

**X, Y, Z...Boom:  
Eyecare for Every  
Generation**



# TODAY'S OBJECTIVES

- Identify the differences between generations in how they use their eyes and their attitudes about eyewear – and the lens technologies to recommend to them
- Detail the key drivers and influences for each generation when it comes to eyewear
- Utilize best practices for the best possible eye care to each generation of patients

# GENERATIONS BY BIRTH YEAR

Gen Z 1996 – Present

Millennials 1977 – 1995

(Largest generation in the workforce)

Gen X 1965 – 1976

Baby Boomers 1946 – 1964

Silent Gen 1945+



	<b>SILENT GEN</b>	<b>BABY BOOMERS</b>	<b>GEN X</b>	<b>MILLENNIAL</b>	<b>GEN Z</b>
<b>Ages</b>	<b>73 and older</b>	<b>72 – 54</b>	<b>53 – 42</b>	<b>41 – 23</b>	<b>22 and younger</b>
<b>Major Events</b>	Great Depression Pearl Harbor WW II	Civil rights Women's liberation Cold War	Watergate Advent of MTV	AIDS Technology	9/11 Iraq / Afghanistan Wars Market crash
<b>Major Traits</b>	Hard working Loyal Respect authority	Explore Optimistic Work-centric	Individualistic Flexible Skeptical	Tech-dependent Family-centric Optimistic	Political mistrust Always connected Multi-taskers

June 2018

# THE EYEGLOSS CONSUMER:

Generational Shopping Behaviors toward  
Transitions® Light Intelligent Lenses™

Research Presented By:

**Transitions**

**CGK** THE CENTER FOR  
Generational Kinetics

The Center for Generational Kinetics and Transitions Optical (2018).  
The Eyeglass Consumer: Generational Shopping Behaviors toward  
Transitions® Adaptive Lenses®.

An online study among n=1271 respondents (n=1015 eyeglass  
wearers; n=256 eyeglass non-wearers) aged 22-65 Canada. ©2018  
Transitions Optical Limited.

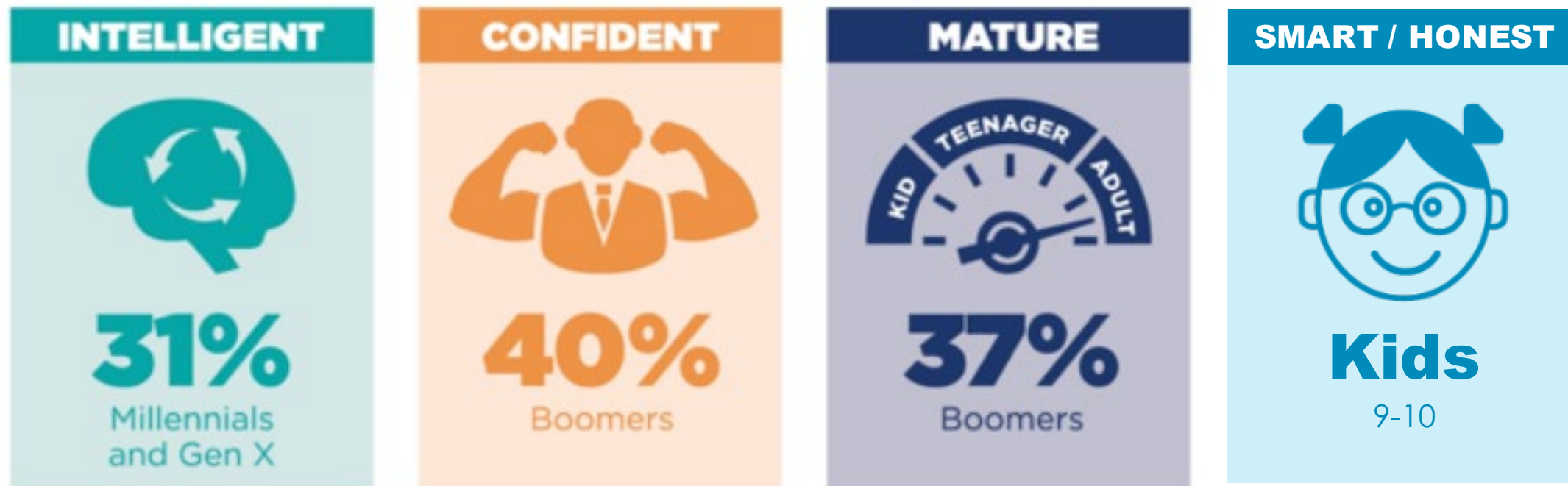
[www.Transitions.com/en-canadapro/](http://www.Transitions.com/en-canadapro/)



Boomers are slightly more likely than Gen X and Millennials to say that **shopping for eyeglasses is an enjoyable or easy experience**



Source: The Center for Generational Kinetics and Transitions Optical (2018).

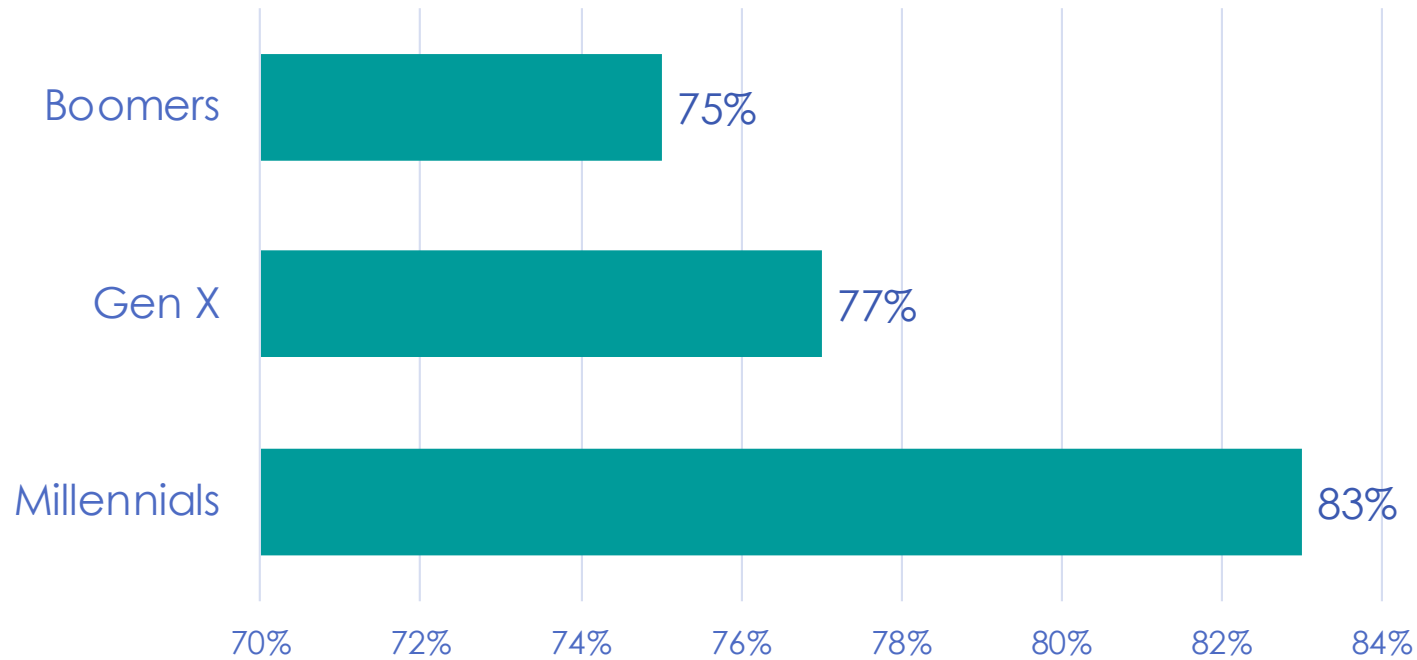
When eyeglass wearers put on their glasses, they feel...



Millennials are also more likely to feel **ATTRACTIVE**  OR **COOL**  when putting on their glasses

Sources: The Center for Generational Kinetics and Transitions Optical (2018). Journal Ophthalmic and Physiological Optics, May 2008.

# BLUE LIGHT PROTECTION IS IMPORTANT FOR ALL



Source: 2017 Transitions Employee Perceptions of Vision Benefits Survey.  
Wakefield Research for Transitions Optical, Inc.





# HARMFUL BLUE LIGHT

UNMET NEED WITH LOW AWARENESS



63%

AWARE DIGITAL  
DEVICES ARE SOURCE  
OF BLUE LIGHT

31%

AWARE SUN IS  
A SOURCE OF  
BLUE LIGHT

BUT THE MESSAGE IS  
RELEVANT & COMPELLING

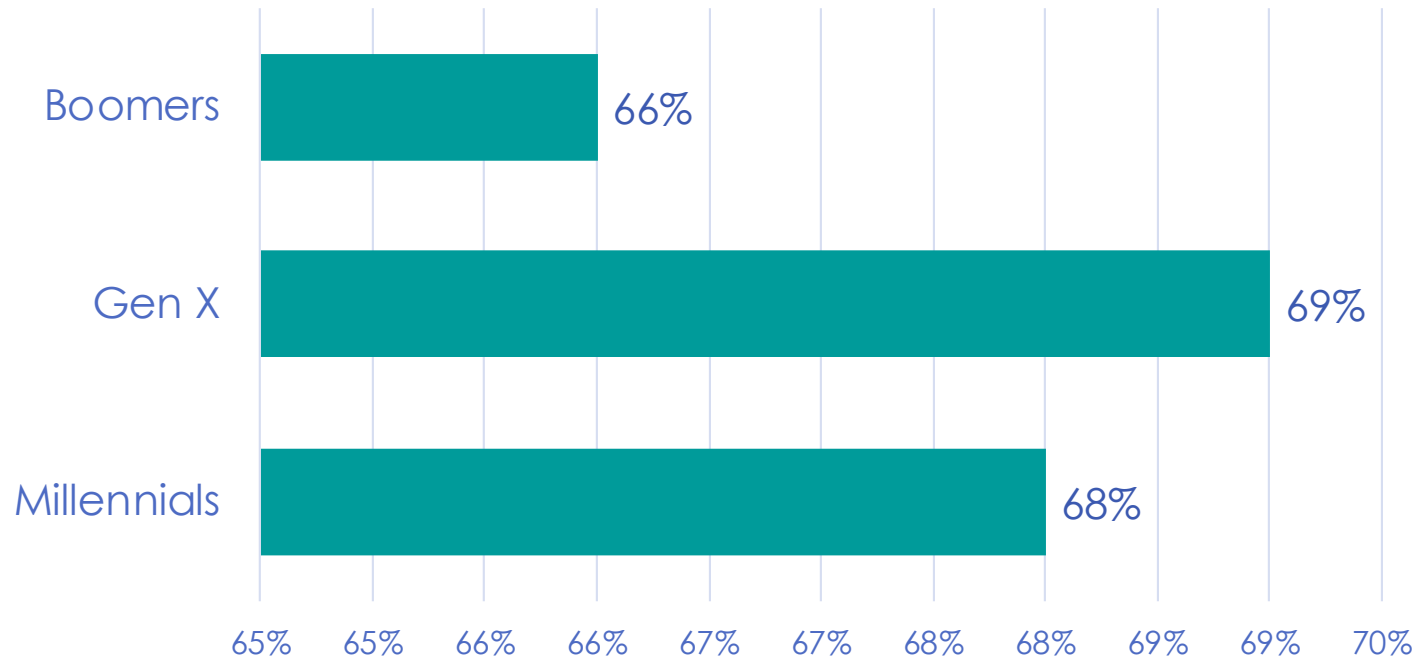
78%

OF EDUCATED  
CONSUMERS LIKELY TO  
PURCHASE PRODUCT

85%

OF EDUCATED  
MILLENNIAL CONSUMERS  
LIKELY TO PURCHASE

# COST IS A BARRIER



**COST PREVENTS OR DELAYS YOU FROM PURCHASING NEW EYEGLASSES**

Source: The Center for Generational Kinetics and Transitions Optical (2018).



## NEARLY HALF OF EYEGLOSS WEARERS

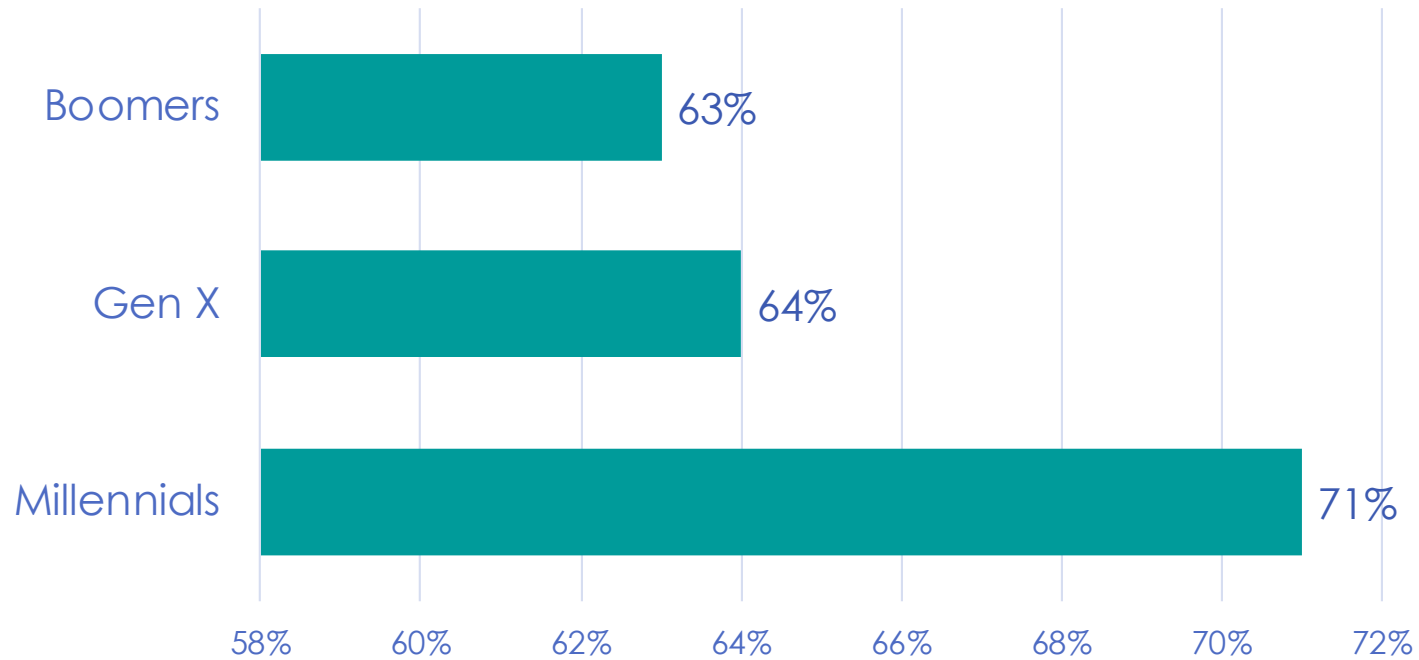
say the eyeglass shopping experience would be **improved by clear and upfront costs and good frame selection**



**SPECIAL PROMOTIONS**  
can influence their  
decision to purchase

**57% of Millennials and  
49% of Gen X agree**

# CONSIDER GLASSES PART OF THEIR STYLE



Source: 2017 Transitions Employee Perceptions of Vision Benefits Survey.  
Wakefield Research for Transitions Optical, Inc.

**LENS TECHNOLOGIES FOR  
EVERY GENERATION**



# GEN Z

Vision and Childhood Development

# GEN Z

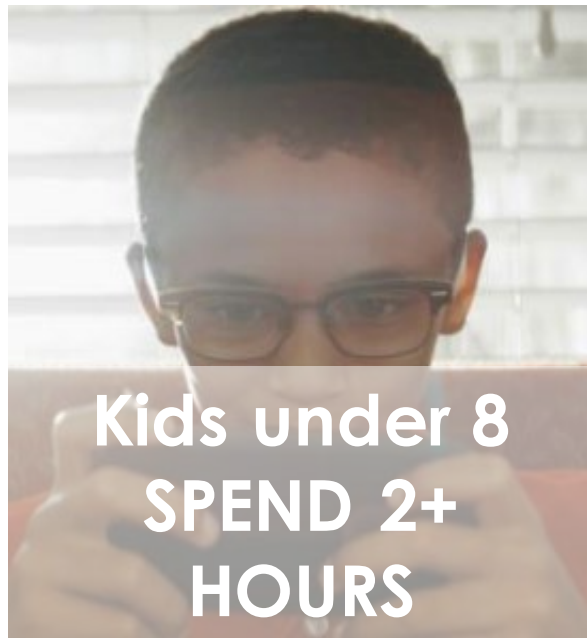
- Think independently
- Grew up with tech
- Influence purchase decisions more than past generations – including eyewear



# DIGITAL DEVICE USAGE

Harmful blue light and eye strain

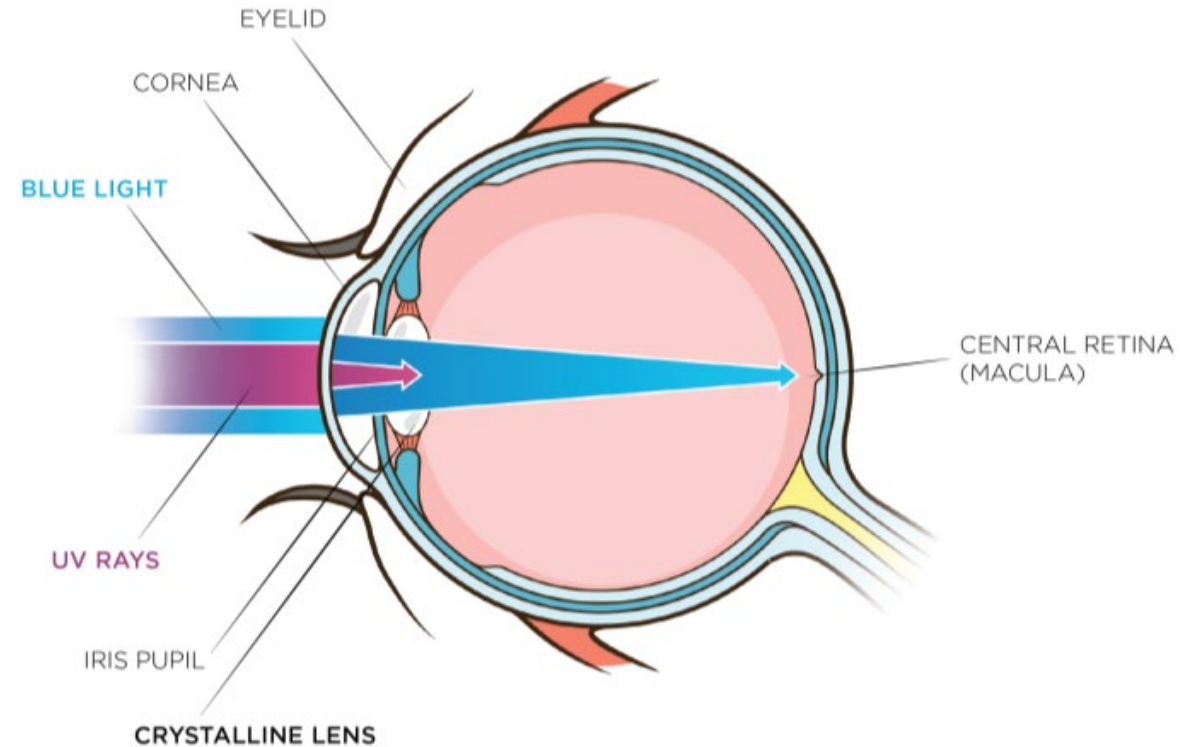
At the forefront of public consciousness because of the increased use of digital devices





# UV AND BLUE LIGHT

- Young eyes allow more damaging light in
- Long-term exposure to harmful blue light has been linked to increased risk of developing age-related macular degeneration



# HARMFUL BLUE LIGHT SOURCES



LED  
Lights



Digital  
Devices

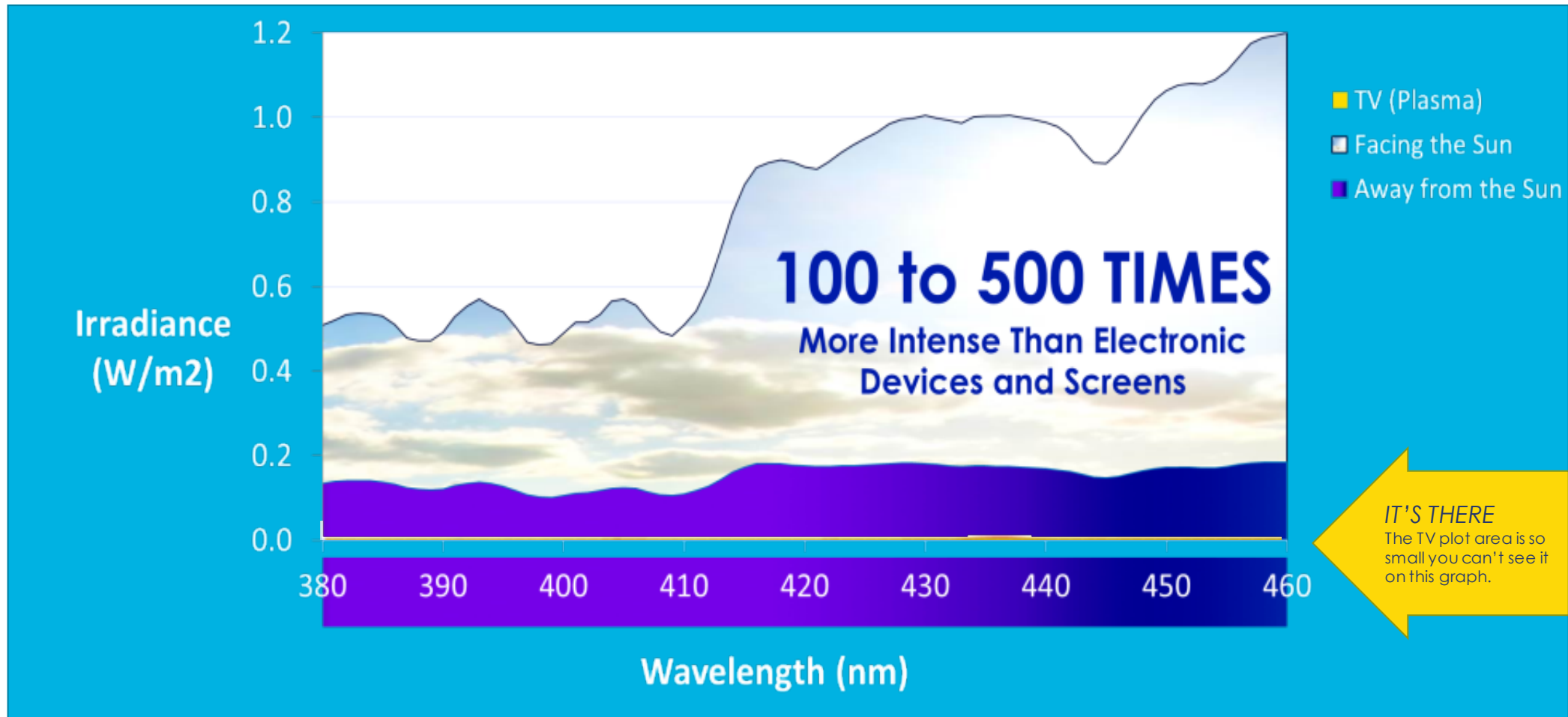


OVER  
100  
TIMES

MORE INTENSE THAN  
ELECTRONIC DEVICES  
AND SCREENS

	Sun	Plasma TV	Smart Phone	LCD Monitor	CRT Monitor
	3.71	0.035	0.007	0.013	0.025
<b>Viewing Distance</b>	<i>Indirect</i>	<i>6 ft</i>	<i>1 ft</i>	<i>2 ft</i>	<i>2 ft</i>

# HARMFUL BLUE LIGHT SOURCES



**43%**

Of sports-related eye injuries occur in children <15

**90%**

Are preventable

**ONLY  
15%**

Of children use protective eyewear



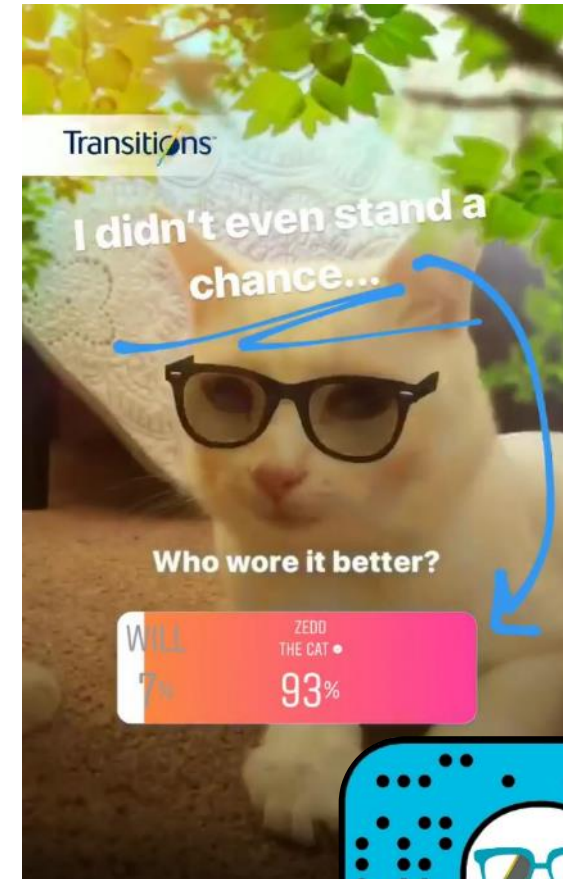
# EYEWEAR SHOULD INCLUDE

- Impact resistance
- Protection from UVA and UVB
- Protection from harmful blue light – digital devices and especially the SUN
- Anti-reflective coating
- Glare reduction
- Second pair – sports, backup



# CONNECTING WITH GEN Z

- Communicate in “snackable content” – Instagram and Snapchat
- Involve the child and parents
  - 33% of parents consider the doctor recommendation a very important factor
- Often get input from family or friends before making a purchase
- Encourage patients to share their positive experience online





# MILLENNIALS

Tech & Style

# PRESENT FRAMES WITH LENSES

Neither lenses nor frames should be an afterthought!

- Discuss frame styles
- Review prescription





# FACE SHAPES



SQUARE / THIN



OVAL / VERSATILE



HEART / ROUND



TRIANGLE / CAT EYE



ROUND / RECTANGULAR



DIAMOND / TOP-HEAVY



OBLONG / OVERSIZED

Break the common  
rules and wear  
what fits you

# FRAME COLOURS

## TRADITIONAL COLORS



RED

GREEN



PURPLE

BLUE

## TRENDING COLORS



HAZELNUT

PRIMROSE

LAPIS



KALE

FLAME



ENHANCE THE LOOK  
WITH LENSES



## Different types of lenses and functions

- Polarized lenses
- Gradient lenses
- Mirrored lenses
- Flash coatings
- Photochromic lenses
- Coloured lenses

# POLARIZED AND GRADIENT LENSES



NUPOLAR GRADIENT LENSES

FASHION GRADIENTS



POLARIZED

# MIRROR AND FLASH COATINGS ARE ON TREND

They attract and appeal to the most stylish and image conscious clients

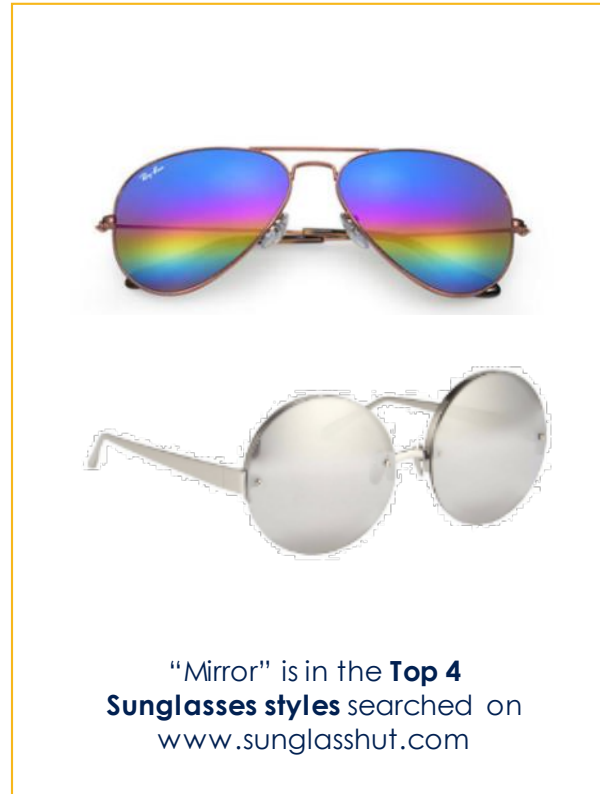
2014

Coachella, celebs and niche brands trend



2016-2017

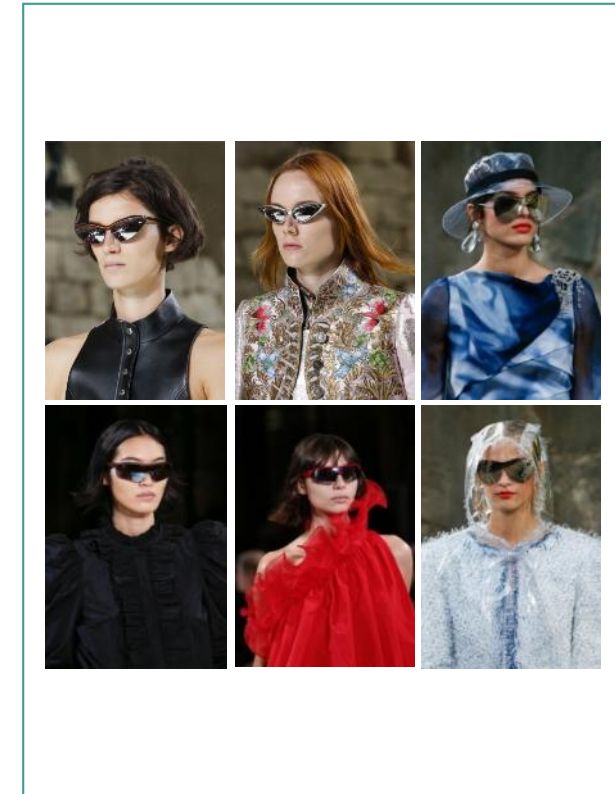
Trend taken over by mainstream brands



"Mirror" is in the **Top 4**  
**Sunglasses styles** searched on  
[www.sunglasshut.com](http://www.sunglasshut.com)

2018

@Spring Summer 2018  
Global Fashion shows



INTRODUCING NEW

*Transitions*<sup>®</sup> *XTRActive*<sup>®</sup>  
Style Mirrors

Style  
**MIRRORS**



WHAT ARE  
*Transitions*<sup>®</sup> *XTRActive*<sup>®</sup>  
STYLE MIRRORS?

*TRANSITIONS*<sup>®</sup>  
*XTRACTIVE*<sup>®</sup> LENS



CHOICE OF COOL COLOURED  
MIRRORS TO FREE STYLE ANY  
FRAME



# Transitions® XTRActive® STYLE MIRROR COLORS

Stunning mirror colors to express any personal style



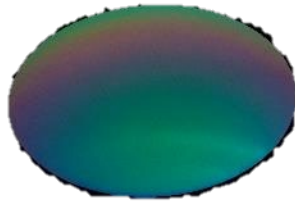
**SILVER**  
A classic silver-grey



**VIOLET BLUE** A chill  
colour for a stylish and  
trendy look



**GOLD** A smooth and warm shade  
complementing all skin tones



**BLUE GREEN** A radiant  
colour with an earthy feel



**COPPER** A rich scarlet  
mirror for a sporty  
experience

Mirrors can be added to GREY or BROWN  
Transitions® XTRActive® lenses



# PHOTOCHROMICS



**Transitions grey**  
Neutral colour for the  
most natural vision



**Transitions brown**  
Most contrast and  
enhanced colours



**Transitions  
graphite green**  
Natural vision and  
enhanced contrast



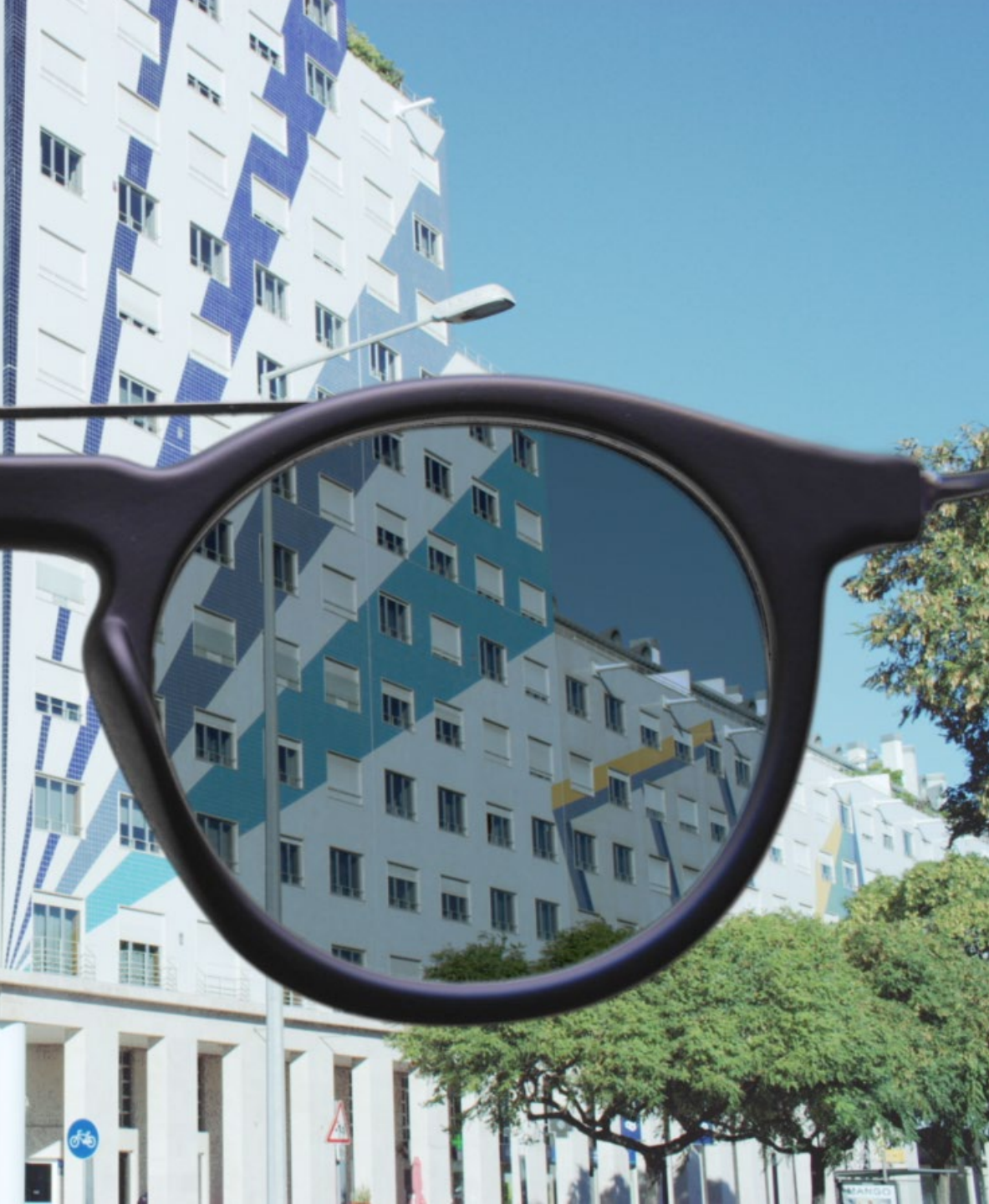
BLOCKS  
100% UV  
RAYS



FILTERS  
HARMFUL  
BLUE LIGHT

ALL TRANSITIONS® LENSES HELP TO  
PROTECT FROM HARMFUL BLUE LIGHT –  
INDOORS AND ESPECIALLY OUTDOORS.





**41%**  
**OF MILLENNIAL  
EYEGLOSS WEARERS**  
are interested in trying  
Transitions® lenses

**AND**

**74%**

would try Transitions®  
lenses if they could  
**TRY THEM FOR A  
WEEK FOR FREE**



Source: The Center for Generational Kinetics and Transitions Optical (2018).

INTRODUCING...

**NEW TRANSITIONS®  
SIGNATURE® LENSES  
STYLE COLORS**

Style  
**COLORS**



# TRANSITIONS® SIGNATURE® LENS COLORS

7 COLOUR CHOICES TO RECRUIT NEW WEARERS  
AND DELIGHT EXISTING CUSTOMERS

## ICONIC COLOURS

GREY



BROWN



GRAPHITE GREEN



## NEW STYLE COLORS

SAPPHIRE



AMETHYST



AMBER



EMERALD



Style colors are an extension of

## **THE TRANSITIONS® SIGNATURE®**

Portfolio and offer the same world-class features and benefits



### LIGHT INTELLIGENT

Transitions' **most responsive lens**

**Exclusive Chromea7™ technology**

Superior visual experience by being **more reactive** to every type of light, from sun to indirect



### HASSLE-FREE

**Completely clear indoors** and dark outdoors

**Intelligently adjusts** to the perfect tint whatever your light

Consistently **performs in all temperatures**



### EVERYDAY EYE CARE

**Helps protect against harmful blue light** – intelligent protection that adjusts indoors and out wherever you need it most

**Blocks 100% of UV rays**



### FREESTYLE

**The #1 availability** in material, design and colours **to style any frame**



# MODERN CONSUMERS ARE USED TO COLOUR CHOICE

To personalize their favorite lifestyle brands and express their own style



**Tortoise frames**  
brown lenses



**Blue frames**  
graphite green lenses



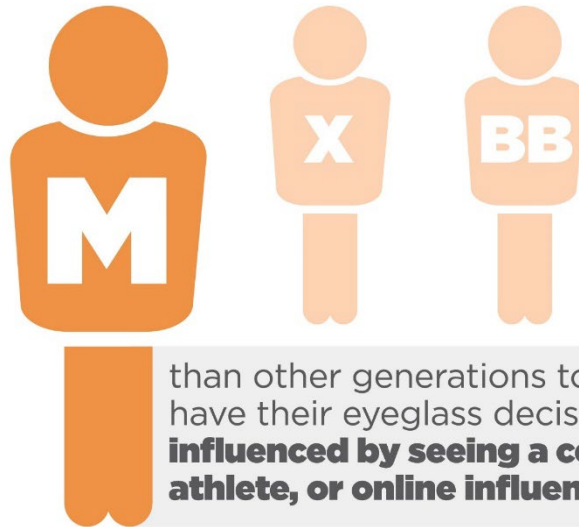
**Purple frames**  
gray lenses



# CONNECTING WITH MILLENNIALS

- Online influencers/testimonials
- Interactive experience

Millennials are  
**NEARLY 3 TIMES MORE LIKELY**





# GEN X + BOOMERS

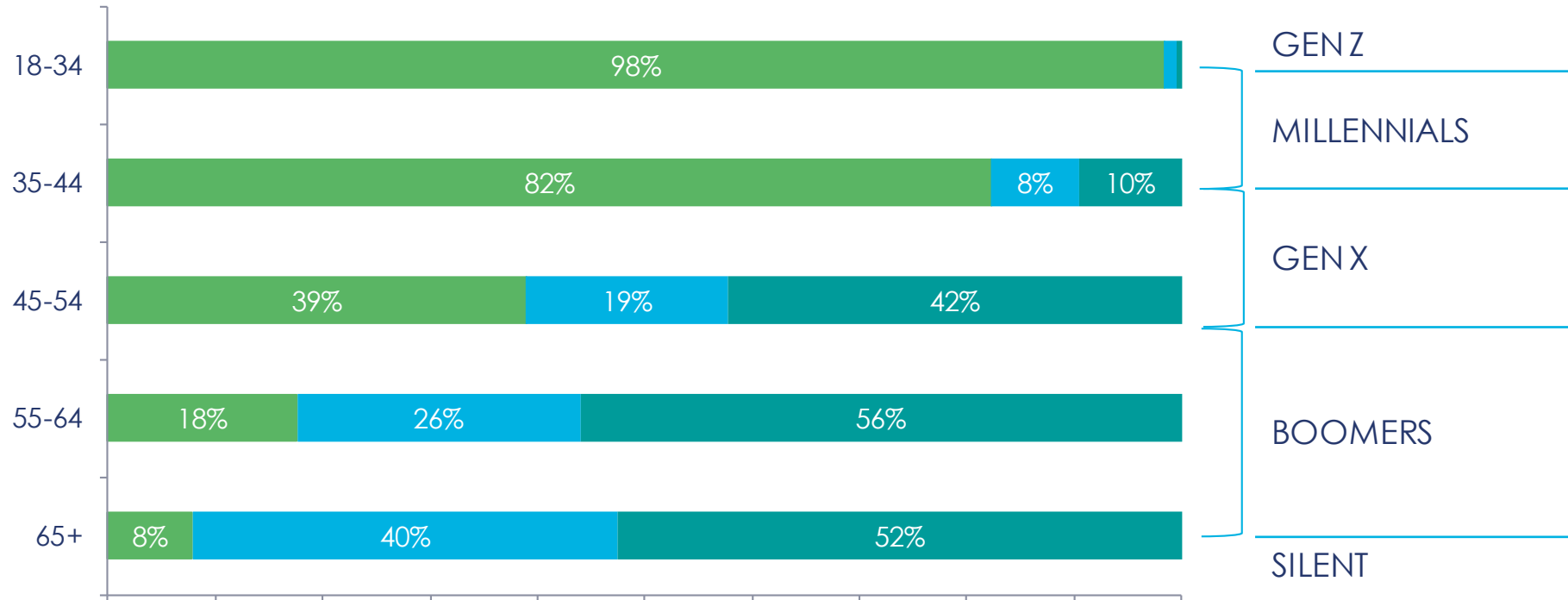
Entering the Multifocal Category



# MULTIFOCAL LENSES

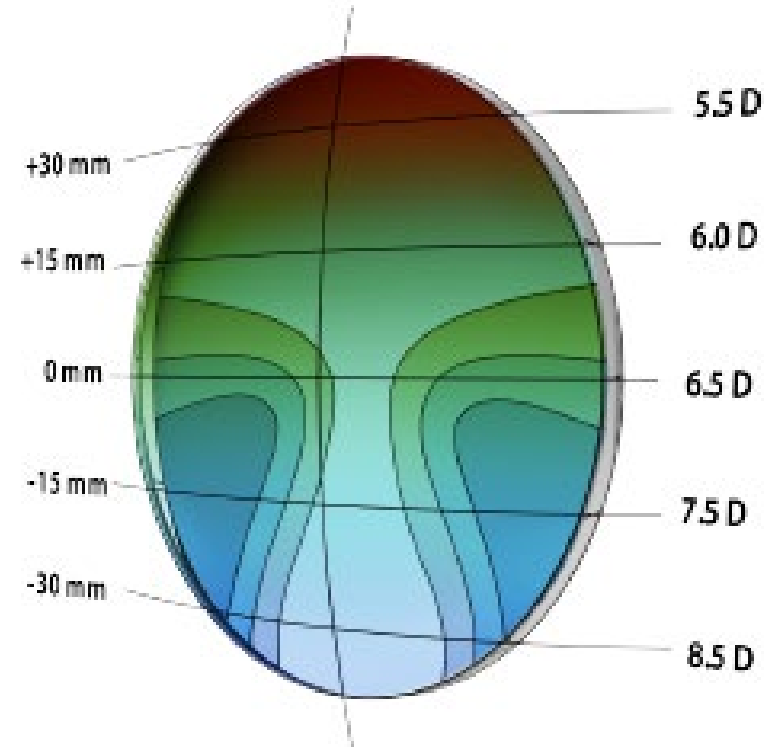
Purchases by design for each age group

■ SV ■ BTF ■ PAL

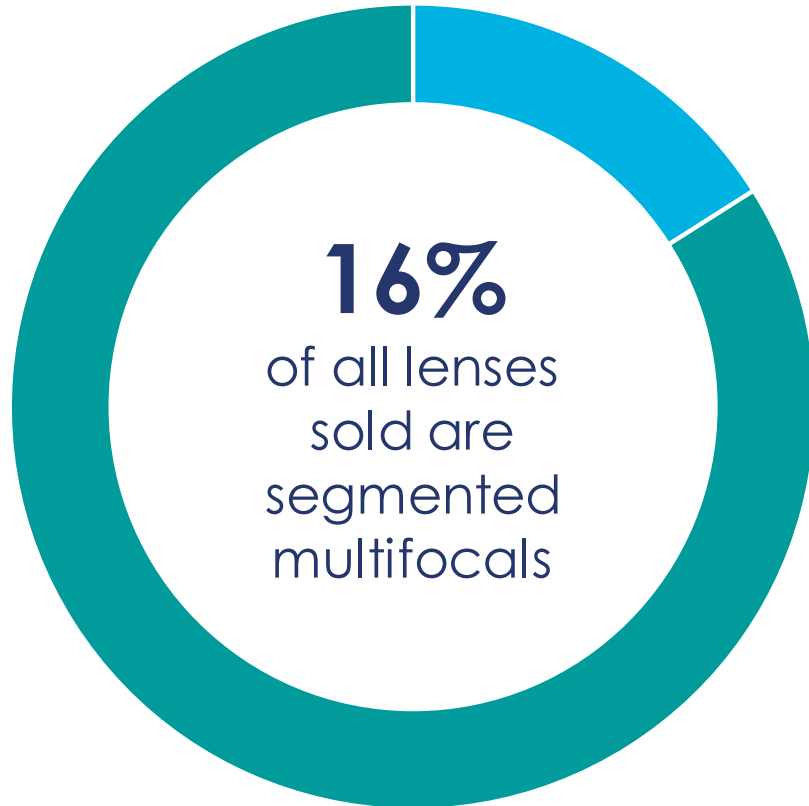


# ADVANCEMENTS IN DIGITAL PALS

- Spacious reading zones
- Improved peripheral vision
- Expanded Rx range
- Better-looking lenses in many prescriptions
- User-preferred near vision performance



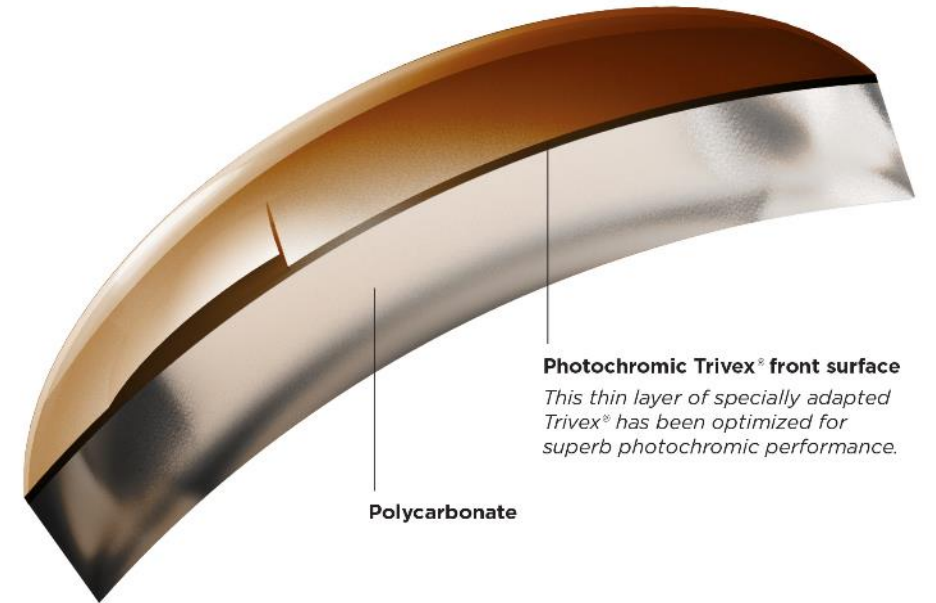
# SEGMENTED MULTI-FOCALS



1 OUT OF  
EVERY 6 PAIRS

# INNOVATIVE SEGMENTED MULTI-FOCAL

- Needed for certain patients
- New composite technologies and expanded photochromic offerings
- Now available in FT28, FT35 and 7x28 Trifocal designs



# A PROGRESSIVE LENS SHOULD ALSO INCLUDE

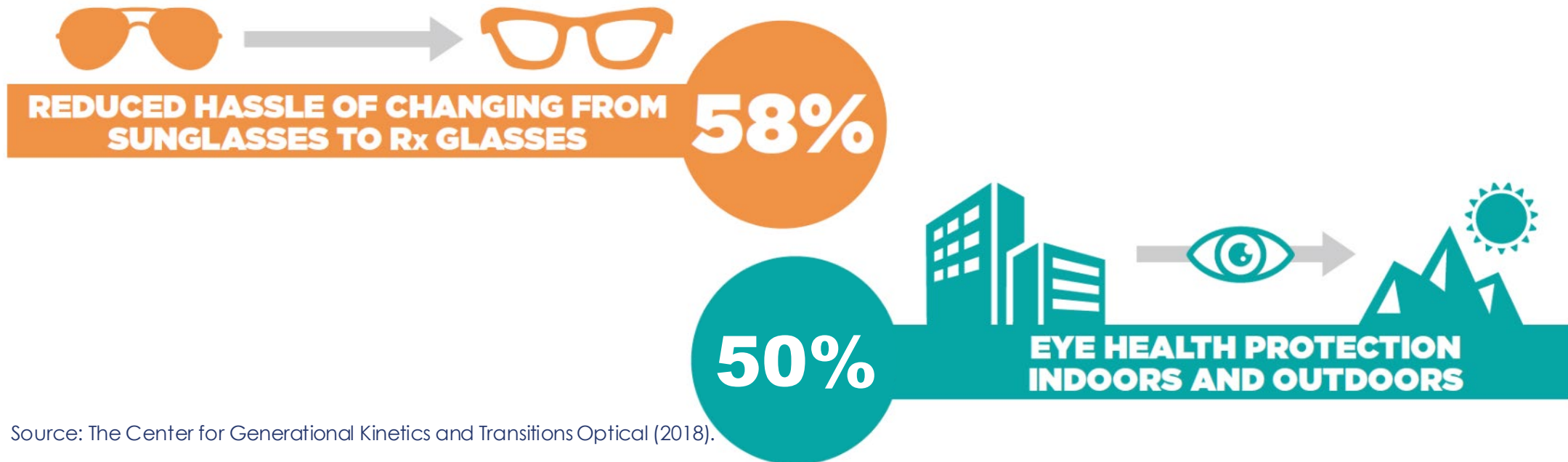
- UVA and UVB protection
- Protection from harmful blue light
- AR coatings
- Photochromics
- Style!

THIS LENS DESIGN CAN OFFSET  
THE EFFECTS OF AGING!



# CONNECTING WITH GEN X

- Explain benefits to show value
  - Most likely to have heard of photochromics + most willing to try
  - Convenience and eye health are the top two reasons they (and all generations) like Transitions® lenses



Source: The Center for Generational Kinetics and Transitions Optical (2018).

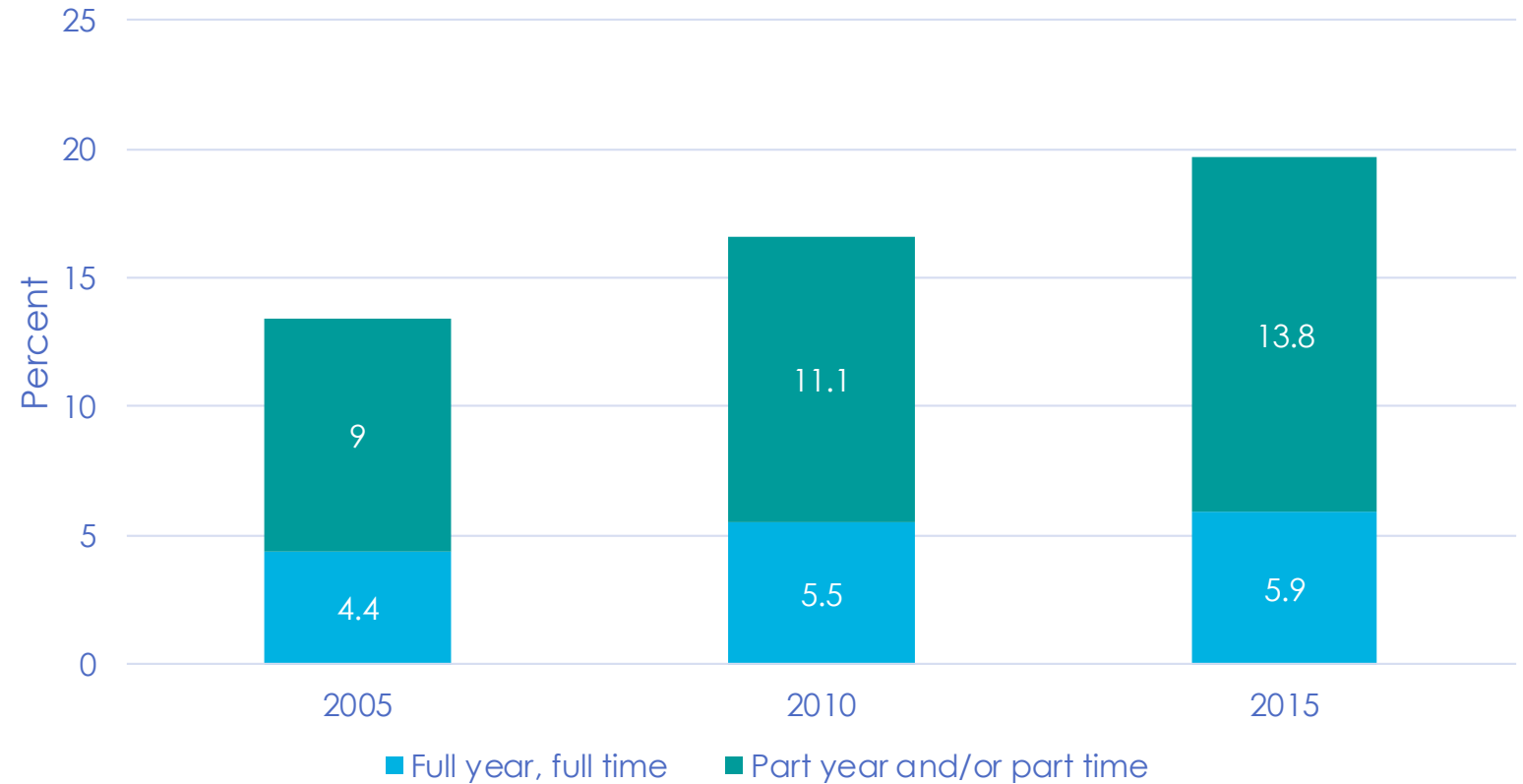
# BOOMERS + SILENT GEN

Aging and Vision



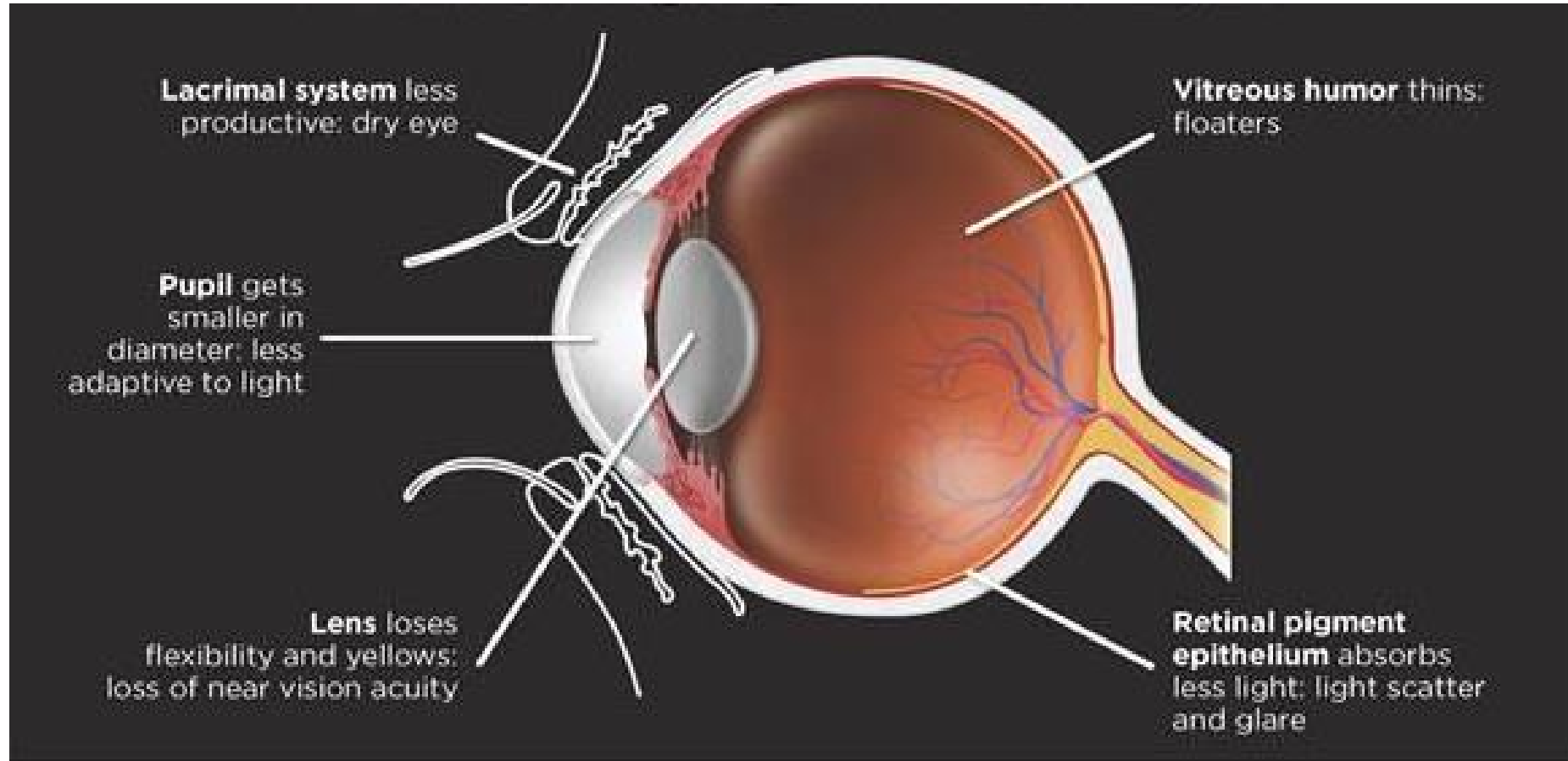
# PEOPLE ARE WORKING LONGER

PERCENTAGE OF  
CANADIANS 65+  
AND OVER  
EMPLOYED FULL  
OR PART TIME






# NATURAL AGING OF THE EYE



# COMMON AGING ISSUES

- Too little light
- Dark adaptation
- Too much scattered light/glare
- Light sensitivity
- Reduced colour contrast
- Eye fatigue
- Poor night vision

**Dr. Seegood,**  
123 Main Street,  
Yourtown, USA 00000



Patient Name: Bob Boomer

Date: \_\_\_\_\_

**Patient problems:**

- Too little light
- Too much scattered light/glare
- Light sensitivity
- Reduced color contrast
- Eye fatigue
- Poor night vision

**Recommendation:**

# RECOMMENDATIONS FOR AGING EYES

- Discuss patient's vision today
  - How well do you see at night?
  - How is your vision compared to when you were in your 20s?
  - How do your eyes feel after you've been on the computer?
  - How does bright sunlight affect your vision?
- What to expect in the future
- Recommendation to restore, maintain and enhance vision that age is affecting

# SOLUTION

## Adaptive Lenses + AR + digital design

- Lets in more light
- Filters bright light, this patient is more sensitive to

**Dr. Seegood,**  
123 Main Street,  
Yourtown, USA 00000



Patient Name: Bob Boomer

Date: 5-15-18

### Patient problems:

- Too little light
- Too much scattered light/glare
- Light sensitivity
- Reduced color contrast
- Eye fatigue
- Poor night vision


### Recommendation:

*Photochromic with AR!*  
*PAL Design*

# CONNECTING WITH BOOMERS AND THE SILENT GEN

Help them live life to the fullest

- Provide a lens recommendation that minimizes the natural process of aging
- Counsel patients on healthy living
- Educate patients on how to recognize risks
- Stress the importance of annual eye exams



# THE PURCHASE DECISION

Influences and Opportunities

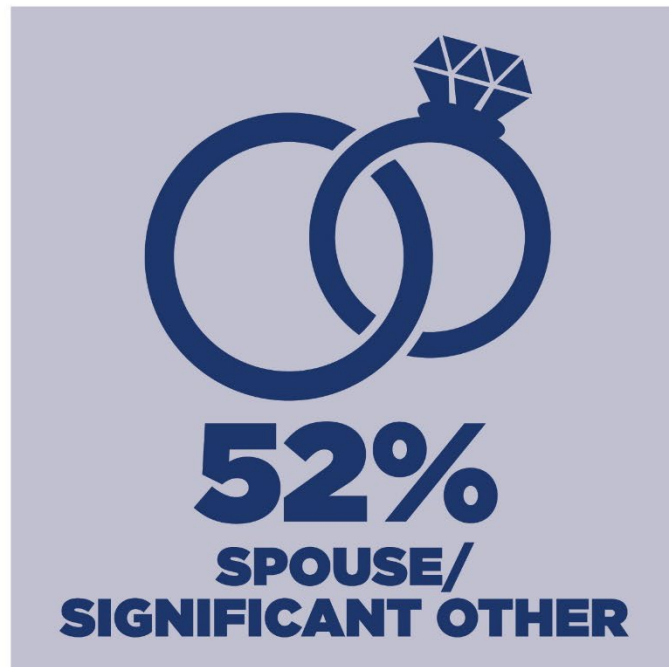
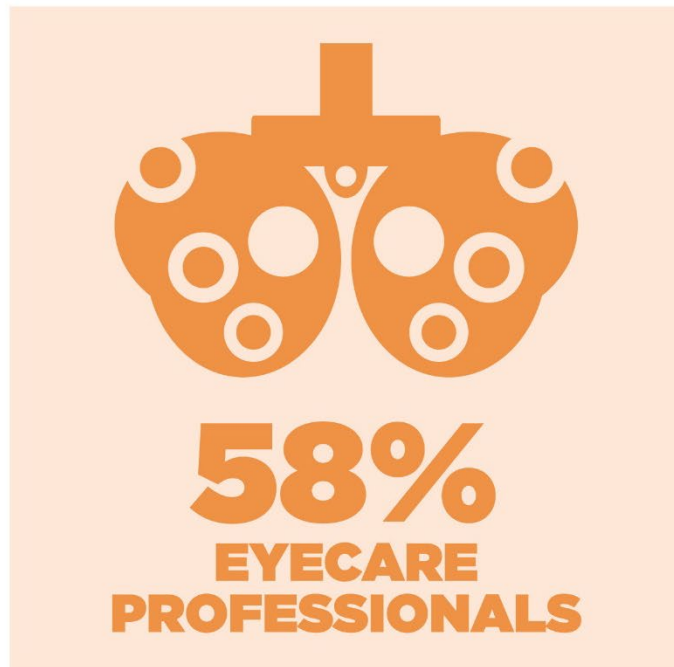
— Eyeglass Selection is not a  
— **SOLO DECISION** —

**Guess Who Has the Most  
Influence on Eyeglass Selection:**

- Spouse/significant other?
- Immediate family?
- Friends?
- Eye care professionals?

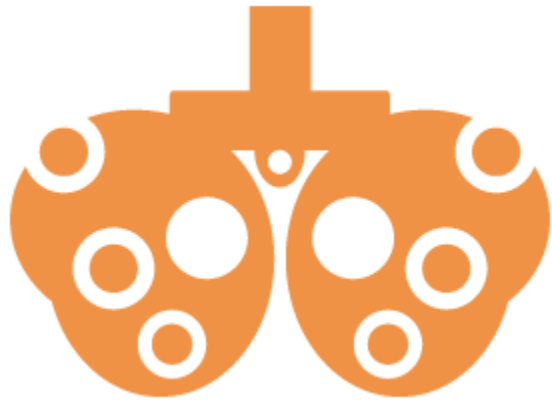
# — Eyeglass Selection is not a **SOLO DECISION** —

Eyeglass wearers say the following people have **the most influence on eyeglass selection decisions**





— Eyeglass Selection is not a  
**SOLO DECISION** —



**70% expect their eye doctor**

To make a recommendation on the best lens product for them



**61% expect their optician**

To help them navigate lens options; and provide personalized recommendations that will meet their individual lifestyle and vision needs

**Canada stats?**

# WHAT EYEGLOSS FEATURES OTHERS (INCLUDING YOU) WEIGH IN ON

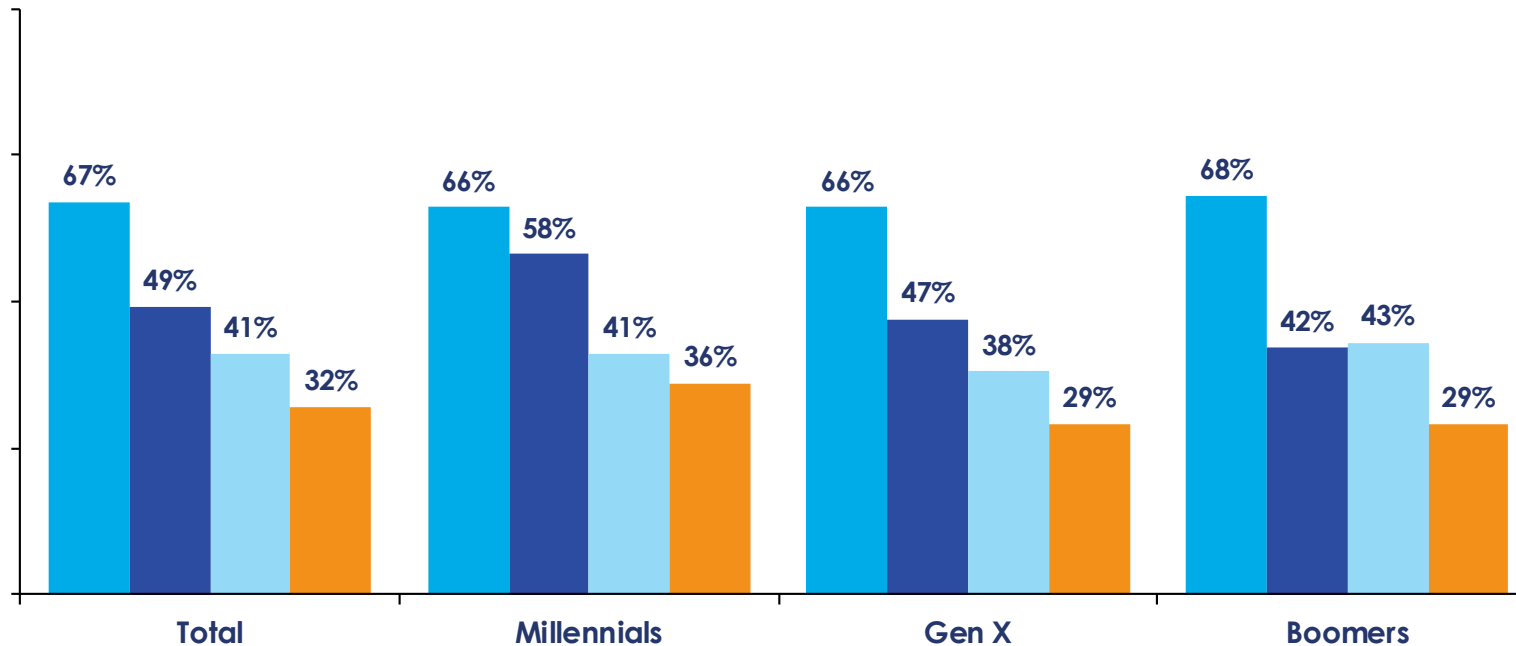


**STYLE** – don't just talk about frames; include lens colours and features

**COST** – provide input on what they should spend and why

**LENS FEATURES** – recommend based on their eye health needs

**EYE HEALTH** – educate on impact, UV, HBL and glare protection

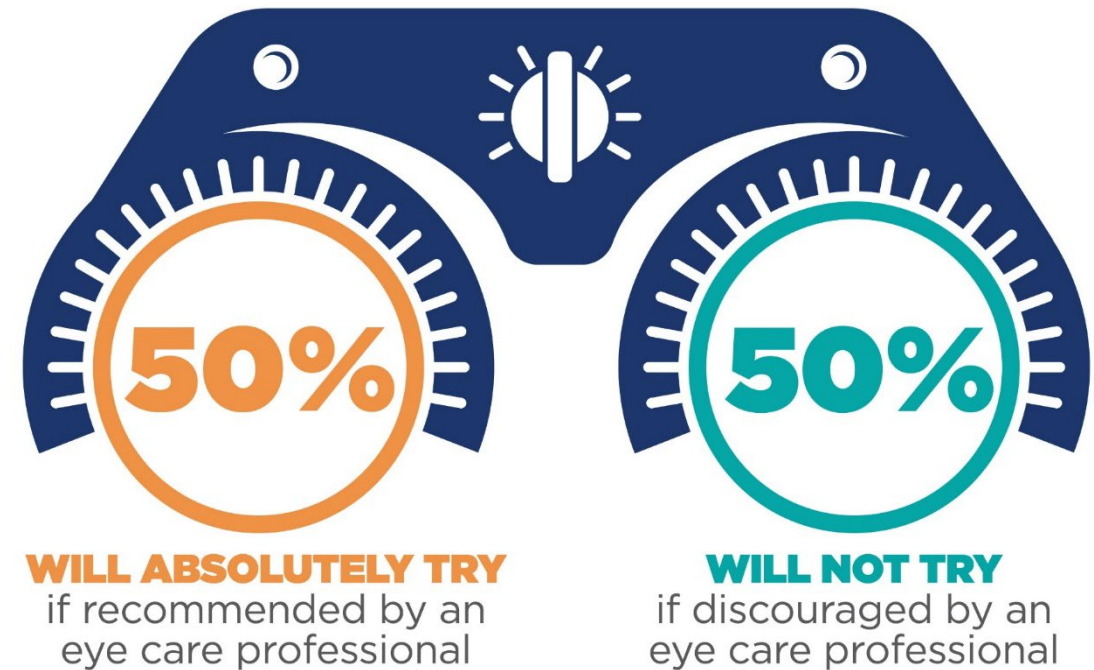


Millennials report much higher input from others regarding cost, lens features, and especially eye health

# RECOMMEND LENS FEATURES

You have the power to encourage and discourage lens trial

**Eye care professionals have tremendous influence** over whether consumers will try or not try Transitions® lenses:



# Conclusion

- Each generation is facing different eye health issues and has varying perceptions on eyewear
- Younger generations shop and make decisions very differently than older consumers
- Eyecare professionals have tremendous influence
- Prescribe the best visual solution without hesitation
- Offer lens trial or money-back guarantee

A photograph of a person wearing a dark hat and sunglasses, driving a convertible car. The sun is setting in the background, creating a warm, golden glow. The car's interior, including the rearview mirror and steering wheel, is visible. The text "Thank you!" is overlaid in white on the lower part of the image.

Thank you!