



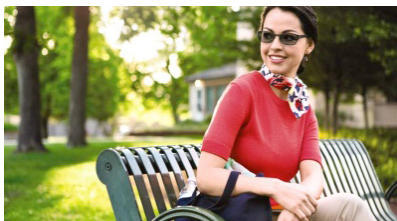
Transitions

Training

Learn to meet – and exceed – patient expectations, increase patient satisfaction and your success

Join us to learn more about the latest advanced technology from Essilor and Transitions Optical.

1. Beginning March 1, 2013, go to www.Transitions.com/Brainshark to register
2. Complete one online training module each month, including a short follow-up quiz
3. We'll track your progress and you'll be automatically entered to win



Great Expectations

Understand what it means to truly meet patient expectations and how doing so will grow your business by building loyalty and recommendations from patients.



Digital and Transitions® Lenses

Learn about revolutionary technology from Essilor and why recommending Digital and Transitions® lenses makes sense to your patients.



Crizal® and Transitions® Lenses

The best optical product solutions for your patients. Learn about the latest complementary offerings and choices that are the sure way to satisfy your patients while helping to enhance their vision and experience Life well lit™.

Recommend the right Transitions® adaptive lenses for your patients.

Transitions® VI

Full clarity indoors, just the right amount of tint outdoors

Begin to darken instantly as soon as you step outdoors

Fastest to fade back to clear indoors

Transitions® XTRActive™

More activation for **extra protection**

Activation behind the windshield of a car

Added protection against eye strain and eye fatigue

Comfortable hint of tint indoors, to shield eyes from harsh light

Darkest lens outdoors

Transitions® Vantage™

Even crisper sharper vision outdoors, even in the brightest outdoor glare

Only lens with variable polarization – a true technological breakthrough

Polarization adjusts to match the level of outdoor glare, which can vary as the day progresses and conditions change

Digital and Transitions® Lenses

Lens Design Drives Performance

Digital is:

- A manufacturing process used to transfer an optical design to a lens surface!
- Capable of producing complex surfaces with extreme accuracy!

The quality of the lens design and manufacturing process determines the potential performance of the lens.

Your Recommendation Matters

Patients want and expect a personalized recommendation that will meet their individual lifestyle and vision needs

Design Matters

No matter what price point, your patients deserve the best design. In addition, producing a consistent product matters to ensure your patient's vision isn't compromised, which is why Essilor uses the Digital Surface Processing Control and Closed Loop Blocking System.

2 in 5 Consumers Said:

I will not be returning to my ECP based on the experience I had with my progressive lenses

ESSILOR = **DESIGN SUPERIORITY**
TRANSITIONS LENSES = **LIFESTYLE CHOICE**

Transitions®
VI



Transitions®
XTRActive™



Transitions®
Vantage™



All the lenses in the Transitions family of everyday products are available in Essilor digital lens designs. Visit [TransitionsPRO.com](https://www.TransitionsPRO.com) for the latest Transitions dispensing guide and product availability.



*For additional training,
scan this code.*

Transitions®
ADAPTIVE LENSES