



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.



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



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



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

Crizal® and Transitions® Lenses

Get Ready to Deliver the Best Optical Solution

Crizal now offers backside UV protection, complementing the UV protection benefits of Transitions lenses, without impacting the photochromic performance.

See Better

Crizal provides safer nighttime driving by reducing glare from headlights, tail lights and street lights

Look Better

Crizal has superior No-Glare performance that reduces reflections visible to others for improved aesthetic appearance

Feel Better

Crizal has superior smudge, dust and dirt repellence for easier and less frequent cleaning

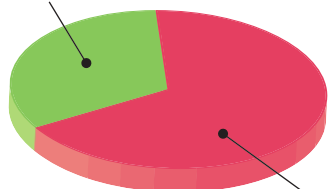
Transitions lenses help the eye adjust to changing light better than they would on their own, and block 100% of UVA and UVB rays.

Wearer Tested and Approved:

9 out of 10 people who try Transitions lenses love them

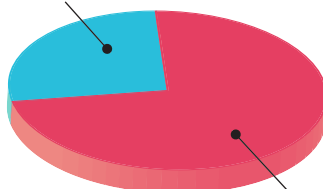
Overall Satisfaction of Crizal Avancé UV proves its superiority against the challenges wearers' face in their daily lives

Competitor A



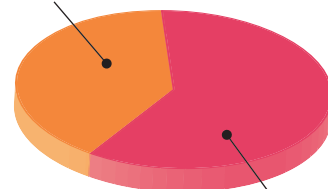
Crizal Avancé UV

Competitor B



Crizal Avancé UV

Competitor C



Crizal Avancé UV

Driving Patient Demand and Interest

- Crizal® is continuing its 3rd year of advertising
- Transitions Optical is running its largest campaign to date – focused on choice

Giving You a Competitive Advantage

Providing lens choices – and the right recommendation to your patients – is your competitive advantage.

Crizal UV is compatible with all Transitions lens products enhancing your patients' vision while providing the complete UV protection they need and want.



For additional training,
scan this code.

Transitions®
ADAPTIVE LENSES