

MILLENNIAL MINDSET

1 Millennials are the nation's largest and most ethnically diverse population - representing a tremendous opportunity for your practice.

- TRUE
 FALSE

2 Which of the following are true about Millennials (check all that apply):

- MORE LIKELY TO BE EARLY ADOPTERS OF TECHNOLOGY
 INTERESTED IN ACTIVITIES THAT WILL BRING THEM TOGETHER
 ARE HANDS-ON AND WANT TO BE INFORMED
 WANT THEIR EYEWEAR TO BE PERSONALIZED

3 When it comes to eyewear, having "more choices" is important to Millennials.

- TRUE
 FALSE

4 Transitions® lenses help filter harmful _____ light indoors and especially outdoors - an important consideration for Millennials, who are heavy users of digital devices, but don't know the _____ is the largest source.



APPLY WHAT YOU HAVE LEARNED

DID YOU KNOW?

When Millennials are selecting eyewear, they care most about "what looks good?" Other priorities include "which provides the clearest vision" and "a good price."

Talk to your Millennial customers about the benefits of *Transitions* lenses and how they can fit their personal style.

With a range of colors and lens options that complement today's stylish frames, show them why trendsetters choose *Transitions* lenses to help protect their eyes and bring out the best in everything they see.

LEARN MORE AT [TRANSITIONS.COM/DISCOVER](https://www.transitions.com/discover)

ANSWERS

- 1 TRUE - THEY ARE MORE LIKELY TO BE EARLY ADOPTERS OF THE LATEST TECHNOLOGY AND TRENDS, EVEN IN EYEWEAR 2 ALL APPLY
3 TRUE - TRANSITIONS LENSES COME IN DIFFERENT COLORS TO MATCH THEIR PERSONAL STYLE 4 BLUE, SUN