

**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+



	SILENT GEN	BABY BOOMERS	GEN X	MILLENNIAL	GEN Z
Ages	73 and older	72 – 54	53 – 42	41 – 23	22 and younger
Major Events	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
Major Traits	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®.

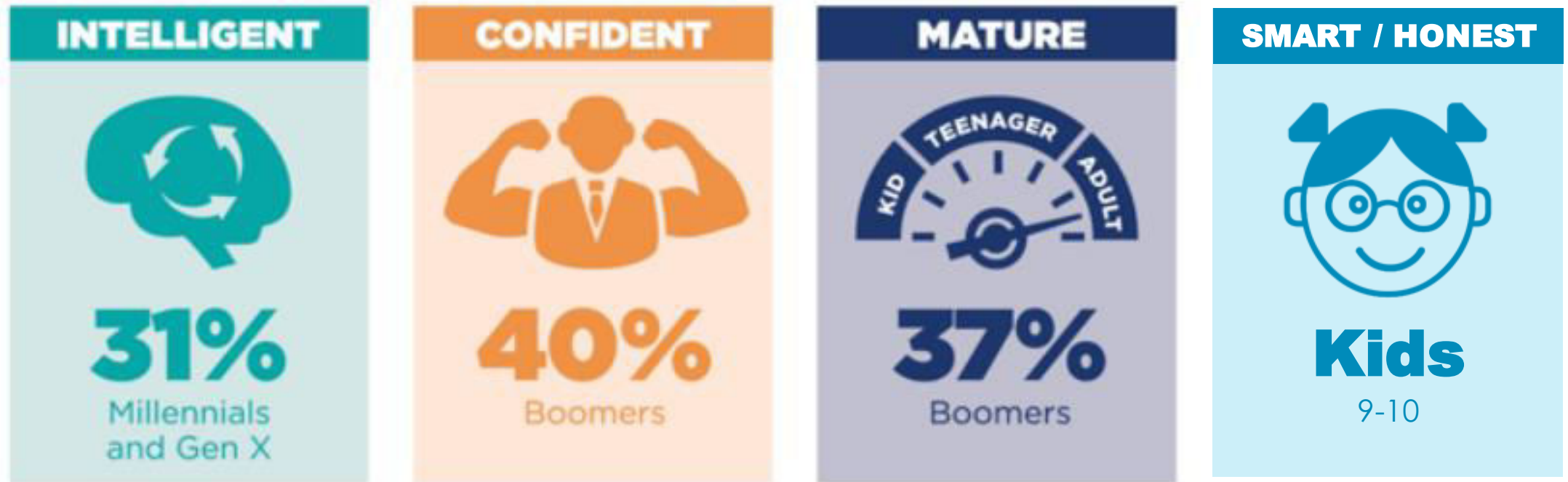
An online study among n=1271 respondents (n=1015 eyeglass
wearers; n=256 eyeglass non-wearers) aged 22-65 Canada. ©2018
Transitions Optical Limited.

www.Transitions.com/en-canadapro/

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



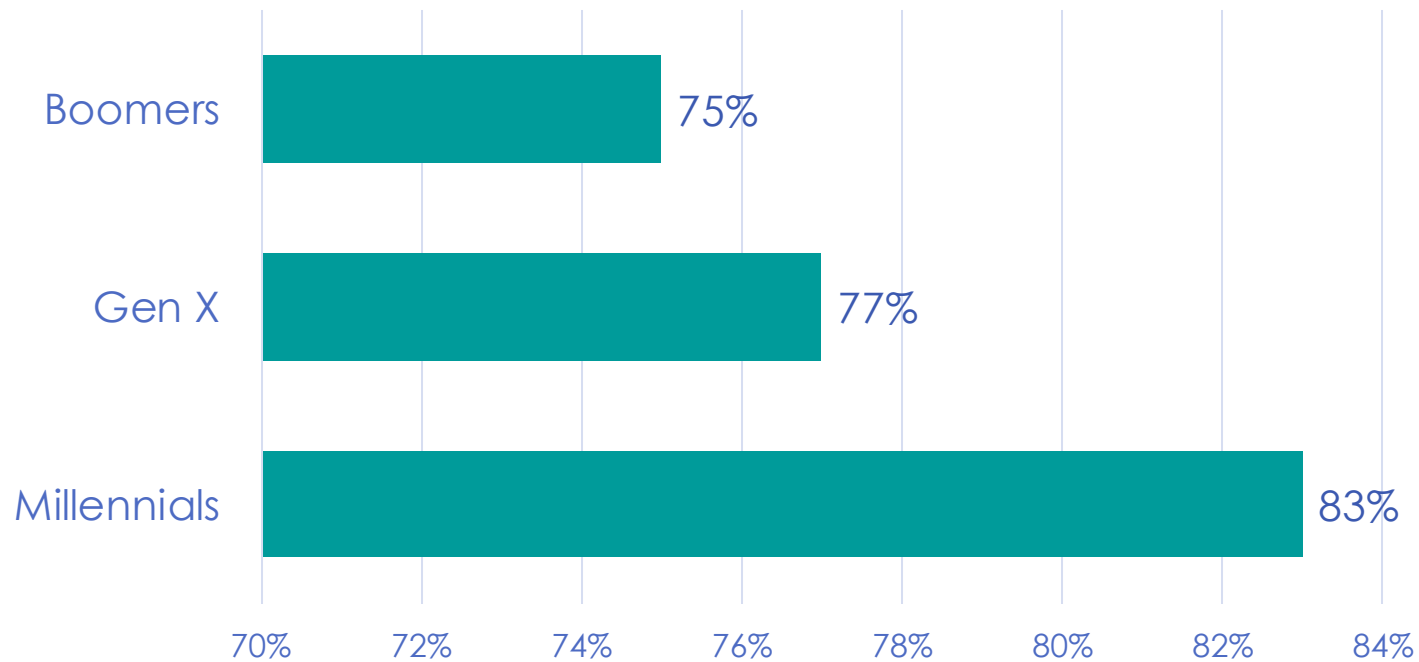
When eyeglass wearers put on their glasses, they feel...



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

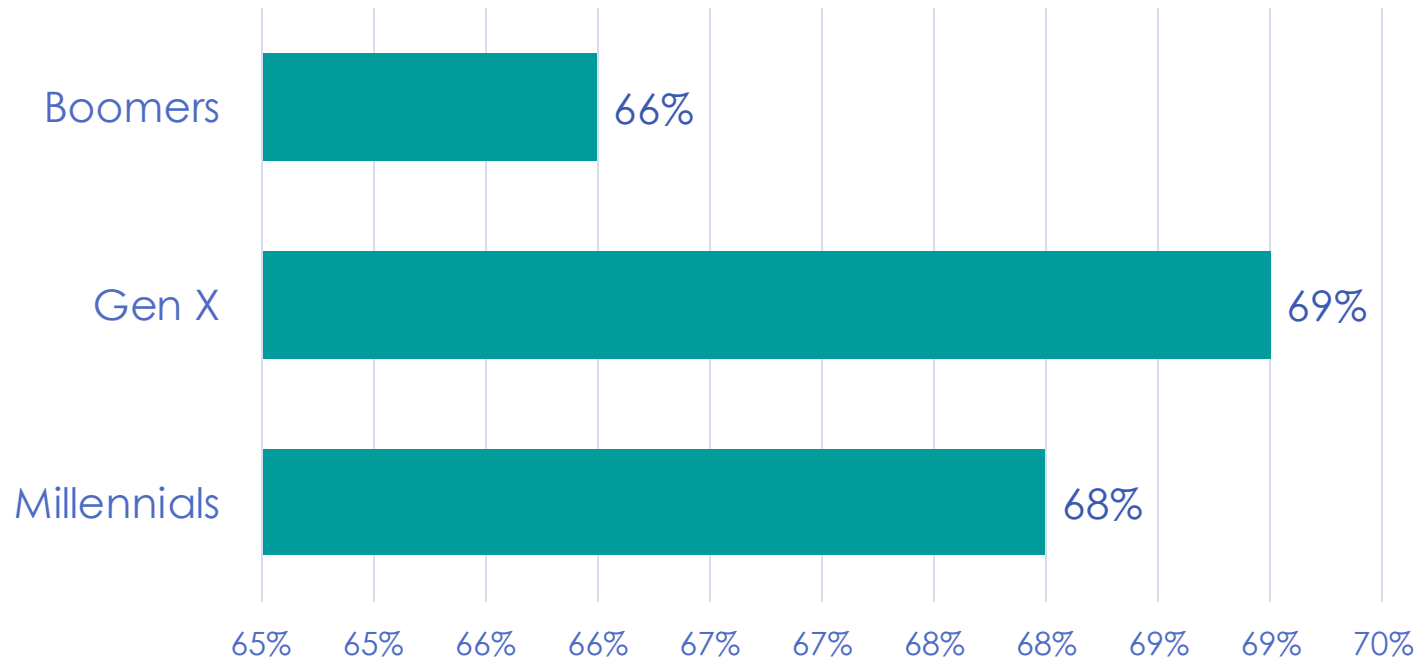
78%

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 EYEGASSES

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



NEARLY HALF OF EYEGLOSS WEARERS

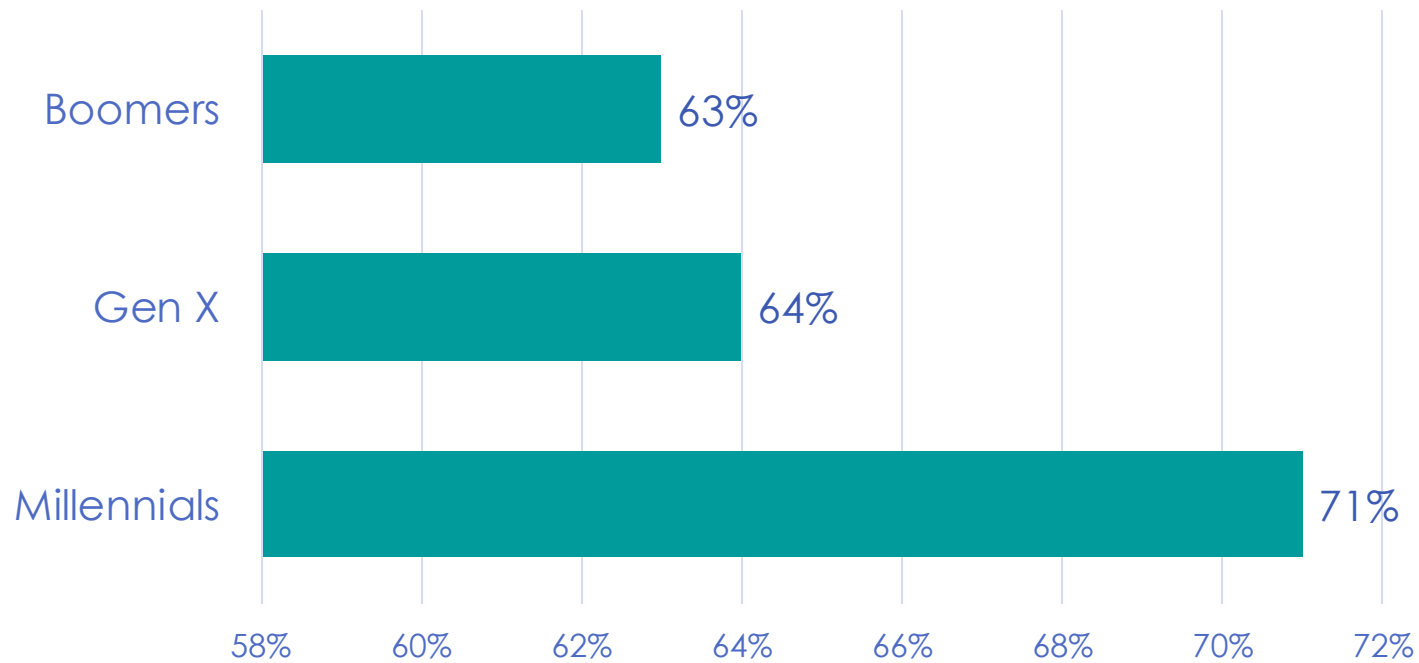
say the eyeglass shopping experience would be **improved by clear and upfront costs and good frame selection**



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

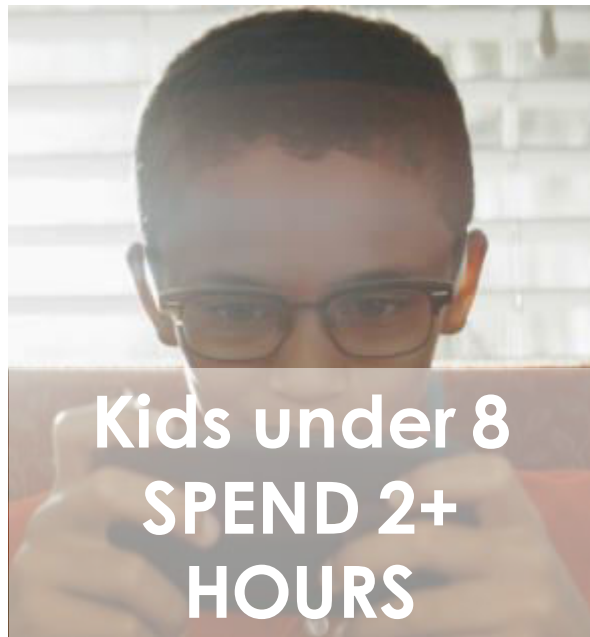
- Think independently
- Grew up with tech
- Influence purchase decisions more than past generations – including eyewear



DIGITAL DEVICE USAGE

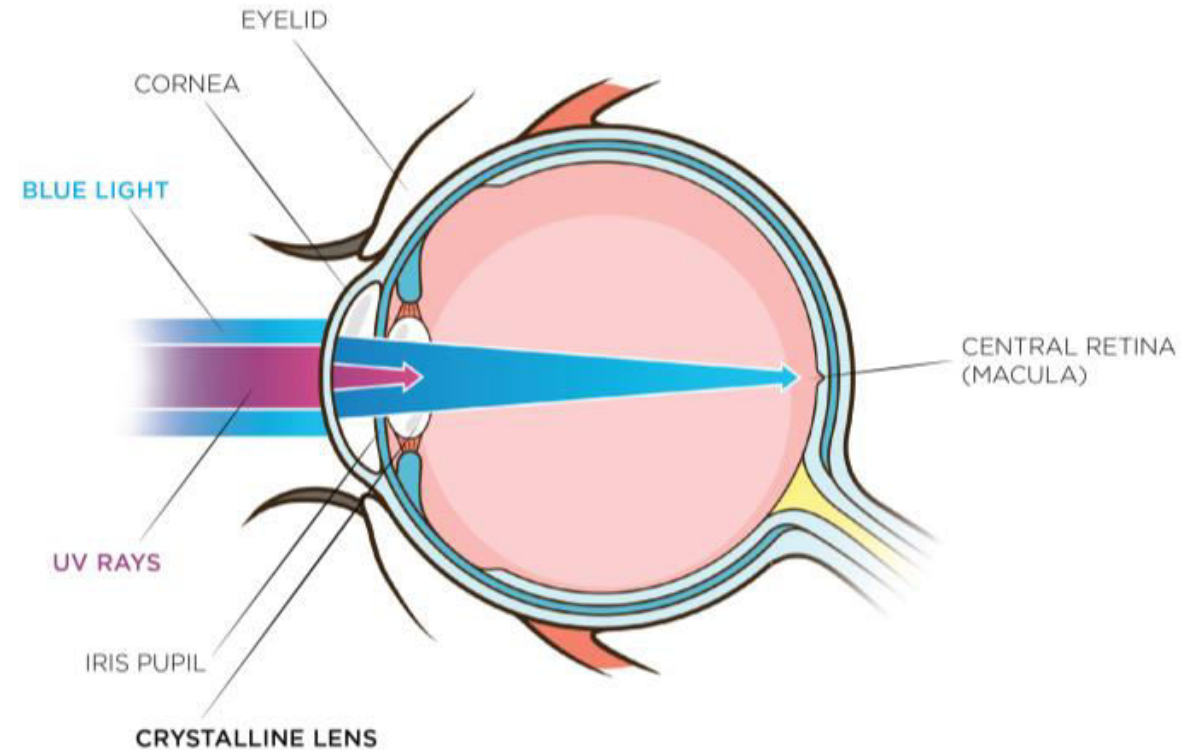
Harmful blue light and eye strain

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

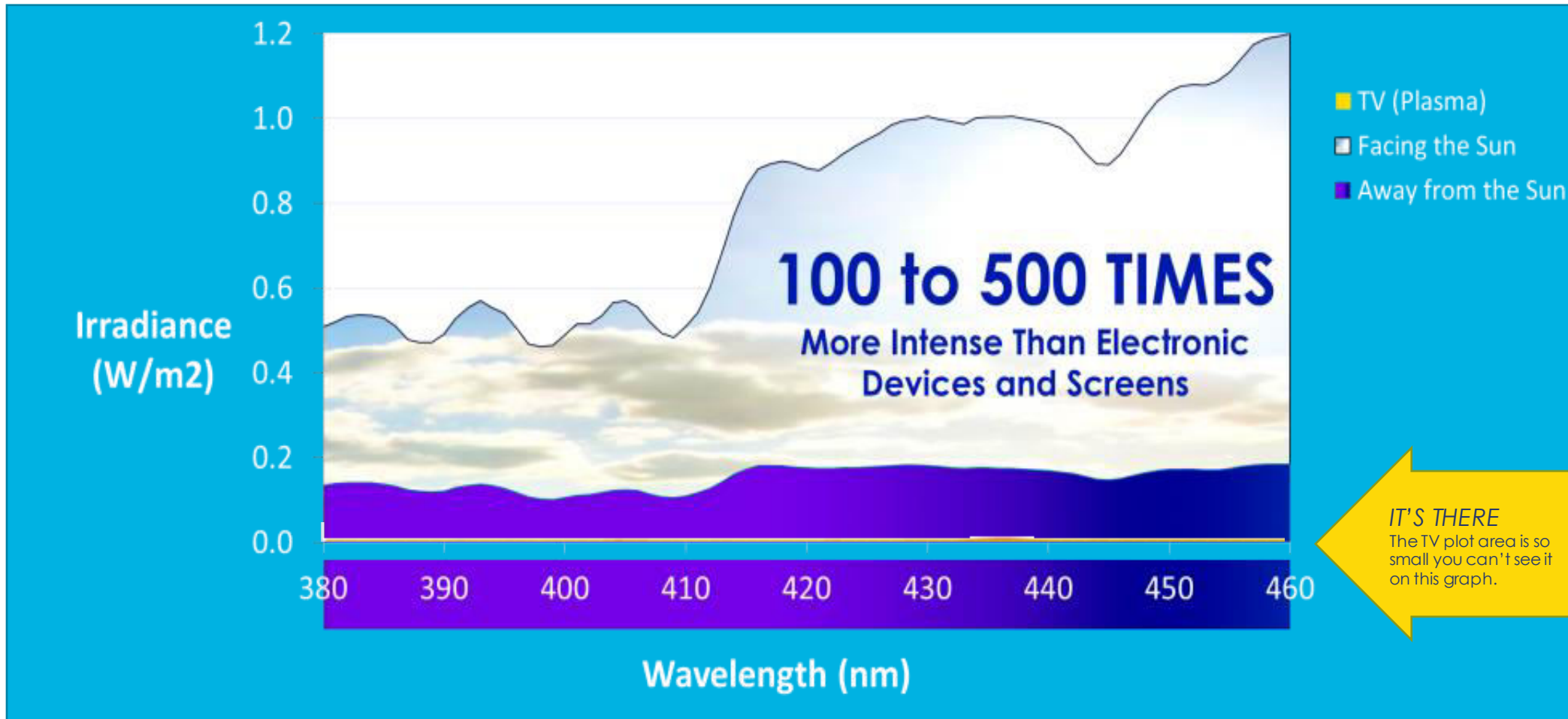


OVER
100
TIMES

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
Viewing Distance	<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



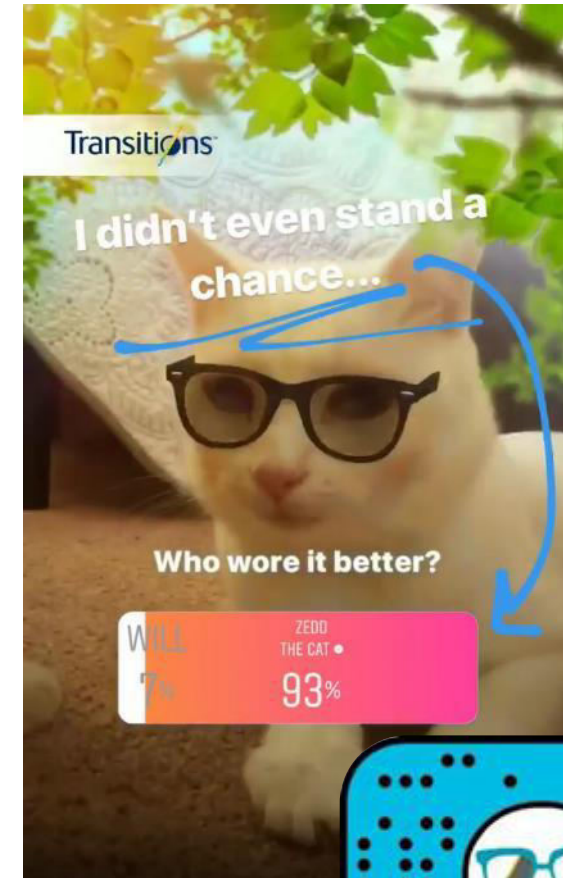
EYEWEAR SHOULD INCLUDE

- 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



NU POLAR GRADIENT LENSES

FASHION GRADIENTS



POLARIZED

MIRROR AND FLASH COATINGS ARE ON TREND

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

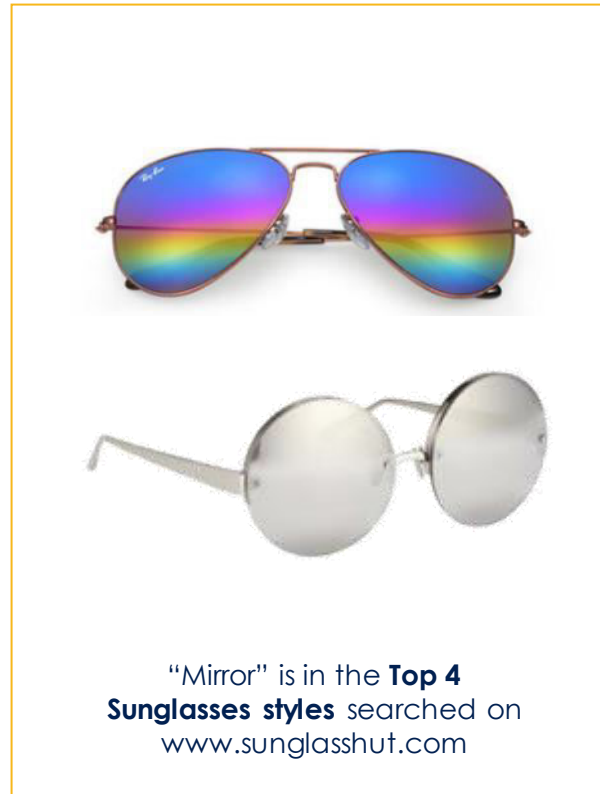
2014

Coachella, celebs and niche brands trend



2016-2017

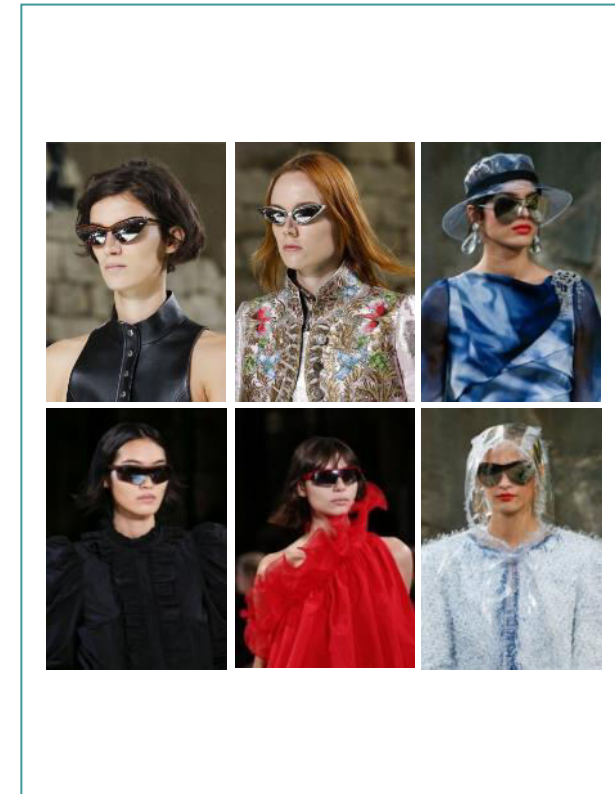
Trend taken over by mainstream brands



"Mirror" is in the **Top 4**
Sunglasses styles searched on
www.sunglasshut.com

2018

@Spring Summer 2018
Global Fashion shows



INTRODUCING NEW

Transitions® XTRActive®
Style Mirrors

Style
MIRRORS



WHAT ARE
Transitions[®] *XTRActive*[®]
STYLE MIRRORS?

TRANSITIONS[®]
XTRACTIVE[®] LENS



CHOICE OF COOL COLOURED
MIRRORS TO FREE STYLE ANY
FRAME



Transitions® XTRActive® STYLE MIRROR COLORS

Stunning mirror colors to express any personal style



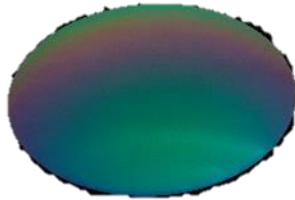
SILVER
A classic silver-grey



VIOLET BLUE A chill
colour for a stylish and
trendy look



FLASH 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



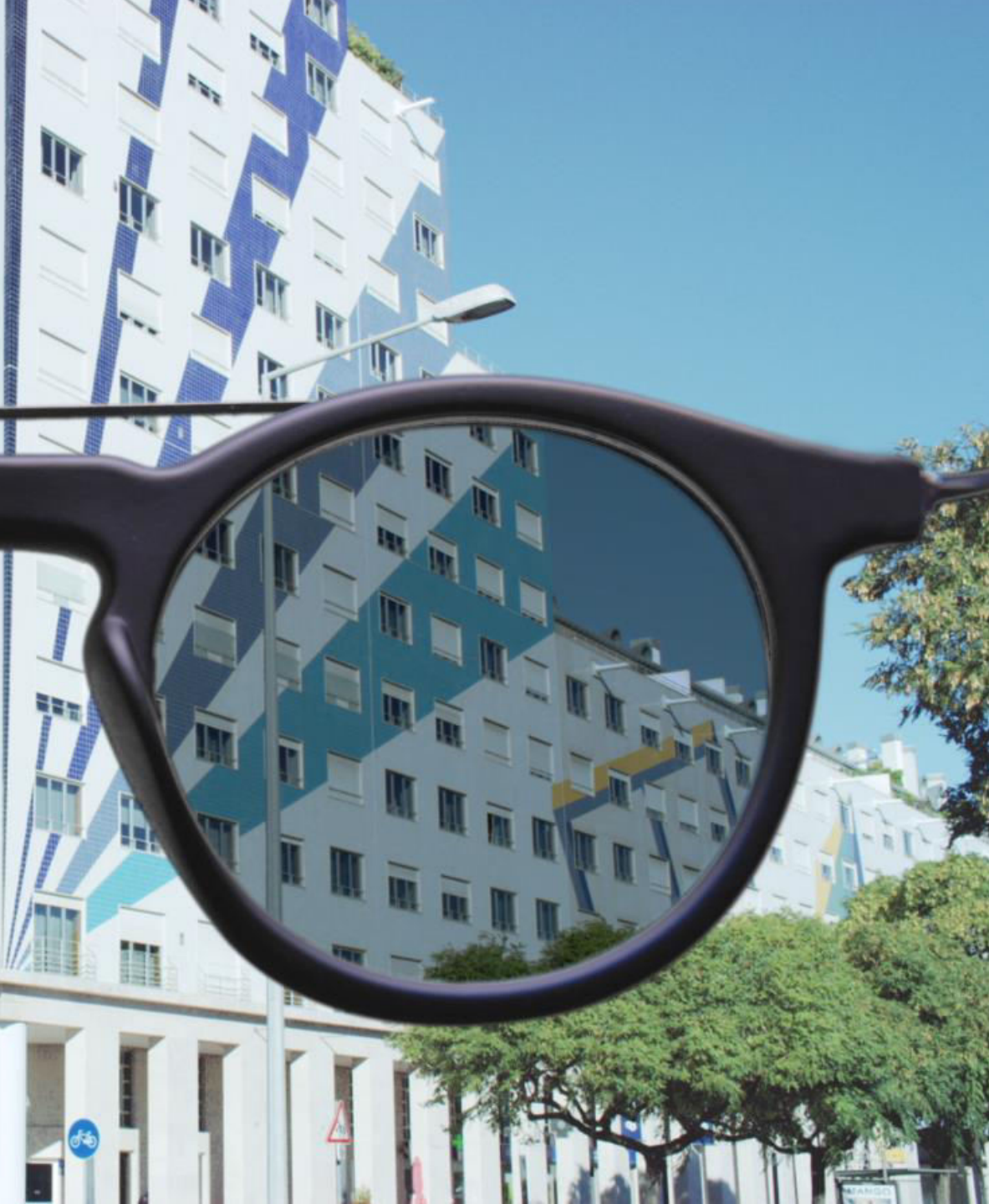
BLOCKS
100% UV
RAYS



FILTERS
HARMFUL
BLUE LIGHT

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





41%
**OF MILLENNIAL
EYEGGLASS 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



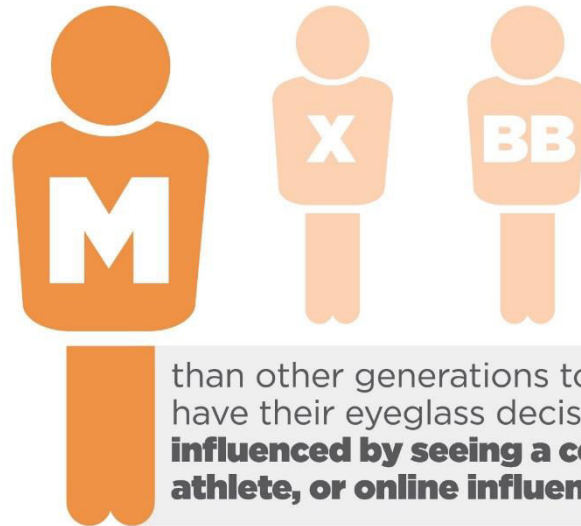
Purple frames
gray lenses



CONNECTING WITH MILLENNIALS

- Online influencers/testimonials
- Interactive experience

Millennials are
NEARLY 3 TIMES MORE LIKELY



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





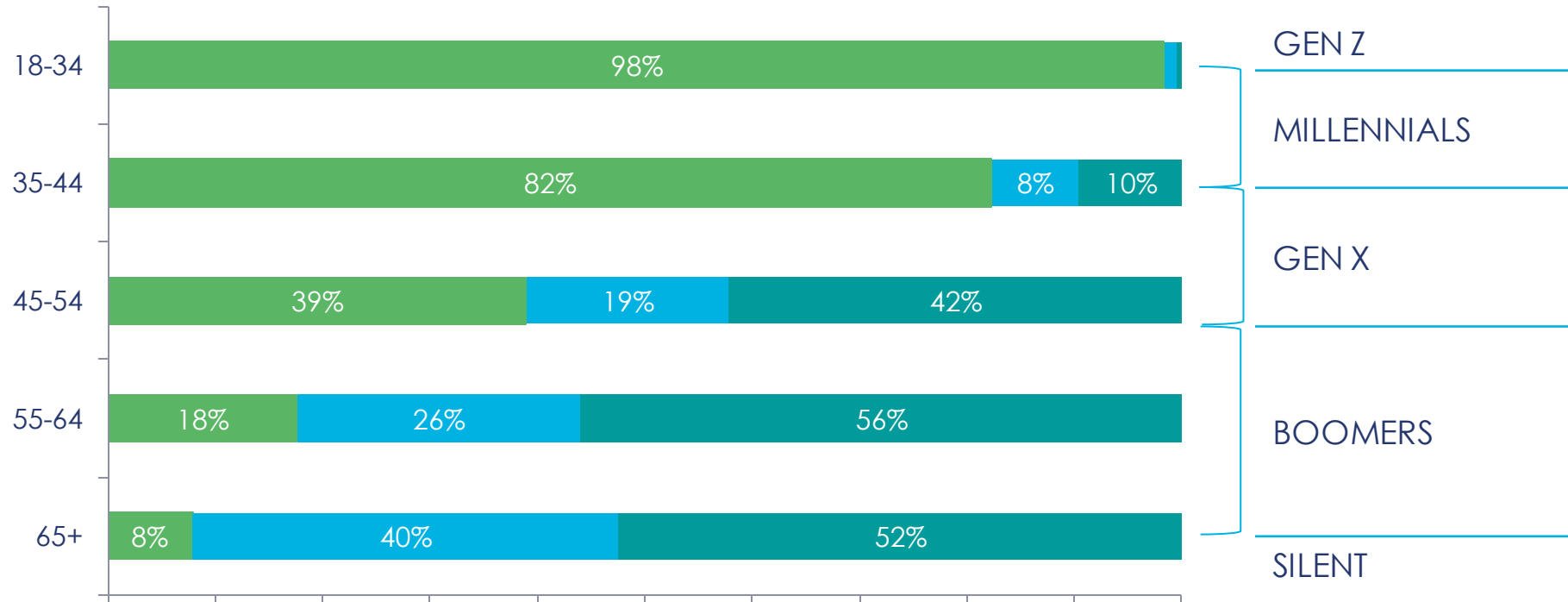
GEN X + BOOMERS

Entering the Multifocal Category

MULTIFOCAL LENSES

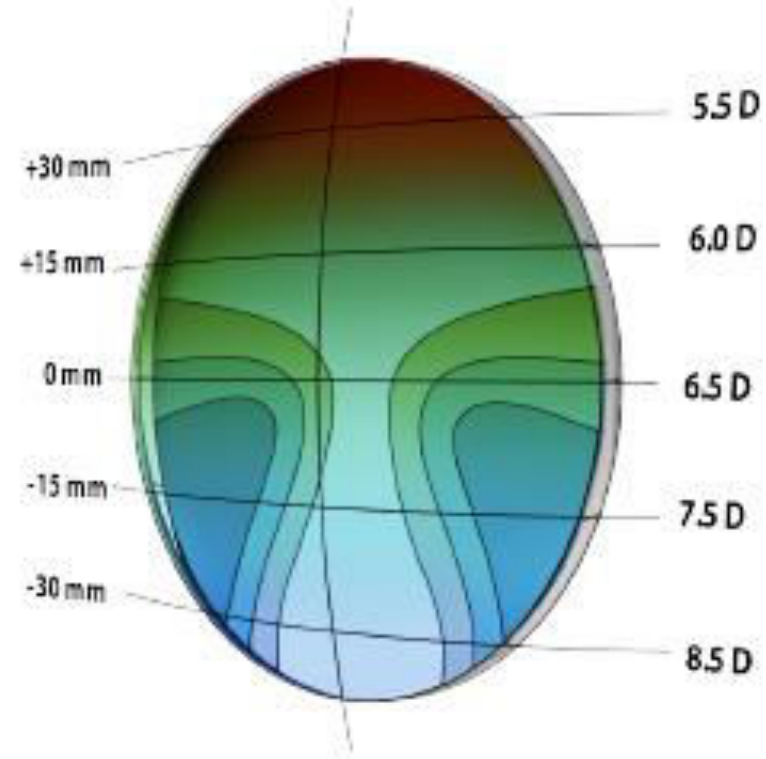
Purchases by design for each age group

■ SV ■ BTF ■ PAL

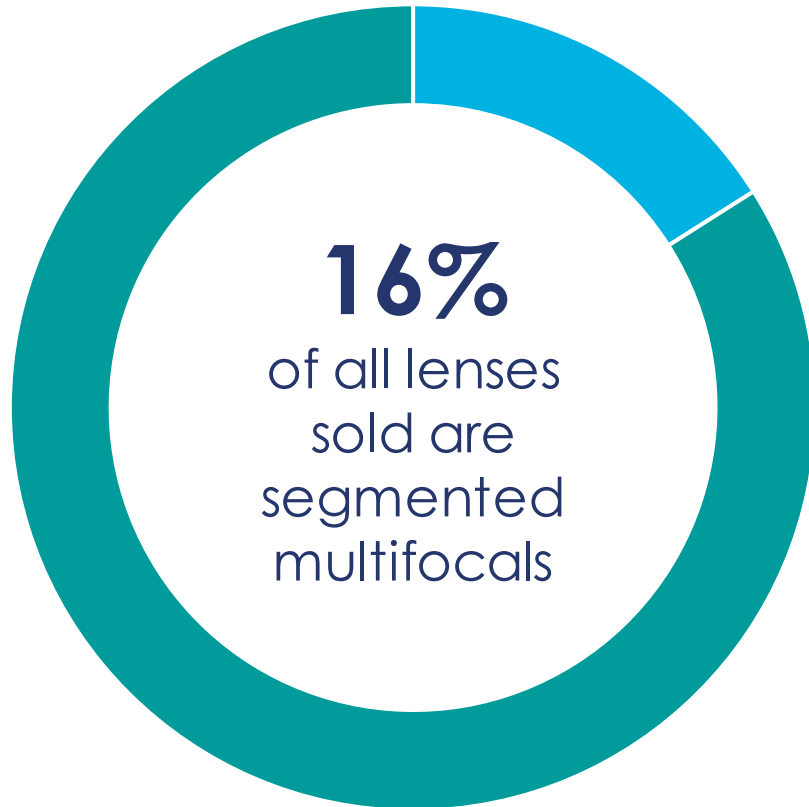


ADVANCEMENTS IN DIGITAL PALS

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



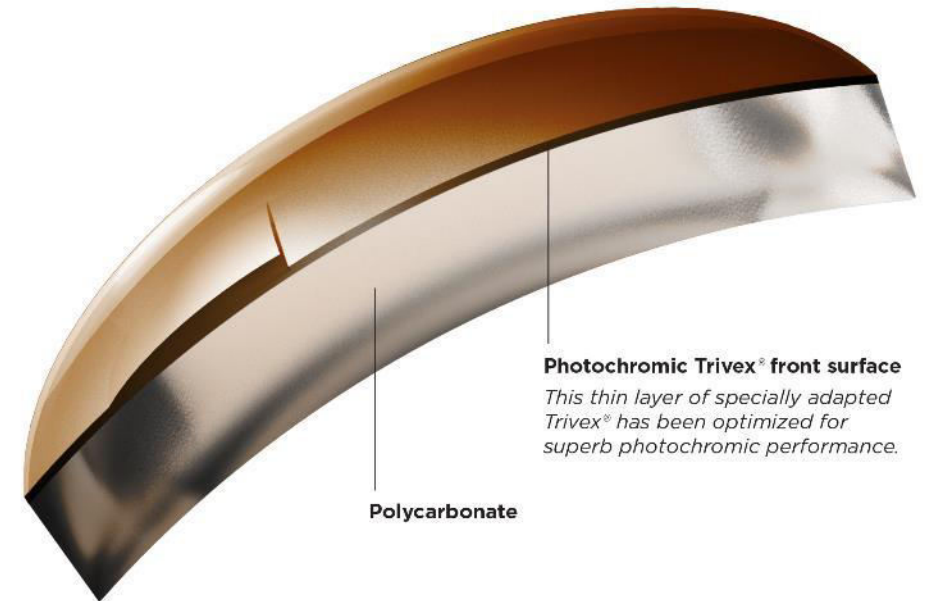
SEGMENTED MULTI-FOCALS



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

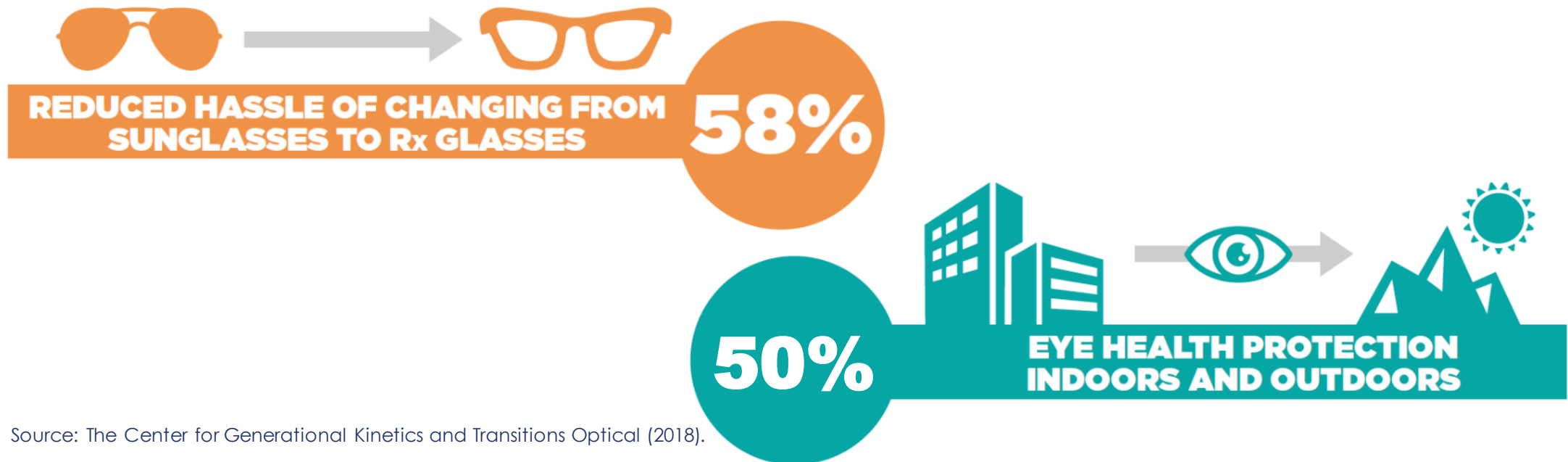
- UVA and UVB protection
- Protection from harmful blue light
- AR coatings
- Photochromics
- Style!

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



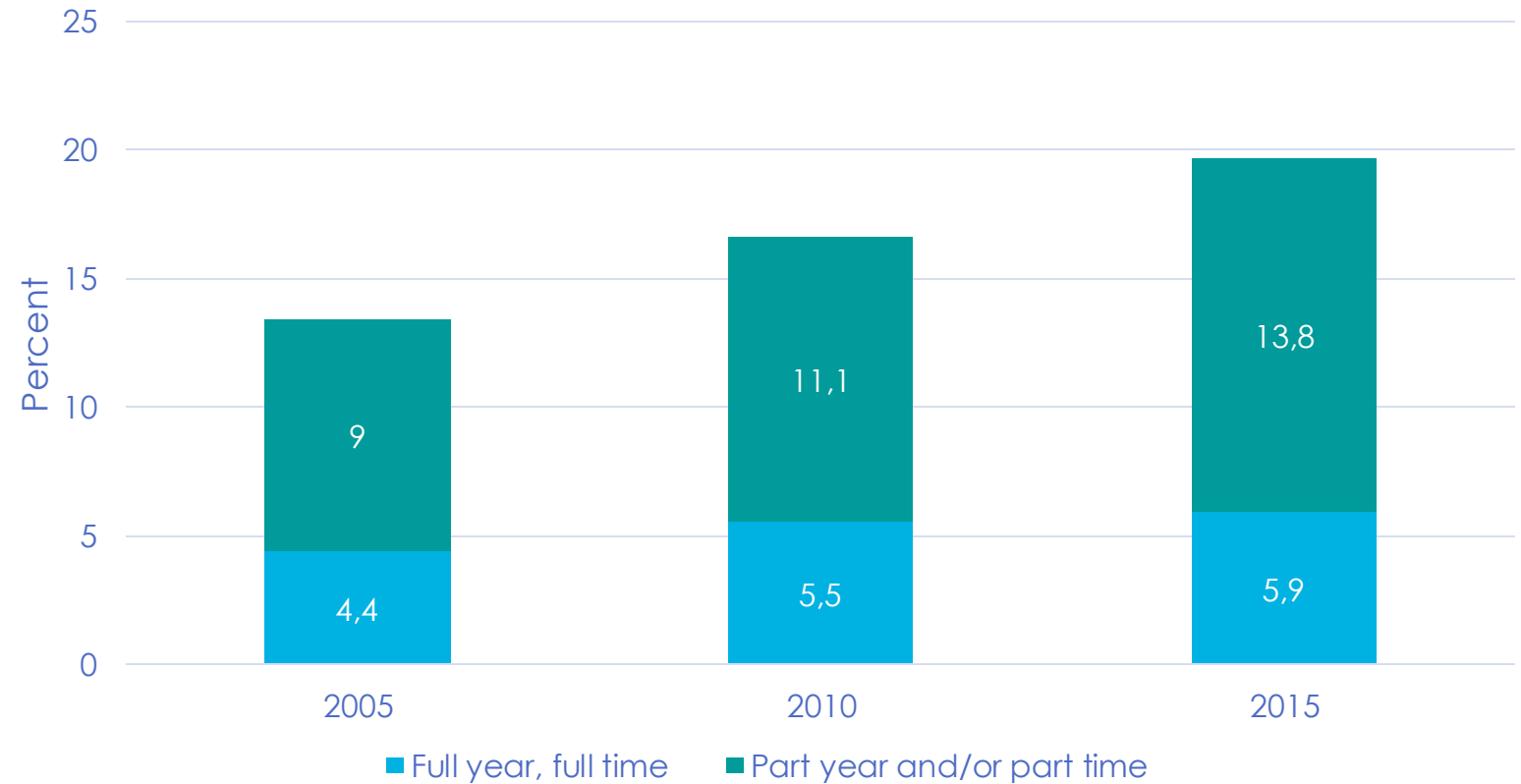
BOOMERS + SILENT GEN

Aging and Vision

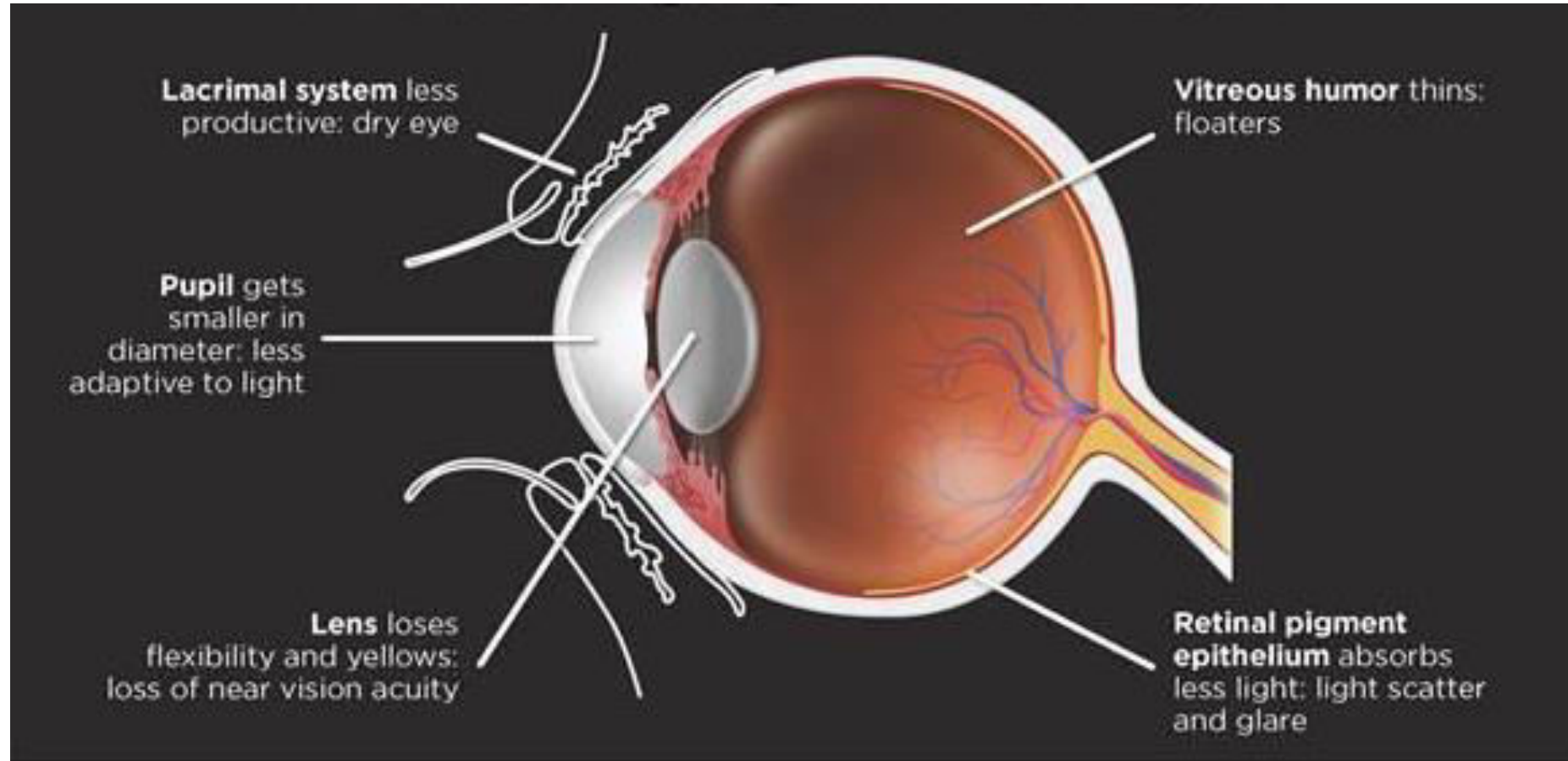


PEOPLE ARE WORKING LONGER

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

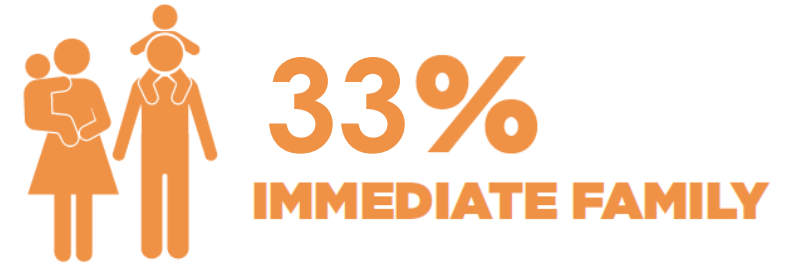
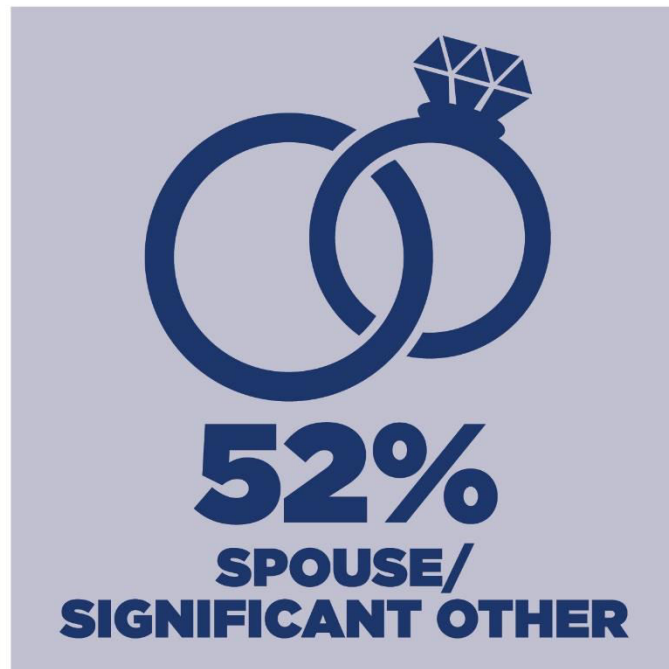
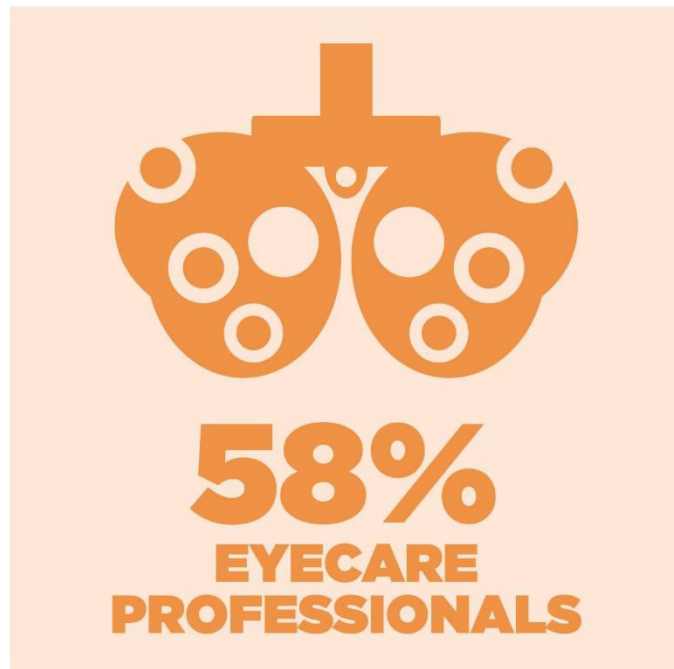
— Eyeglass Selection is not a **SOLO DECISION** —

Guess Who Has the Most Influence on Eyeglass Selection:

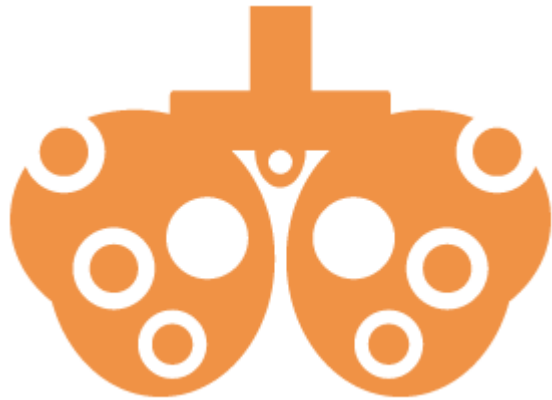
- Spouse/significant other?
- Immediate family?
- Friends?
- Eye care professionals?

— 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

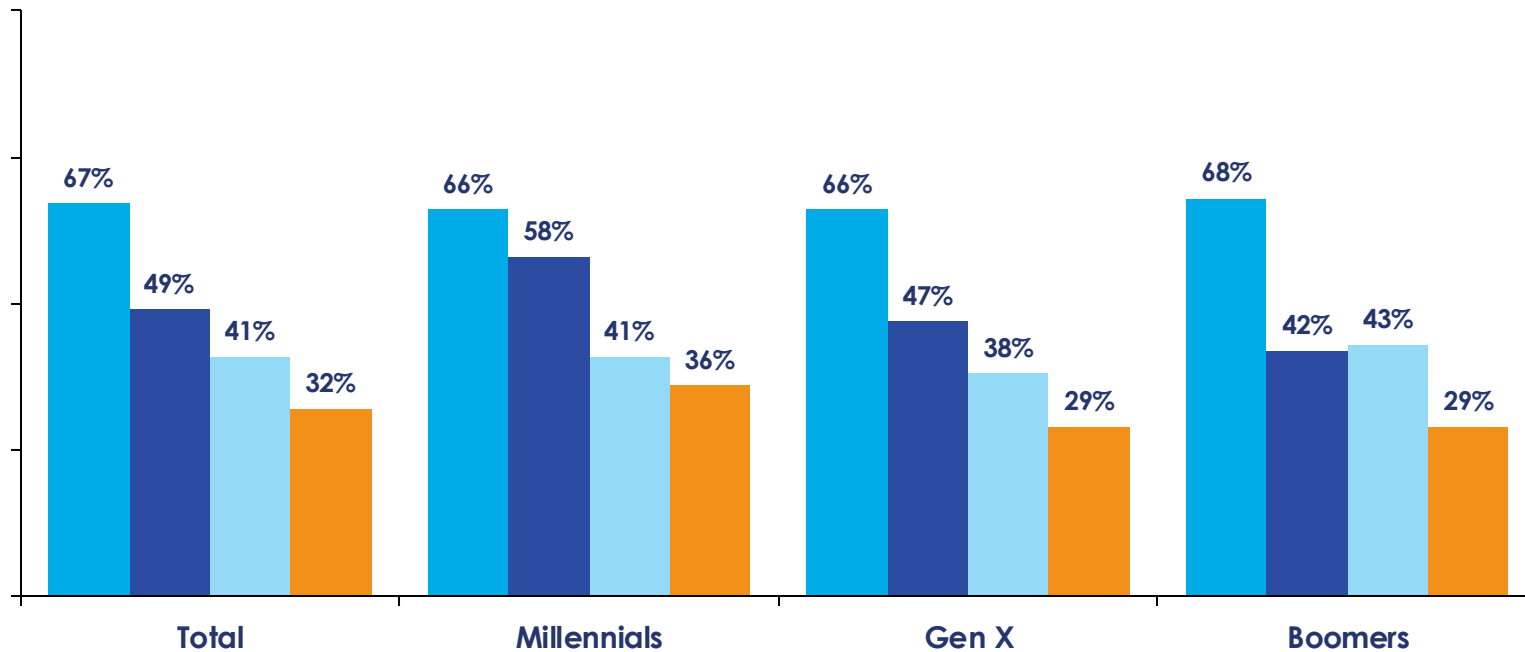


STYLE – don't just talk about frames; include lens colours and features

COST – provide input on what they should spend on why

LENS FEATURES – recommend based on their eye health needs

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



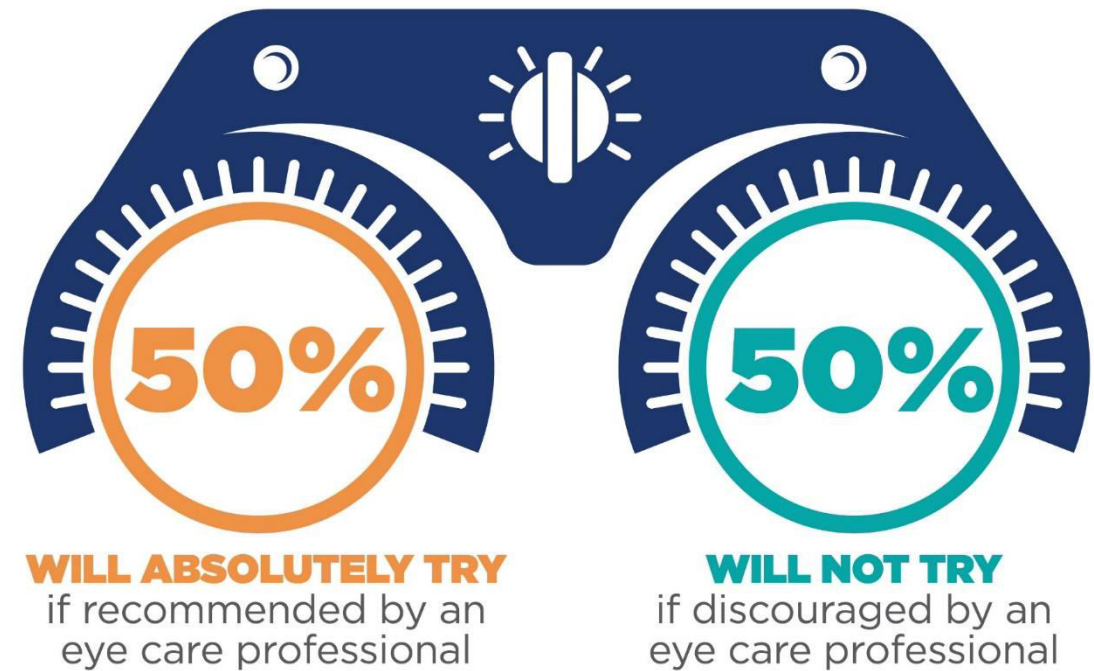
Millennials report much higher input from others regarding cost, lens features, and especially eye health

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

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 driving a car during a sunset. The person is wearing a dark hat and sunglasses, and their long hair is visible. The car's interior, including the rearview mirror and dashboard, is visible. The sun is low on the horizon, creating a warm, golden glow. The text "Thank you!" is overlaid in white on the lower part of the image.

Thank you!