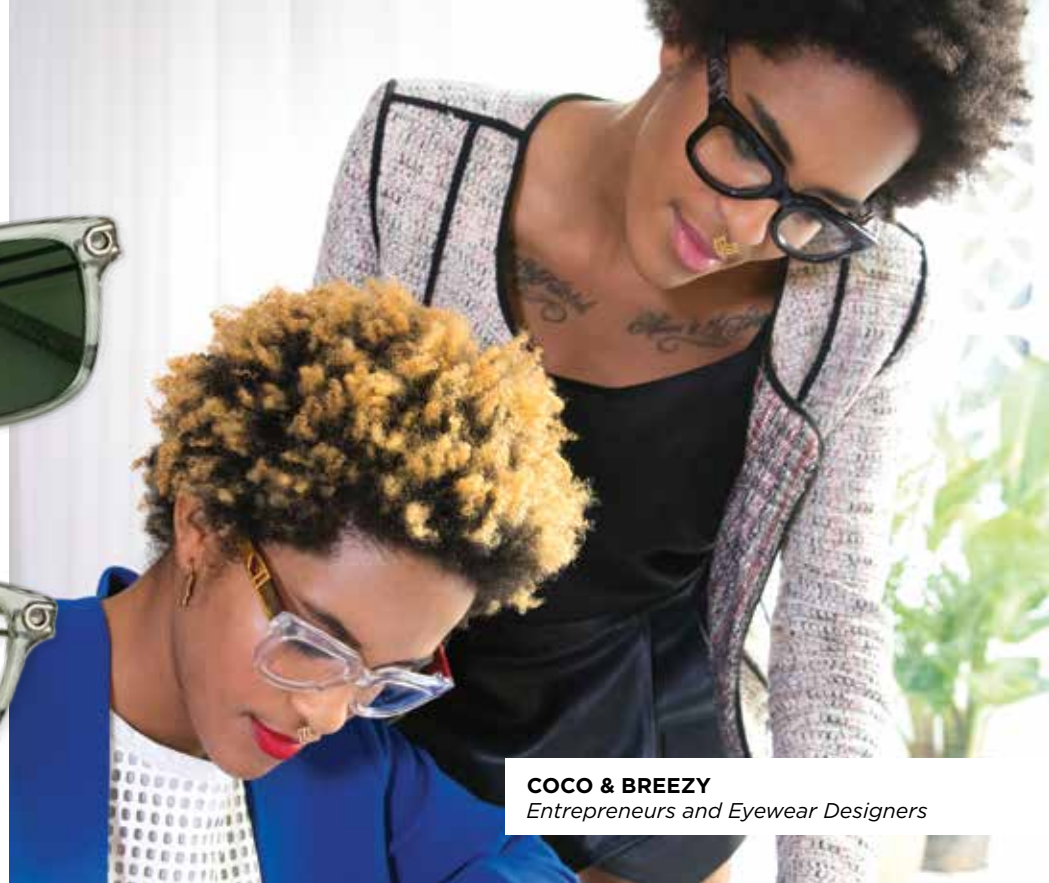




Transitions® Signature® lenses in graphite green - fully activated and unactivated



COCO & BREEZY
Entrepreneurs and Eyewear Designers

FINDING THE STYLE IN LENSES

EYEWEAR IS THE OUTFIT AND THE OUTFIT IS THE ACCESSORY

Frames have always played a big part in the style consideration, but thanks to the colour choices offered by Transitions® lenses, more and more people are pairing a variety of frame shapes, colours and textures with different lens colours to make fashion statements. This season's most popular frames look great with both clear and dark lenses—giving patients stylish options that seamlessly change to a chic sunglasses look outdoors. It's clear that once thought of as purely functional, photochromic lenses, like *Transitions* lenses, are now in-demand by eyeglass wearers looking to complement their personal style.

EYEWEAR TRENDS

FRAME STYLES AND COLOUR TRENDS

Today's frame trends range from classics and vintage to chunky and bold to futuristic and edgy. More and more people are embracing bold pops of colour like blues, pinks and purples.

ENHANCE THE LOOK WITH LENSES

Transitions lenses come in grey, brown and graphite green colour options to amp up the style component of any eyewear look. Be daring with fashion-forward colour options like graphite green lenses in blue frames. Or, go with a bold colour frame like purple and match them with grey lenses. Add brown lenses to a tortoise shell frame and be sure to turn heads.

MERCHANDISING

When thinking about effective store merchandising, tell the whole style story. Create an interactive practice where patients are encouraged to browse and explore—and be sure to make lens options a part of the conversation from the beginning with these resources:

- Digital signage
- Storytelling messaging
- Virtual demos
- UV demo stations
- Eyewear displays with multiple frames and different *Transitions* lens options

4 COMMUNICATING WITH PATIENTS

PRESCRIBE PER LIFESTYLE

Every patient is unique and may be looking for different things out of their next pair of eyeglasses. When the patient is in your chair, talk to them to learn about their lifestyle and personal style. Address their needs and be adaptable to help them find options that combine both fashion and function.

GET SOCIAL

Become a go-to resource for your patients next pair of eyeglasses by connecting with them via your social media channels. Check out the following resources for inspiration:

- Everyday life
- Other optical industry professionals
- Celebrities
- Frame companies/fashion brands

Tell the Transitions® lens story on social media by showing the lenses clear and activated side-by-side. Take your *Transitions* lenses out into the real world and show how they can be styled in everyday situations!

For more information and materials for your practice, visit Transitions.com

Transitions

5 LENSES FOR EVERY STYLE AND LIFESTYLE

THAT FIT YOUR PATIENTS STYLE AND ENHANCE THEIR VISION



Transitions grey

Neutral colour for the most natural vision



Transitions brown

Most contrast and enhanced colours



Transitions graphite green

Natural vision and enhanced contrast

THAT FIT YOUR PATIENTS LIFESTYLE



Transitions® Signature

Fully clear indoors and more reactive to light outdoors

- Available in grey, brown and graphite green



Transitions® XTRActive

Extra protection from light - indoors, outdoors, even in the car

- Available in grey, brown and graphite green



Transitions® Vantage

Polarize as they darken for noticeably crisper, sharper vision

- Available in grey