

Transitions™

light intelligent lenses

All Eyes on Kids

Children's eyes are not fully developed to adequately filter UV rays and harmful blue light, making it very important that their eyes are always protected.

Transitions® lenses block 100% of UVA and UVB rays, and reduce painful glare, allowing children to see their best in any light condition. They help filter harmful blue light indoors and especially outdoors. Plus, they're available in shatter and impact resistant materials that are best for children.

Consider This

Digital

Children today are part of the digital generation. Start a conversation with kids and parents about the need for harmful blue light protection from digital devices, but don't forget about protection from the sun (the largest source). They should know that the time their kids spend in front of screens and in the sun can be damaging to their eyes, so protection from harmful blue light is a must.

Sports

Transitions lenses keep up with the active lifestyles of kids. From the classroom and recess to weekend sports activities, *Transitions* lenses provide children's eyes with the protection they need. Just like protective helmets, shin guards and other gear; eyewear protection should be part of the uniform. The right eyewear could prevent 90%¹ of sports-related eye injuries. Recommend *Transitions* lenses in polycarbonate and sports performance frames for a lightweight solution that helps protect from injury, UV and harmful blue light.

Success in School

80% of learning in a child's first 12 years comes through the eyes.² The use of smart boards, online presentations, digital testing methods and the expectation to do most assignments on a tablet or computer are changing the visual needs kids have. Recommend *Transitions* lenses with AR to help protect from harmful blue light and provide significant benefits for their eye health, clear vision and comfort.

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¹ Harrison, A., & Telander, D.G. (2002)
² The Vision Council

Talking to Parents

Be Confident

Be confident **in prescribing the best eyeglass solution.** 66% of parents of children who wear eyeglasses consider the recommendation of the dispenser or eye doctor as an “important” factor.³

Emphasize the Value

With *Transitions* lenses “one pair does it all.” This is especially important since parents are unlikely to purchase sunglasses for their kids. Most parents would not let their kids out in the sun without sunscreen, wouldn't they want to protect their child's eyes as well? The proper eyewear for kids is an investment for their future.

Create a Kids Package

Put together a kids package for your recommendation. There is a template available at [TransitionsPRO.com/kids](https://www.transitionspro.com/kids). With this package, if a child wears their glasses for just one year, the cost to protect their eyes is less than \$1 a day.

Reinforce the Benefits

As a generation that has been brought up on technology, Millennial-aged parents appreciate a product that incorporates the latest innovations. They also appreciate the value of products that offer health benefits – **UV protection and reduced exposure to harmful blue light – and improve comfort** for the wearer, who in this case is their child.

Get Kids Involved!

Communicate

Adjust your communication style to connect with Gen Z. Communicate with them in shorter bursts of “snackable content” – their attention span is only about 8 seconds.

Relate the Message

Use kid-friendly language, like “magic or transformer lenses” and “computer lenses for gaming so screens don't hurt your eyes” to help them relate and see how *Transitions* lenses can be cool and beneficial.

Don't Talk Down

They have their own opinions and have more influence on household purchase decisions than previous generations. Include them throughout the dispensing process.

Feed Their Curiosity

Don't forget to have fun! Seeing the eye doctor can be a daunting experience for children. We are fortunate to have tools to help us create a positive experience and spark their curiosity. Let them activate *Transitions* lenses with a UV flashlight or demo unit to help them see how the technology behind the lenses works.



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³ Vision Council Visionwatch Parent Child Vision Care Report, Jan. 2016