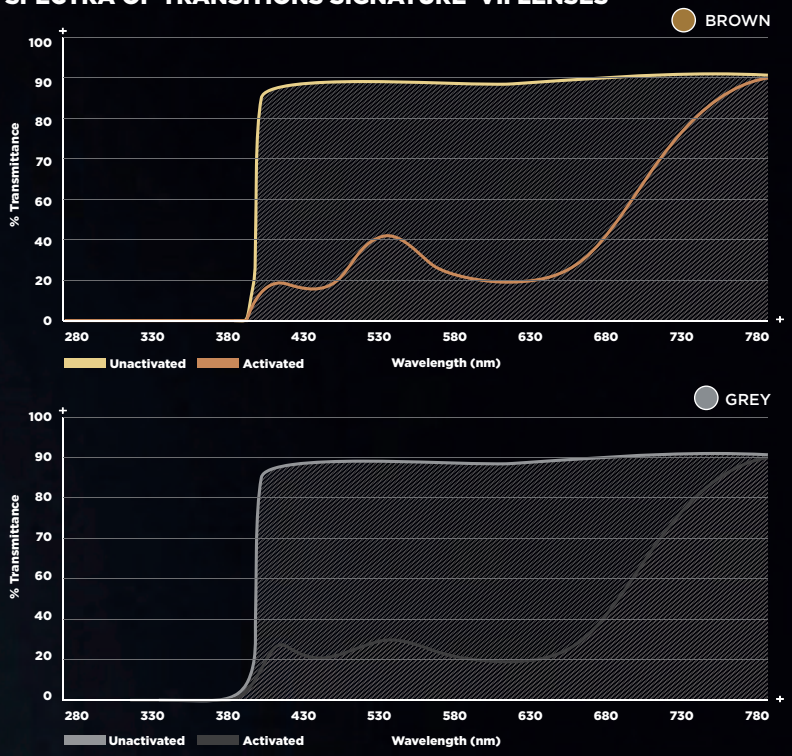


Transitions® ADAPTIVE LENSES

UV BLOCKAGE AND COLOUR

Like all Transitions® lenses, Transitions Signature™ VII lenses block 100% of harmful UVA and UVB rays. They are available in a contrast-enhancing brown tint or a neutral grey tint that does not affect colour perception. Both colours meet all standards for driving.

SPECTRA OF TRANSITIONS SIGNATURE VII LENSES



WHAT MAKES THEM BETTER IS OUR NEW TECHNOLOGY

Transitions Signature VII lenses use the patented *Chromea7™* technology. A true molecular breakthrough, this exclusive 8-dye formulation keeps more molecules activated to absorb more light – allowing for a better, more responsive lens in all real-life conditions.

They are more reactive to indirect sunlight, better capture reflected sunlight and become even darker on hot days. Transitions Signature VII lenses provide this outstanding outdoor performance without sacrificing indoor clarity.

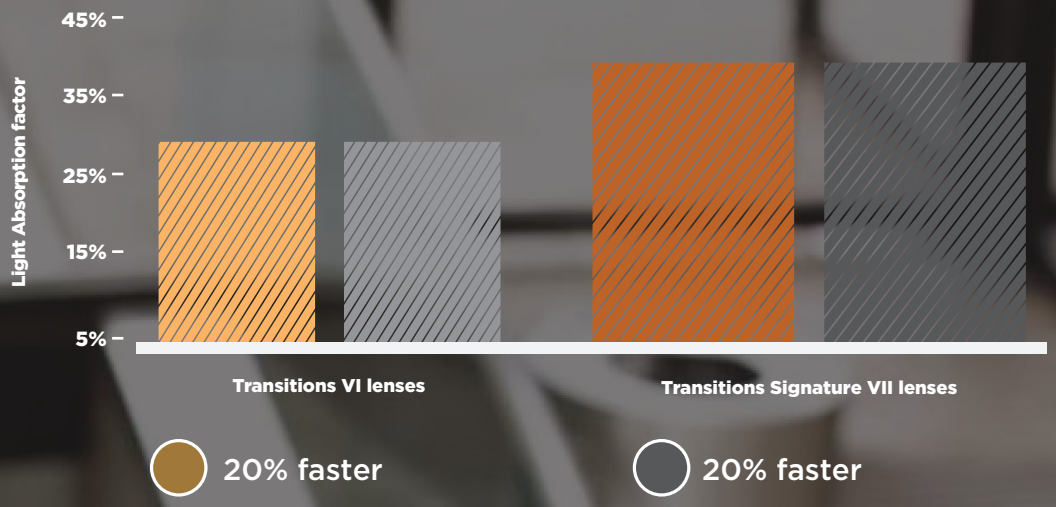
Let the latest technology help your patients experience *Life well lit™.*

Chromea7™ Technology

Transitions® ADAPTIVE LENSES

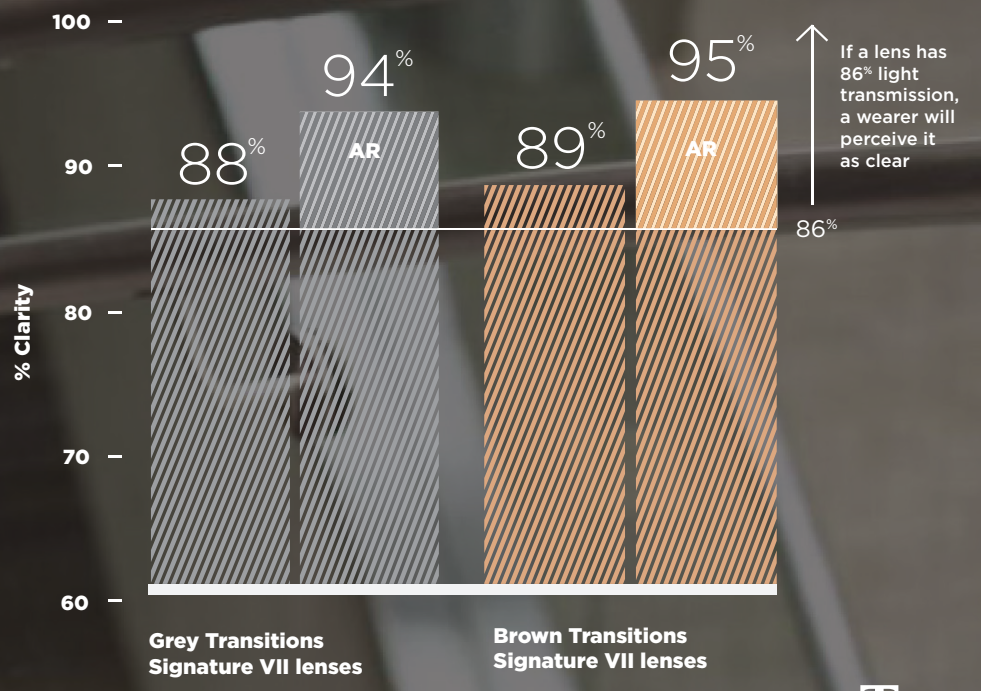
PROVIDING SUPERIOR INDOOR PERFORMANCE

Although Transitions® Signature™ VII lenses are darker than Transitions VI lenses in all the conditions that matter to the wearer, the lenses take a comparable amount of time to return to a given state of clarity. Therefore Transitions Signature VII lenses are actually faster to return to clear.



Example of gain of transmission after 5 min. indoors at 23 C

The clarity of Transitions Signature VII lenses is excellent and goes up to 95% transmission in brown with anti-reflective coatings. Wearers perceive lenses to be clear at 86% transmission[1] – meaning Transitions Signature VII lenses significantly surpass the level needed to be perceived as clear by wearers.



1 ADRIANT Sensory Study, 2006

% Transmission of indoor clear state

Transitions® ADAPTIVE LENSES

TRANSITIONS® SIGNATURE™ VII LENSES

*Life*360™ PERFORMANCE

Category as per ISO 8980-3 Cat. 0 Non Activated, Cat. 3 Activated

Traffic signal recognition as per ISO 14889

Suitable for night driving per ISO 14889

Block 100% UVA and UVB radiation per ISO 8980-3, ANSI Z80.3 and EN 1836

Impact resistant as per ISO 14889 Section 5.2, ANSI Z80.1 and US FDA Impact Resistant Regulation 21 CFR 801.410

Photochromic performance is influenced by temperature, UV exposure and lens material.

Sources:
Wearer Benefits: Transitions Optical double blind wearer test. Nov 2011 – Jan 2012
Real World Performance: Transitions Optical Real World Tests 2011