

# Transitions® XTRActive®

EXTRA PROTECTION FROM  
LIGHT OUTDOORS, INDOORS,  
AND EVEN IN THE CAR

NEW AVAILABILITY,  
NOW IN BROWN!

## A QUICK LOOK

Transitions® XTRActive® lenses provide unique benefits that help you satisfy more of your patients' needs. Anywhere they go, *Transitions XTRActive* lenses are always working to protect your patients' eyes from the brightest sun and harsh artificial light.

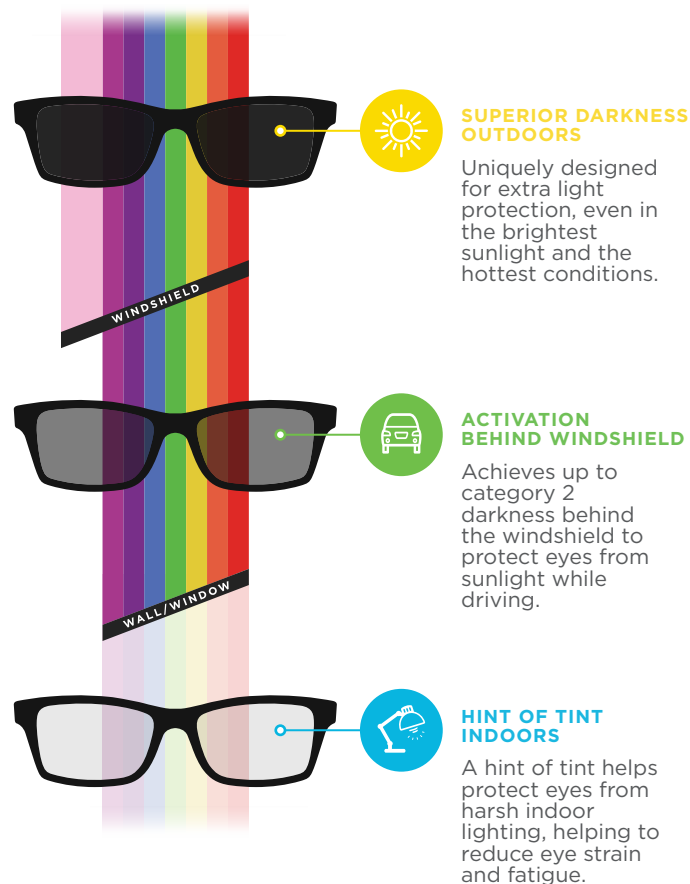
Most photochromic lenses react primarily to UV light. That's why they change when you're in the sun and remain clear indoors. ***Transitions XTRActive* lenses feature a broad spectrum dye specially designed to react to both UV and visible light for extra darkness outdoors and even in the car.**

### TRANSITIONS XTRACTIVE LENSES

- Are 17% darker than Transitions® Signature® VII lenses in hot temperatures (above 90°F/ 32°C)
- Achieve an average tint level of 53% and up to category 2 darkness in the car
- With an anti-reflective treatment have an average indoor light transmission of 90%
- Now available in **high contrast brown**, with expanded availability in gray
- Blocks 100% UVA/UVB



MORE THAN **4 OUT OF 5** ECPS ARE LIKELY TO RECOMMEND *TRANSITIONS XTRACTIVE* LENSES AFTER A DEMONSTRATION



### SOURCES OF ACTIVATION

- VISIBLE LIGHT
- UV LIGHT

CONTACT YOUR LENS SUPPLIER  
FOR AVAILABILITY

# RECOMMEND WITH CONFIDENCE

9 out of 10 people who try Transitions® lenses love them! So much so that 94% of patients will repurchase.

## Transitions® Signature™ VII

### PATIENTS WHO:

- Are indoors and outdoors throughout the day
- Are interested in outdoor comfort
- Value fully clear lenses indoors

## Transitions® XTRActive™

### PATIENTS WHO:

- Spend more time outdoors, and in the car
- Are light sensitive or especially concerned about eye health
- Interested in products with increased functionality

## Transitions® Vantage™

### PATIENTS WHO:

- Spend a lot of time outdoors
- Are interested in the latest technology
- Appreciate vibrant visual experiences



**4 OUT OF 5** WEARERS ARE SATISFIED WITH DARKNESS OUTDOORS



**3 OUT OF 4** WEARERS ARE SATISFIED WITH INDOOR CLARITY



**4 OUT OF 5** WEARERS ARE SATISFIED WHEN DRIVING IN SUNNY CONDITIONS

**9 OUT OF 10** ECPs AGREE - EVEN THOUGH *TRANSITIONS XTRACTIVE* LENSES DON'T BLOCK BLINDING GLARE BEHIND THE WINSHIELD - THEY WOULD STILL **BENEFIT PATIENTS MORE THAN A CLEAR LENS** WOULD

## TIPS FROM PRACTICES

SUCCESSFULLY DISPENSING TRANSITIONS® XTRACTIVE® LENSES

### OFFER PRODUCT CHOICES PROACTIVELY

Make product recommendations based on patient needs, or guide patients through their options - don't wait for patients to bring *Transitions* lenses up first.

### LEVERAGE THE UNIQUE BENEFITS

Talk to patients about the extra protection from light and the unique features outdoors, indoors, and in the car.

### RECOMMEND, EVEN TO CLEAR LENS WEARERS

3 out of 4 eyecare professionals agree *Transitions XTRActive* lenses are a great option for patients new to the photochromic category.

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