

TRANSITIONS® SIGNATURE® VII LENSES

- ① *Transitions Signature VII lenses are*
- FULLY CLEAR INDOORS
 - THE FASTEST TRANSITIONS® LENS
 - RESPONSIVE TO INDIRECT LIGHT
 - LENSES THAT HELP PROTECT FROM UV RADIATION AND BLUE LIGHT

- ② *Transitions Signature VII lenses are useful in a wide range of situations.*

They are more responsive to _____ light and they are even darker than before on _____ days.

- ③ *Transitions Signature VII lenses are possible due to the groundbreaking technology: Chromea7™ technology.*

- TRUE
- FALSE

- ④ *Transitions Signature VII lenses are preferred by:*

- A _____
- B _____
- C _____
- D _____



APPLY WHAT YOU HAVE LEARNED

Talk to your customers about their work and hobbies so that you can determine the lens options that best fit their lifestyle needs. If your customers answer “yes” to any of the following questions, recommend *Transitions Signature VII* lenses to them.

DO YOU SPEND A LOT OF TIME GOING FROM INDOORS TO OUTDOORS FOR EITHER WORK OR FUN?

DO YOU FIND YOURSELF SQUINTING IN THE SUN BECAUSE YOU DON'T HAVE YOUR SUNGLASSES?

DO YOU WANT YOUR EYEGGLASS LENSES TO BE FULLY CLEAR INDOORS?

Tell them “*Transitions Signature* lenses are fully clear indoors. They immediately begin to darken when you step outside. With the latest photochromic technology, they are more reactive to sunlight. And they are fast to fade back when you step inside.”

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

ANSWERS

- ① ALL APPLY
- ② INDIRECT, HOT
- ③ TRUE – THIS EXCLUSIVE DYE FORMULATION ALLOWS THE LENSES TO BE MORE REACTIVE TO INDIRECT AND REFLECTED SUNLIGHT
- ④ CLEAR LENS WEARERS, THOSE WHO MOVE FROM INDOORS TO OUTDOORS THROUGHOUT THE DAY, THOSE WHO LIKE VISUAL COMFORT OUTSIDE, PEOPLE WHO PREFER FULLY CLEAR LENSES INDOORS.