



Transitions®
Gen•S™

FREQUENTLY
ASKED
QUESTIONS

LIGHT REACTIVE LENSES

01

What are Transitions® GEN S™ lenses ?

Transitions® GEN S™ provides wearers with significant benefits.

GEN SPEED™

→ **Transitions® GEN S™, allows you to embrace light in harmony with your life.**

Transitions® GEN S™ is the fastest dark lens¹ in the clear to dark photochromic category. Its light adaptability is unprecedented for a Transitions® lens: activating in 25 seconds² and fading back in less than 2 minutes³.

GEN STYLE™

→ **Transitions® GEN S™ allows you to express yourself with endless pairing possibilities.**

Transitions® GEN S™ is available in 8 beautiful colors : amber, green graphite, gray, brown, sapphire, emerald, amethyst, and a brand-new color: ruby. Transitions® GEN S™ offers more vibrant colors with ultimate light protection⁴. Additionally, every lens color stays true to tone across activation, thus delivering thousands of stunning mid-tints. Transitions® GEN S™ offers endless pairing possibilities. It is compatible with any frame, thus giving wearers the creativity to make a complete pair that will compliment or even up their style.

GEN SMART™

→ **Transitions® GEN S™ provides the wearers an elevated visual experience in all light conditions.**

Transitions® GEN S™ adapts to the speed of life, so whether it's dark or bright, indoors, or outdoors, it all becomes by essence, seamless and smooth. In fact, 88% of wearers agreed that Transitions® GEN S™ lenses adapted so fast to changes in light that they don't or barely notice the changes^{*5}

→ **Transitions® GEN S™ offers ultimate light protection.**

When fully darkened, Transitions® GEN S™ lenses are category 3 sun lenses, blocking 100% UVA & UVB rays and filtering up to 85% of blue-violet light⁴ outdoors. When clear, Transitions® GEN S™ filters up to 32% of blue-violet light indoors.

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 2. For grey polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 3. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 4. Block 100% UVA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses. 5. Source: Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents.



02

Are Transitions® GEN S™ lenses for all my patients?

Yes! Transitions® GEN S™ is a lens that is suited to all your patients, of age, gender, lifestyle, or previous lens experience. Transitions® GEN S™ has reached a performance level that redefines what eyewear has meant so far. This is a great product to recommend to all your patients including those who have never worn Transitions before.

PRODUCT PERFORMANCES

03

Are Transitions® GEN S™ lenses clear indoors?

Yes, Transitions® GEN S™ are fully clear indoors. The lenses are category O when unactivated and filter up to 32% of blue-violet light.¹

04

How much time does it take for Transitions® GEN S™ to get back to clear?

Transitions® GEN S™ lenses are ultra responsive to light, activating in seconds and fading back in less than 2 minutes.²

05

What protection does Transitions® GEN S™ offer?

Transitions® GEN S™ offers wearers the ultimate light protection. The lenses darken outdoors reaching category 3 across all colors, they block 100% of UVA and UVB rays and filter up to 32% of blue-violet light¹ when clear indoors and up to 85% when fully activated.¹

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) 2. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C

06

Does Transitions® GEN S™ maintain photochromic performance over the lifetime of a standard prescription?

Transitions® GEN S™ provides long-lasting photochromic performance over time. Overall, Transitions® GEN S™ offers optimal performance and consistency across all colors.

07

How fast does Transitions® GEN S™ achieve full darkness?

Transitions® GEN S™ is ultra-responsive to light, fully activating in 25 seconds¹. All colors reach category 3 levels of darkness², achieving the same darkness levels as a sun lens.

BENEFITS

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What are prescription lens wearers' feedback on Transitions® GEN S™ ?

In 2023, Transitions Optical conducted a study where wearers experienced Transitions® GEN S™ lenses. As a result of this study, we can confidently say that Transitions® GEN S™ represents a real shift in wearers perception of dynamic lenses.

GEN SPEED™

→ Wearers perceived the responsiveness of the lenses to light. In fact, 88% of wearers agreed that the lenses adapted so fast to light that they didn't or barely noticed the change³.

GEN STYLE™

→ These lenses are embraced by wearers for their style and their appeal, with 95% of wearers agreeing that the ability to complement their frames with a choice of Transitions® GEN S™ colors make eyeglasses more fun and stylish⁴.

→ The aesthetic appeal of Transitions® GEN S™ was evident, with 87% of wearers agreeing they liked the way they looked when wearing Transitions® GEN S™ lenses⁵.

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

1. For grey polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 2.For polycarbonate & CR39 lenses across colors achieving 18% transmission @23°C. 3. Source: Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents. 3. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™ and Ray Ban frames, 133 respondents. 4.Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™ and Ray Ban frames, 133 respondents 5. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 135 respondents.

GEN SMART™

→ Wearers also appreciated how Transitions® GEN S™ seamlessly supports natural vision, with 91% agreeing vision felt natural in all light conditions¹.

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What are light reactive lenses ?

When indoors, Transitions® GEN S™ lenses are fully clear. When outdoors, Transitions® GEN S™ adapts to different light conditions; the color changes according to light exposure, but the consistency is maintained. The darkness intensity evolves depending on UV exposure and temperature.

TECHNOLOGY

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What is advanced symbiotic technology?

Transitions® GEN S™ uses advanced symbiotic technology. The design mimics a natural ecosystem, with carefully considered dyes & matrix to give maximum performance. Components are specially conceived to seamlessly interact together.

This reengineered matrix architecture is a new molecular structure designed to create the right balance between soft and hard spaces. The dyes associated with the matrix offer better clarity indoors with more vibrant and richer colors, whilst maintaining the level of darkness required for category 3.

Overall, the technology provides patients with a high-efficiency lens that absorbs energy from light quicker, activate and fade back faster while offering exceptional darkness.

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What are Transitions® GEN S™ super-charged dyes ?

Dyes are molecules navigating in the matrix. We reworked Transitions® GEN S™ dyes to be able to absorb more energy, improving kinetics inside the matrix and increasing the color vibrancy to achieve the right balance between color & performance.

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents.

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What is Transitions® GEN S™ new matrix architecture ?

A matrix is the chemical structure containing the dyes. Our new matrix features the perfect balance of soft and hard spaces: soft spaces provide flexibility for our supercharged dyes to activate and fade back freely, and hard spaces offer structural integrity and robustness, giving the necessary support to maintain lens durability for everyday use.

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How did Transitions® manage to reach this level of performance ?

With more than 34 years of photochromic expertise, Transitions Optical is a pioneer in photochromic lenses. Transitions® GEN S™ is the result of 5 years of research & development efforts with more than 100,000 lenses tested to reach the advanced symbiotic technology we have today where dyes and matrix are specifically designed to seamlessly interact with one another, embracing the synergy of speed, darkness and color without sacrificing any other performance aspect.

HOW TO GET A YES

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How to frame the opportunity with Transitions® GEN S™ ?

With Transitions® GEN S™, we intend to reframe prescription eyewear and transform the lens industry with ground-breaking technology to offer an elevated vision experience to the consumers. The objective is to gain penetration using 4 key steps and upgrade clear lens wearers to dynamic lenses. We want to attract younger wearers to make them discover and adopt Transitions® products.

- **Step one** : Offer a game-changing product with a revolutionary technology.
- **Step two** : Bring more awareness to Transitions® by leveraging our new campaign and all the tools available.
- **Step three** : Provide a clear and impactful message on the benefits of Transitions® GEN S™ by developing more on our pillars. GEN Speed, GEN Style, GEN Smart.
- **Step four** : Get wearers to try the product.

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What is the best way to demonstrate Transitions® GEN S™ to my patients ?

Trial experience is key. Transitions® GEN S™ has been designed for everyday wear, and that is where the lens is at its best. Our recommendation is to show the lenses' activation in real time and in real conditions, ideally using natural sunlight to render the best color. Where it is not possible to demonstrate the lens using sunlight, we recommend that:

- Using our new in-store demonstration tools to activate the lenses, making sure that the demonstration follows Transitions® guidelines by fully activating the lens from clear to dark (category 0 to category 3) homogeneously
- Using the video filming of the lens activation as a last resort

To demonstrate the pairing possibilities that only Transitions® GEN S™ color palette can enable, we recommend to mount Transitions® GEN S™ lenses in beautiful frames.

An enhanced color palette gives wearers the chance to personalize their eyeglasses to fit their style. Transitions® GEN S™ color range is a key asset and a powerful tool to recruit new wearers. It is worth noting that the impressive range of colors available appeals most to clear lens wearers. Transitions® GEN S™ offers an unprecedented choice when it comes to pairing lenses and frames.

95% of wearers agreed that the ability to complement their frames with a choice of Transitions® GEN S™ colors makes eyeglasses more fun and stylish¹.

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How can I introduce Transitions® GEN S™ to patients ?

Transitions® GEN S™ is our perfect everyday lens. They are dynamic, ultra-responsive to light, offers a spectacular color palette and provides HD vision at the speed of your life.

We have conducted consumer research and product testing during which Transitions® GEN S™ was compared to clear and other everyday photochromic lenses, so that you can confidently tell your patients that they will love Transitions® GEN S™.

For clear lens wearers:

- Ask: Do you often find yourself exposed to different kinds of light throughout the day, leading to light stress for your eyes such as fatigue, discomfort, ..?
- Use the Transitions® light sensitivity quiz [Transitions.com/quiz-iframe/](https://www.transitions.com/quiz-iframe/)
- Share that 81% of current clear lens wearers agreed that Transitions® GEN S™ lenses are the best option for an everyday pair of glasses².

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™ and Ray Ban frames, 133 respondents. 2. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 93 Rx lens wearers who previously wore clear lenses, wearing 1.67 index lenses with a premium AR coating in grey Transitions® GEN S™.

For other photochromic lens wearers:

- Ask: what would you like to improve about your current lenses?
- Share that Transitions® GEN S™ lenses use advanced symbiotic technology which optimize light-reactivity when activating and fading back without compromising on darkness and light protection.
- Point out that 88% of wearers agreed that Transitions® GEN S™ lenses adapted so fast to changes in light that you don't or barely noticed the changes¹, you just see well in all light situations².
- Highlight that Transitions® GEN S™ offers the widest color availability with 8 exclusive beautiful colors, including our brand-new addition: Transitions® GEN S™ ruby.

For existing Transitions® Signature® Gen 8™ lens wearers

- Ask: what would you improve about your current lenses?
- Share that Transitions® GEN S™ lenses are the new generation of the lenses they already love. With a fade back up to 2 times faster³, a better visual quality, faster⁴, an improved color vibrancy and color consistency and a new color added to the range, Transitions® GEN S™ is nothing like they have ever experienced before.
- Point out that 92% of wearers agreed that these lenses must be tried on to fully realize what they can bring to you⁵.

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How can Transitions® GEN S™ outperform clear lenses ? How can Transitions® GEN S™ recruit clear wearers ? Why recommend Transitions® GEN S™ as a first pair ?

With Transitions® GEN S™, we define a new lens standard that offers a new vision experience to wearers.

Transitions® GEN S™ is an opportunity to recruit wearers currently buying clear lenses:

- Wearers are expecting a lens that goes beyond correction⁶
- Enhanced vision means seeing well at all times, regardless of the light environment.

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. Source: Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents. 2. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 133 Rx lens wearers wearing 1.67 index lenses with a premium AR coating in grey Transitions® GEN S™. 3. Compared to the previous generation. For grey polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C. 4. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (Source B, Transitions® GEN S™ compared to Transitions® Signature® GEN 8™), in bright to very bright light situations (source A, Transitions® GEN S™ compared to clear lenses) and in low light with peaky stray light (source A, Transitions® GEN S™ compared to clear lenses). Source A: Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photostress recovery) with the clear and darkest states of grey Transitions® GEN S™ 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal Investigator Prof Billy R. Hammond. Source B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade-back with grey Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to grey Transitions® Signature® GEN 8™ 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompéán J et al., A new photochromic lens improves contrast sensitivity during fade back. 5. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 133 Rx lens wearers wearing 1.67 index lenses with a premium AR coating in grey Transitions® GEN S™. 6. Source: 93% of wearers wanted or were interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, external research agency, (CAWI), US, Q4 2021, N= 1,000.

USAGE & AVAILABILITY

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Is Transitions® GEN S™ suitable for driving ?

Yes, Transitions® GEN S™ lenses are suitable to wear while driving. They activate up to category 1 levels of darkness behind the windshield. At nighttime, Transitions® GEN S™ remain fully clear. All Transitions® GEN S™ colors meet major traffic light recognition standards.¹

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Can Transitions® GEN S™ be paired with any frames?

Yes, Transitions® GEN S™ can be paired with any frame. Transitions® GEN S™ is available in 8 colors. This wide range of color options was designed to offer wearers endless pairing possibilities.

In fact, 95% of wearers agreed that the ability to complement their frames with a choice of Transitions® GEN S™ colors make eyeglasses more fun and stylish².

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When will Transitions® GEN S™ be available? In which colors & materials ?

Transitions® GEN S™ is available in all colors worldwide. The availability of Transitions® GEN S™ in different designs and materials will vary depending on regions.

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. ISO 8980-3 2013, ANSI Z80.3 2015, AS/NZS 1067 2016 and ISO 12311 2013, based on tests across colors on polycarbonate. 2. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023. Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions Transitions® GEN S™ and Ray Ban frames, 133 respondents.

TRANSITIONS® PORTFOLIO

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Are Transitions® GEN S™ replacing Transitions® Signature® Gen 8™ lenses?

Yes, Transitions® GEN S™ will replace Transitions® Signature® Gen 8™, that will be discontinued.

Our main message is, however, not to compare generations between each other. Transitions® GEN S™ was not made to be better than Transitions® Signature® Gen 8™ but, rather, to better answer wearers' needs and convert younger wearers.

Our strategy is to recruit clear lens wears. We can assume that wearers, who are not familiar with photochromic lenses, don't know anything about the previous generations and won't mention any barriers that may be mentioned today (e.g. fade back speed).

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Why a new Transitions® product?

Today, we know that wearers' expectations are changing:

- They go far beyond correction only, as 9/10 expect more from a lens than just vision correction¹.
- Wearers are also telling us that, in a world asking more and more from their eyes, dynamic lenses are the future².

With Transitions® GEN S™ we provide the possibility for all wearers to upgrade all prescription glasses:

→ **Shift from static to dynamic eyeglasses**

Transitions® GEN S™ comes as the perfect solution to navigate life effortlessly.

They adapt amazingly fast to all light conditions, providing an ultimate light protection³

→ **Go beyond basic and welcome the fantastic**

Transitions® GEN S™ upgrades glasses for a better vision experience, comfort & look.

Its vibrant color palette energized by the sun fits all frames and complements, or even boosts every style.

→ **Evolve from "must-wear" to "love-to-wear"**

Transitions® GEN S™ is the smart choice for freedom, comfort and style. Enjoy a clear lens indoors, endless pairing possibilities and radiant colors outdoors!

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. 93% of wearers wanted or were interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, external research agency, (CAWI), US, Q4 2021, N= 1,000. 2. *77% agree photochromic lenses are the future Transitions Optical, Consumer Sentiment and Behaviour, U.S., Q4 2023, Vktahu & Dynata, N=1,000 Rx wearers.

3. Block 100% UVA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses.

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How does Transitions® GEN S™ fit into the Transitions® portfolio with Transitions® XTRActive® new generation, Transitions® XTRActive® polarized and Transitions® Drivewear ?

For light sensitive patients, or patients who desire high temperature performance or extra darkness outdoors, Transitions® XTRActive® new generation lenses are an ideal choice as they deliver the best XTRA darkness and the best XTRA light protection¹, even in the car. They are uniquely designed to protect wearers' eyes from the brightest sun outdoors. Transitions® XTRActive® polarized provides wearers' eyes with XTRA protection in any light conditions while delivering sharper vision, vivid colors and a wide field of view outdoors².

Transitions® Drivewear lenses are the only polarized sun lens 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. 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.

TRANSITIONS® GEN S VERSUS SUNLENSES

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Is Transitions® GEN S™ a sunlens ?

No, Transitions® GEN S™ is not a sunlens. It is a dynamic lens that responds amazingly fast to a given light condition. This lens goes from clear to dark.

- Transitions® GEN S™ is not a sun lens nor a clear lens only
- Transitions® GEN S™ is not for outdoor activities only

It adapts to all light changing conditions both indoors and outdoors. Transitions® GEN S™ follows wearers' very own flow throughout the day and the evening.

1. 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 gray lenses with a premium anti-reflective coating: filtering (i) up to 45% indoors at 23°C, (ii) up to 64% behind the windshield (iii) up to 86% outdoors at 23°C and (iv) up to 83% outdoors at 35°C.

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

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Are Transitions® GEN S™ lenses polarized?

No, Transitions® GEN S™ are not polarized lenses.

The Transitions® portfolio is broad, you can find in our Xtractive® range:

- Transitions® XTRActive® polarized lenses, specially designed for wearers who are very sensitive to light and frequently exposed to very bright light and reflective glare.
 - Combining the benefits of light intelligent lenses and dynamic polarization, XTRActive® Polarized provides your eyes with extra protection in any light condition while delivering sharper vision, vivid colors and a larger view outdoors.
-

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Do Transitions® GEN S™ lenses darken behind the windshield?

Yes, Transitions® GEN S™ lenses activate up to category 1 levels of darkness behind the windshield. At nighttime, Transitions® GEN S™ will remain fully clear.

VISION

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What is the importance of managing light for good vision? What is the new standard?

Good vision starts with the right visual acuity. This is what a regular clear lens does, in one static light situation. However, light isn't one dimensional it's multidimensional, and so is vision. Vision isn't just about a refractive correction, it's also about optimizing the amount of light. As the light environment changes, the visual system must adapt or it will experience transient vision loss in the process of vision recovery. Therefore, the new standard should provide correction for refractive error with the best possible visual acuity and light management to dynamically maintain vision performance and quality in any light situations. Transitions® GEN S™ lenses help optimize the light dose for continuous visual performance.*

*Light dose represents the amount of light received by the eye for a specified time exposure. Continuous visual performance means a consistent visual perception across light conditions, notably when moving from a bright to a darker environment (Source B, Transitions® GEN S™ compared to Transitions Signature GEN 8); in bright to extreme bright light environments (Source A, Transitions® GEN S™ compared to clear lenses); and in a low light environment with scattered light (Source A, Transitions® GEN S™ compared to clear lenses).

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What do we mean by light dose? Why is it an important factor for continuous visual performance?

Light dose represents the amount of light received by the eye for a specified time exposure. Continuous visual performance means a consistent visual perception across light conditions, notably when moving from a bright to a darker environment and in bright to extreme bright light environments, as shown in our clinical investigations which compared Transitions® GEN S™ to Transitions® Signature® Gen 8™^{B*} and clear lenses^{A*} respectively. A consistent visual perception refers to mastering the amount of light to avoid any overexposure of light to the retina and too much eye adaptation during changing light conditions. A consistent visual perception refers to mastering the amount of light to avoid any overexposure of light to the retina and too much eye adaptation during changing light conditions.

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How does Transitions® GEN S™ help improve vision quality?

Two external clinical investigations, which followed a randomized and subject masked controlled design, found that Transitions® GEN S™ lenses help improve vision quality in challenging light conditions, notably when moving from a bright to a dim environment when compared to Transitions® Signature® Gen 8™^{B*}, and in bright to very bright light situations, when compared to clear lenses^{A*}. Vision recovery in these light situations is faster and a better contrast sensitivity is achieved during bright to dim light variation.^{B*}

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Does Transitions® GEN S™ help improve contrast sensitivity?

Yes Transitions® GEN S™ lenses help improve visual quality during “out-to-in” light variation compared to the previous generation. The same study mentioned in the previous question shows that, contrast sensitivity is a critical aspect of visual function that can change as the lens fades back. The improvement in contrast sensitivity is most evident at the initial stages of fade back of Transitions® GEN S™, which is aligned with the physiological needs of the eye.^{B*}

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Do the Transitions® GEN S™ colors impact color perception?

With the introduction of an eighth color, ruby, Transitions® GEN S™ lenses now have the broadest color spectrum ever, offering a new visual color experience.

All eight colors have been specifically designed for consistent performance during all stages of activation with true-to-tone color throughout.

In the clear state, like a clear lens, Transitions® GEN S™ lenses does not impact color perception.

In the activated state, Transitions® GEN S™ grey, brown, graphite green, amber, and emerald lenses help to preserve a natural color perception of the surrounding environment. Transitions® GEN S™ sapphire, ruby and amethyst lenses help to enhance the vivid colors of the surrounding environment.

Transitions® GEN S™ provides a broader color palette to meet the expectations of all wearers.

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Does wearing Transitions® GEN S™ help improve vision for someone with... (any medical condition: myopia, etc.)?

There are a multitude of benefits to wearing Transitions® GEN S™ for a variety of prescription lens wearers vision needs including:

39% faster vision recovery from intense bright light compared to clear lenses^{A*}

40% faster vision recovery during fade back compared to the previous generation^{B*}

39.5% improvement in contrast sensitivity during fade back compared to the previous generation^{B*}

At this time, more studies are necessary to determine the impact on specific medical conditions (e.g. myopia,)

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

Source A: Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photostress recovery) with the clear and darkest states of grey Transitions® GEN S™ 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal Investigator Prof Billy R. Hammond.

Source B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade back with grey Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to grey Transitions Signature® GEN 8™ 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al, A new photochromic lens improves contrast sensitivity during fade back.

LEARN MORE

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How much would a pair of Transitions® GEN S™ cost? Would there be a price increase compared to Transitions Signature® Gen8™?

Transitions® GEN S™ lenses are the result of 5 years of rigorous and relentless research efforts to conceptualize a high-quality product with innovative technology and the broadest color range on the market as well as long-lasting unmatched performance.

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

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Where can I learn more about Transitions® GEN S™?

You can learn more on our website [Transitions.com](https://www.transitions.com), during our Transitions events or on our learning platform Leonardo.