

HOW TRANSITIONS® LENSES ARE DEVELOPED

All *Transitions* lenses undergo *Life360™* testing, a proprietary method for designing, developing, and analyzing photochromic performance that encompasses:



Laboratory Measurements as a baseline for standard temperature variation testing.



Live Wearer Testing with real wearers to provide insights into wearer experience.



Real World Measurements with >200 real life conditions, representing more than a thousand scenarios.



Real World Modeling mimics the behavior of lenses in real world conditions.

LOVED BY WEARERS

This *Life360* testing and our investment in our R&D is why *Transitions* lens wearers have a high satisfaction and repurchase rate.



9 out of 10 *Transitions* lens wearers are satisfied and will repurchase.⁴

⁴ US Consumer Brand Tracking; Q3 2017; N=210 *Transitions* Users (MSW-ARS)

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New

Transitions™ Signature® GEN 8™

Consumers Want It All...*Transitions® Signature® GEN 8™*
Lenses Are The Answer.

IMPROVED
ACTIVATION
& FADEBACK
SPEED



FULLY
CLEAR
INDOORS

EVEN
DARKER
OUTDOORS



BLOCKS 100%
UV RAYS &
FILTERS
HARMFUL
BLUE LIGHT¹



Your consumers want high overall performance. UV and Harmful Blue Light Protection, Responsiveness, Darkness, Full Indoor Clarity and Long-Lasting Quality are all priorities.

NEW *Transitions Signature GEN 8* lenses deliver a new frontier of performance to satisfy consumer needs.

¹ "Harmful blue light" is calculated between 380nm and 460nm, across materials and colors.

Transitions[™] Signature[®] GEN8[™]

ACTIVATION SPEED

UP TO 30% FASTER

than *Transitions[®] Signature[®] VII* lenses²

FADE BACK

3 MINUTES FASTER

than *Transitions Signature VII* lenses³



The best overall photochromic lenses.*

Our fastest lens delivering all the benefits that consumers want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance. This breakthrough technology is made possible by a disruptive nanocomposite matrix and a new generation of ultra-agile photochromic dyes.

Iconic Colors

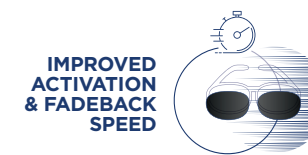


Style Colors Available in 2020



² CR607 products activate to a category 3 darkness 15% faster. Claim is based on tests across materials on grey lenses, being the most popular colour, achieving 18% transmission @ 23°C.
³ CR607 products fade back to clear 2 minutes faster. Claim is based on tests across materials on grey lenses, being the most popular colour, fading back to 70% transmission @ 23°C.
 * Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.

Transitions[™] Signature[®] GEN8[™]



New breakthrough technology to deliver the best overall photochromic lens* performance

Transitions[®] Signature[®] GEN8[™] lenses are the result of our ongoing commitment to innovation. It is the first time since 2005 that Transitions Optical has made major changes and improvements in both the matrix and the dyes. It's the combination of these that delivers a new frontier of performance based on what patients want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance.

*Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.

Disruptive nano-composite matrix

For *Transitions Signature GEN 8*, the matrix is structured at the nanometric level to create zones where the photochromic dyes can move freely - allowing for improved dye mobility, and more stable and consistent performance.

New ultra-agile dye generation

A new generation of ultra-agile photochromic dyes in *Transitions Signature GEN 8* allows the lenses to activate and fadeback quickly and increases the longevity of the performance.

