

Transitions®

color
t O U C H™

FREQUENTLY
ASKED QUESTIONS



NEW ALWAYS-ON TOUCH OF COLOR

O1 What are Transitions® Color Touch™ lenses?

Transitions® Color Touch™ is the newest ultra-dynamic lens from Transitions® with an always-on touch of color.

Transitions® innovation shatters the barriers of traditional lenses and comes as a continuation of Transitions® GEN S™ to push the boundaries of self-expression even further in a new era for prescription lenses. It was carefully crafted with wearers' desires at heart.

Transitions® Color Touch™ lenses offer wearers the possibility to enjoy the color they love all day long! Displaying either a gradient or a washed subtle tint when unactivated, the lens uses our most advanced technology to absorb energy from the sun, activating and fading back rapidly to offer a comfortable vision experience and superior light protection¹.

O2 Are Transitions® Color Touch™ lenses for all patients?

Yes! Transitions® Color Touch™ lenses are designed to suit all patients regardless of age, gender, lifestyle, or previous lens experience. They combine fashion and function, redefining what eyewear has meant so far. Whether someone is new to Transitions® or a long-time wearer, these lenses offer a stylish and personalized way to enhance everyday² prescription glasses.

Transitions® Color Touch™ lenses feature a subtle gradient or washed tint when unactivated that is discreet indoors. This subtle tint indoors preserves natural color perception³ while providing a comfortable visual experience and superior light protection filtering up to 51% of blue-violet light indoors⁴. Transitions® Color Touch™ lenses are ideal for screen use, ensuring accurate color perception without distortion³.

In addition to delivering dynamic performance, Transitions® Color Touch™ serves as a powerful tool for self-expression perfectly aligned with a cross-generational trend*. In fact, it resonates strongly with the growing macro trend of individuality and personal style.

How?

Gen Z (37%): Craving personalization, Gen Z can choose from 5 colors and 2 effects, allowing them to express their uniqueness confidently through eyewear.

Millennials (35%): With 10 beautiful subtle indoor tints, Millennials can play between timeless classics and bold statements, finding the perfect match for their lifestyle.

Gen X (25%): The adaptive tint transitions smoothly from subtle indoor shades to sun-dark outdoor tones, helping Gen X keep their look fresh all day—at work or in personal life.

Boomers (19%): The subtle indoor tint adds a touch of originality and fun to a daily necessity, aligning with Boomers' desire for stylish self-expression while maintaining comfort and protection¹.

GRADIENT VS. WASHED

03 What is the difference between Gradient & Washed effect?

Transitions® Color Touch™ is available in 5 dazzling colors inspired by Transitions® GEN S (Sapphire, Amethyst, Ruby, Amber & Emerald) and 2 stunning effects: Gradient or Washed.

- Gradient lenses have a tint that gradually changes from tinted on top to clear at the bottom. Our gradient is designed to cover 2/3 of the frame surface when mounted — only the bottom 1/3 is clear.
- Washed lenses feature a consistent tint across the entire lens surface.

When adapting to different light conditions, both Transitions® Color Touch™ lens effects darken entirely to a full category 3 tint⁵. The darkness intensity and vibrancy evolve throughout the day as light conditions change, but the color always remains radiant and beautiful.

04 When should I recommend Gradient vs. Washed ?

It is recommended to present both Gradient and Washed effects to the patient when recommending Transitions® Color Touch™, and to let them try both on to see how each complements your patient's natural features.

You want to guide your patient through the infinite pairing options by helping them understand their lifestyle and personal style. Gradient lenses are perfect to create a sophisticated, timeless, and elegant look, while Washed lenses are ideal for a more modern and trendier look. Don't let yourself or your patient feel obliged to always follow these recommendations, the purpose of Transitions® Color Touch™ remains to empower wearers to have fun with their eyewear and express their unique selves.

These lenses shouldn't limit but instead widen the opportunities to express themselves.

PRODUCT PERFORMANCES

05 What technology does Transitions® Color Touch™ use?

Transitions® Color Touch™ uses the most advanced Transitions® technology. Its components are specially conceived to interact seamlessly together and provide consumers with a high-efficiency lens that absorbs energy from light quicker, reaches category 3 sun lens darkness when fully activated⁵ with a fast activation and fade back speed.

06

What are Transitions® Color Touch™ lenses transmission indoors and outdoors?

Transitions® Color Touch™ lenses are a category 1 subtle tint both in Gradient and Washed effect. When fully activated the lenses achieves category 3.

07

Do Transitions® Color Touch™ lenses change color in different light conditions?

Transitions® Color Touch™ lenses adapt to different light conditions: they darken quickly to sun-lens darkness and fade back to the initial subtle tint. The lenses' darkness intensity and vibrancy adapt throughout the day, but the color will always be radiant.

08

How much time does it take for Transitions® Color Touch™ to activate and fade back?

Transitions® Color Touch™ lenses are fast to activate to sun-lens darkness and fast to return to a subtle tint.

09

Do Transitions® Color Touch™ lenses block UV rays and filter blue-violet light?

Yes, Transitions® Color Touch™ lenses block 100% of UVA and UVB light rays and filter up to 51% of blue-violet light indoors and up to 93% outdoors¹.

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Are Transitions® Color Touch™ lenses polarized?

No, Transitions® Color Touch™ lenses are not polarized.

PRODUCT BENEFITS

11 What are the main benefits of Transitions® Color Touch™ ?

Transitions® Color Touch™ lenses provide significant benefits beyond those of a standard light-responsive lens:

Available in 5 colors: Amber, Emerald, Sapphire, Ruby, and Amethyst, and 2 effects: Gradient & Washed.

Soft tints have been designed to be radiant with no trade-off on vision experience. Additionally, every lens color evolves across activations, thus delivering thousands of stunning mid-tints.

Transitions® Color Touch™ offers wearers infinite possibilities to personalize their look, giving them the opportunity to explore their creativity, to make a complete pair that complements or elevates their style and allows them to express their uniqueness through their eyewear.

Ultimate light protection¹ with superior light protection thanks to our subtle always-on tint indoors⁶. Transitions® Color Touch™ helps modulate light, guaranteeing a soft sensation for your eyes throughout the day and grants wearers an effortless vision experience in all light.

Transitions® Color Touch™ lenses offer wearers infinite possibilities to personalize their look, giving them the opportunity to explore their creativity, to make a complete pair that complements or elevates their style and allows them to express their uniqueness through their eyewear.

HOW TO GET A “YES”

12 What is the best way to demonstrate Transitions® Color Touch™ lenses to my patients?

Transitions® Color Touch™ has been designed for everyday use², and it's important for wearers to visualize themselves wearing it daily. Unlike Transitions® GEN S, Transitions® Color Touch™ is slightly tinted indoors. Our recommendation is to use the pairing tool to let wearers try different colors and effects so that they can pick the one that best enhances their natural features and personal style.

To showcase the endless pairing possibilities made possible by Transitions® Color Touch™ color palette and effects, we recommend using the new Transitions® Color Match digital tool, which helps wearers visualize their chosen selection. Engage them in this lens selection journey that will help them find their perfect match.

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How can I introduce transitions® color touch™ to patients?

Transitions® color touch™ is the first ultra dynamic lens with an always-on touch of color. They adapt to different lifestyles, bringing a comfortable vision experience and making everyday² life more colorful.

For clear lens wearers

Ask, “Do you find yourself squinting, tearing, or shading your eyes from bothersome and harsh light?” “Are you looking for a lens that feels good on your eyes but also looks good on you?”

- Use the Transitions® light sensitivity quiz: [transitions.com/quiz-iframe/](https://www.transitions.com/quiz-iframe/)
- Share that Transitions® GEN S lenses are the perfect everyday lenses. And if they want to make their eyeglasses extra stylish, the same technology exists in subtle Gradient & Washed tints.

For other photochromic lens wearers

- Ask, “What would you improve about your current lenses?”

- Share that Transitions® Color Touch™ lenses use our most advanced Transitions® technology, which optimizes light-reactivity when activating and fading back, without compromising on exceptional darkness nor on ultimate light protection¹ both combined with an always-on color for an extra stylish look, all day, every day.

For existing Transitions® GEN S lens wearers

Ask, “Are you interested in creating a more personalized and stylish version of your current lenses?”

- Share that Transitions® Color Touch™ lenses are the new edition of the lenses they already love. With an always-on color, they can now make their eyeglasses extra stylish and benefit from additional advantages: ultimate light protection¹ and an effortless vision experience in all light.

USAGE & AVAILABILITY

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Can I safely recommend Transitions® Color Touch™ to my patients?

Transitions® Color Touch™ lenses work in all light conditions; like all tinted lenses, Transitions® Color Touch™ may not be suitable for very low-light conditions.

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Can Transitions® Color Touch™ lenses be paired with any frame?

Yes, Transitions® Color Touch™ lenses can be paired with any frame!

They are available in 5 colors (Emerald, Sapphire, Amber, Amethyst & Ruby) and in 2 tinted effects (Gradient or Washed).

This wide range of options was carefully designed to offer wearers infinite personalization possibilities. Wearers can pick and choose to create flawless pairings to express themselves through their eyewear.

To ensure a stunning rendering, we do make recommendations to best pair frames and lenses; for example, choosing larger monochromatic frames with Gradient lenses. Don't forget to follow our guidelines when mounting them.

TRANSITIONS® PORTFOLIO

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How does Transitions® Color Touch™ fit into the Transitions® portfolio with Transitions® GEN S, Transitions® XTRActive New Generation, Transitions® XTRActive Polarized, and Transitions® Drivewear?

Transitions® GEN S™ set a new standard for prescription lenses beyond static clear, delivering faster responsiveness to light, an effortless vision experience, and a stunning color palette. The success of the Transitions® color palette is a game changer. Transitions® Color Touch™ is the next chapter in this color journey, offering wearers brand-new always-on subtle tints that transform eyewear into the ultimate fashion statement. Like Transitions® GEN S™, Transitions® Color Touch™ lenses are meant for everyday² use.

For light-sensitive patients or patients who desire high-temperature performance or extra darkness outdoors, Transitions® XTRActive® lenses are an ideal choice as they provide extra light protection⁸, even in the car. They are uniquely designed to protect your eyes from the brightest sun outdoors and harsh artificial light indoors.

Transitions® XTRActive® Polarized lenses are specifically designed for wearers who are very sensitive to light and frequently exposed to very bright light and reflective glare. Combining the benefits of dynamic light and dynamic polarization, they provide extra light protection in any light conditions while delivering sharper vision, vivid colours and a wide field of view outdoors.⁹

Transitions® Drivewear lenses are the only polarized sun lenses for driving with color and light adaptation. They are the ideal solution for wearers who want lenses specifically crafted for their outdoor activities and driving habits. They can quickly adapt to different light situations and can also protect the eyes from outdoor glare, which can vary greatly as the day progresses and conditions change.

LEARN MORE

17 How much would a pair of Transitions® Color Touch™ cost? Would there be a price increase compared to Transitions® GEN S™?

Transitions® Color Touch™ lenses are the result of rigorous and relentless research efforts to conceptualize a high-quality product with innovative technology, vibrant colors, and beautiful effects.

Due to this massive investment, Transitions Optical increased the price slightly to lens suppliers. Your preferred supplier can provide pricing details.

18 What is the difference with other players?

With Transitions® Color Touch™, Transitions® introduce a new category of lenses that go from a subtle tint to dark for everyday² use, combining style, eye comfort, and ultimate light protection¹. While other brands offer light-to-dark photochromic products as a second pair; designed primarily for outdoor fashion use, Transitions® stands out by offering a unique solution aimed at converting clear-lens wearers and fashion-oriented enthusiasts.

- **High performance:**
Transitions® Color Touch™ uses Transitions®' most advanced technology. With an always-on subtle tint, these lenses adapt effortlessly to all light conditions, offering a comfortable vision experience and light protection¹.
- **Distinct positioning:**
This offer focuses on style and personalization thanks to fashion-forward colors and effects; as well as versatility thanks to a subtle tint, an ideal fit for everyday² usage to target consumers who value both function and style.
- **Broader appeal:**
Unlike standard fashion tints or static sunglasses, Transitions® lenses merge aesthetic trends with dynamic, science-backed performance and adaptability, setting us apart from both direct and indirect competitors.

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)

2. May not be suitable for low light conditions

3. General Color Fidelity Index (RI) was tested across all 5 colors (washed effect) according to CIE 224:2017 (1) and IES TM-30-15 (2).

4. For CR39 lenses. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018)

5. For CR39 lenses across colors achieving 18% transmission @ 23°C.

6. 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)

7. The darkest in hot temperatures & in the car, blocking 100% UVA & UVB and offering the best overall blue-violet light filtration across light situations* among clear to extra dark photochromic lenses. *Filtering blue-violet light (between 400 and 455nm ISO TR 20772:2018) among grey lenses with a premium anti-reflective coating: filtering (i) up to 45% indoors at 23°C, (ii) up to 64% behind the windscreen (iii) up to 86% outdoors at 23°C and (iv) up to 83% outdoors at 35°C.

8. EcoOptics Limited - Prof. Nicholas Roberts. Quantitative study evaluating the visual benefits of the polarisation properties of lenses compared to similar non-polarised lenses, 2019/2020.

