

Transitions®
color
touch™

**FEEL GOOD AND LOOK GOOD
IN ANY LIGHT**



Personalize your lens



Subtle tint for eye comfort



Ultra-responsive to light



Ultimate light protection¹



Sunlens dark outdoors

**CREATE A MEMORABLE
EXPERIENCE FOR YOUR
PATIENTS**

Thanks to Transitions® Color Match™, you can easily demonstrate how Transitions® Color Touch™ effects and colors look. Show patients how to play and pair with any frame to engage them with this personalized lens selection journey to find their perfect match.



TRANSITIONS® COLOR MATCH™ OFFICIAL

1. Block 100% UVA & UVB rays, darken outdoors and filter 26-51% of blue violet light indoors and 78-93% outdoors across colors tests done on CR39 lenses. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018). May not be suitable for low light conditions.

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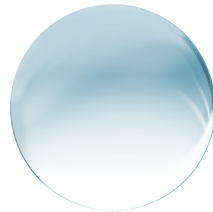
Discover what Transitions® Color Touch™ lens looks like
at unactivated state

GRADIENT

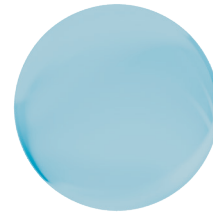
WASHED



RUBY



SAPPHIRE



EMERALD



AMETHYST



AMBER



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**ULTRA DYNAMIC LENS,
ALWAYS-ON TOUCH OF COLOR**





THE POWER OF COLOR

Transitions® GEN S™ steps in as the new lens standard, going beyond the ordinary and offering dynamic, fantastic, and a lovewear experience that follows the ever-changing rhythm of life.

GEN Speed™ – Ultra-responsive to light

GEN Smart™ – Effortless vision experience

GEN Style™ – Spectacular color palette

Get ready to experience the beauty of Transitions® most vibrant colors* all day long.

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**ULTRA DYNAMIC LENS,
ALWAYS-ON TOUCH OF COLOR**

Introducing Transitions® Color Touch™: the next chapter in this color journey, bringing wearers brand new always-on subtle tints that transform eyewear into the ultimate fashion statement.

*May not be suitable for low light conditions.

Transitions®
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TOUCH

NEW ALWAYS-ON TOUCH OF COLOR

Transitions® Color Touch™ is available in 5 dazzling colors inspired by Transitions® GEN S™ and 2 amazing effects: Gradient and washed. The subtle tint at unactivated state is designed for everyday wear².



RUBY SAPPHIRE EMERALD AMETHYST AMBER



ULTIMATE SELF-EXPRESSION

Choose your preferred lens color and effect, combine it with your favorite frame to create an eyewear that is as unique as you.



² May not be suitable for low light conditions. Persol frame with the Transitions® Color Touch™ Amethyst lenses from gradient to mid tint to light dark.

Transitions®
color
TOUCH

LIKE A COCOON FOR YOUR EYES SUBTLE TINT FOR EYE COMFORT

Transitions® Color Touch™ provides your eyes with a soft sensation throughout the day and has an always-on tint for superior light protection:

- ✓ Filters up to 51% blue-violet light indoors & up to 93% outdoors³
- ✓ Blocks 100% UVA & UVB rays

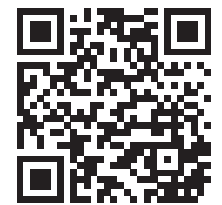
ULTRA-RESPONSIVE TO LIGHT

Transitions® Color Touch™ seamlessly adapt to changing light for effortless vision through life.

- ✓ Ultra-responsive to light
- ✓ Fast to activate to sunlens dark
- ✓ Fast to fade back to subtle tint

83% OF 18 TO 35 YEAR OLD EYEGLASS WEARERS AGREED THAT THEY WANT THEIR EYEWEAR TO BE BOTH FUN AND FUNCTIONAL⁴

SCAN TO LEARN MORE!



³ For CR39 lenses. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018). ⁴ Transitions Optical Consumer Sentiment and Behavior, U.S., Q4 2024, independent panelist, N=1,095 eye wearers (n=335 age 18-34), totally/somewhat agree.