

YOUR CONSUMERS NEED LIGHT MANAGEMENT

9 out of 10 Eyeglass Wearers ARE LIGHT SENSITIVE¹

In the fast-paced tempo of daily life, eyes encounter more sources of light and light changes than ever before, and we are exposed to more harmful blue light from devices and screens. Light sensitivity is commonplace — but there are product solutions that can help.

And light sensitivity is even more of a weakness for younger wearers.² Younger wearers agree:

- 74% “Coping with light and light changes can hurt my eyes at the end of the day.”²
- 73% “Dark to bright, indoors to outdoors, and frequent or sudden changes in light conditions are discomforting and tiring.”²

The 4 Dimensions of light

Transitions Optical mapped the multitudes of light and to understand people’s relationship to light — both the positive and negative. The result: The 4 Dimensions of Light

1. SPECTRUM

Parts of the light spectrum can cause discomfort, but more importantly, some parts of the spectrum — UV and harmful blue light — are damaging in the long term.

2. INTENSITY

Intensity is the most obvious dimension of light. The greater the brightness, the greater the discomfort.

3. SOURCE

Source of light refers to the size of the source as well as its position in relation to your eye. A key consideration in the source of light dimension is digital eye strain.

4. TEMPORALITY

The last dimension is the temporality of light or the time element of light. A light source may be present for a short or long period of time. Flashing light or brutal light changes are more uncomfortable.

The combination of these defines all the light around us and helps us to better understand how to deliver the best product solution to meet patient needs.

When we ask consumers about light sensitivity, they express that bright lights — both natural & artificial — and brutal light changes are the most disturbing to them. They try to cope using compensating behaviors.² **Nobody talks about these without being prompted, but when asked about these behaviors they begin to understand.**

Did you know that...

90%
SQUINT

84%
LOOK AWAY

85%
SHADE THEIR EYES

67%
ADJUST SCREEN
BRIGHTNESS

41%
STAY INDOORS

Consumers would like to learn more from their eyecare professional about light sensitivity and its consequences, yet ... 61% never spoke to their optician about it!² Start the conversation with the **Light Sensitivity Quiz at Transitions.com**



¹Transitions Optical Life 360™ Live Wearer Testing (U.S., France, China), Ifop, 2016-2017, N=117.

²Transitions Optical Light Management consumer research, Dynata, U.S., January 2019, N=993, Younger=18-45 YO.

8 out of 10 Would like lenses THAT ADAPT TO LIGHT²

For eyeglass wearers, vision correction is the main concern, but discomfort or pain associated with light is also vital to consider. Consumers crave comfort and protection; they desire a hassle-free light intelligent solution that makes life easier.

Today, 1 in 10 eyeglass wearers globally wear light-adaptive lenses thanks in large part to the success of *Transitions® Signature® VII* lenses.³ *Transitions Signature VII* wearers are highly satisfied and loyal (97% repurchase).⁴

Nevertheless, a large number of eyeglass wearers who want *Transitions® Light Intelligent Lenses™* aren't wearing them. For this reason, we set out to develop a new innovation that eyecare professionals can be completely confident recommending to clear lens wearers and existing photochromic lens wearers.

Transitions® Signature® GEN 8™ IS THE SOLUTION

Transitions Signature GEN 8 pushes the limits of performance to satisfy existing photochromic lens wearers and recruit new clear lens wearers. Thanks to our unprecedented consumer research and product testing versus clear and other photochromic lenses you can confidently tell consumers that they will love *Transitions Signature GEN 8* lenses.

8 out of 10 *Transitions Signature GEN 8* Wearers were LESS BOTHERED by BRIGHT light and CHANGING light⁵

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|--------------------------|--|
| ACTIVATION | Up to 30% Faster Than <i>Transitions Signature VII</i> lenses |
| FADEBACK | 3 Minutes Faster Than <i>Transitions Signature VII</i> lenses |
| DARKNESS | Even darker than <i>Transitions Signature VII</i> lenses |
| INDOOR CLARITY | Fully clear indoors |
| ULTIMATE PROTECTION | Block 100% UVA and UVB rays Block at least 20% of harmful blue light indoors and over 87% outdoors ⁶ |
| LONG LASTING PERFORMANCE | Maintain their high level of performance longer than <i>Transitions Signature VII</i> lenses |

For more visit [TransitionsPRO.com/GEN8](https://www.transitionspro.com/gen8)

For any questions, please call or email our customer service at 1-877-254-2590 or customerservicecanada@transitions.com

³Transitions Optical Global Market Data, 2017.

⁴*Transitions® Signature®* wearers, U.S., MSW-ARS, 2017, N=574.

⁵*Transitions® Signature® GEN 8™ Life 360™* Live Wearer Testing, U.S., Kadence, Q1 2019, N=330.

⁶"Harmful blue light" is calculated between 380 nm and 460 nm, across materials and colors.