



CUSTOMER QUESTIONS YOU SHOULD BE READY FOR

DO TRANSITIONS® LENSES WORK IN THE CAR?

Transitions® Signature® GEN 8™ lenses were designed with a unique formula (or blend) of photochromic dyes, which are “tuned” to activate when exposed to the sun’s UV rays. If your customer is looking for a lens that works in the car, this is a great opportunity for you to recommend *Transitions® XTRActive®* new generation, *Transitions XTRActive Polarized™*, or a second pair of prescription sunglasses.

WHAT YOU CAN SAY:

“*Transitions Signature GEN 8* lenses are meant to replace your clear lenses. Because the windshield of your car blocks the UV light that is required for these lenses to activate, they won’t work in the car. What are your specific driving needs and concerns? Let’s talk about how a different *Transitions* lens or pair of prescription sunwear could give you what you’re looking for.”

DOES MY INSURANCE COVER TRANSITIONS LENSES?

Every vision insurance plan varies. It is important to review the benefit with your customers (after making a full recommendation) and position any benefit as a discount off the overall cost of their lenses.

WHAT YOU CAN SAY:

“It’s great that you have a vision plan and it is going to serve as a nice discount towards the lenses we discussed today. With your specific vision insurance plan, you get ___% off your *Transitions* lenses (or your co-pay is only \$___, which is a huge savings off the retail price). You may also have flex dollars that you can use. My priority is to find the best solution for your eye health and visual comfort – and I believe this includes *Transitions* lenses for you.”

AREN’T THOSE THE LENSES THAT LOOK OLD-FASHIONED?

Customers that bring up negatives about the aesthetics of *Transitions* lenses are often referencing previous product generations. Helping customers understand today’s technology and the color options available to them is the perfect way to overcome old product perceptions. Also, make sure your optical staff are fitted with *Transitions* lenses so that they can show customers how great the product looks.

WHAT YOU CAN SAY:

“You may be remembering prior generations of the product. *Transitions* lenses have come a long way since they were first introduced 30 years ago. (I’m actually wearing them right now, you can see they’re completely clear.) These lenses are engineered to adjust with your eyes. In fact, most people who wear them love the indoor clarity and say that they don’t even notice the change back to clear because it happens so fast. Plus, they’re available in seven stylish lens color options and six mirror finishes to compliment virtually any frame.”

HOW QUICKLY DO TRANSITIONS® SIGNATURE® GEN 8™ LENSES CHANGE?

WHAT YOU CAN SAY:

Transitions Signature GEN 8 lenses activate and darken outdoors in secondsⁱ when exposed to UV light and return to clear faster than everⁱⁱ when UV light is no longer present. Some customers may express concerns about slow fade-back time because of older technologies. *Transitions Signature GEN 8* lenses activate to a category 3 darkness up to 30% faster than *Transitions Signature* lensesⁱⁱⁱ and fade back to clear up to 3 minutes faster.^{iv} Show customers the product, particularly if you are wearing *Transitions Signature GEN 8* lenses yourself – and explain to them the enormous technology leaps.

“*Transitions Signature GEN 8* lenses darken outdoors in seconds and return to clear faster than ever. I want to point out that *Transitions* lenses are not the same as they were ten, five, or even three years ago. The previous technology took a little bit longer to fade back to clear indoors. Let me show you how quickly they activate.”

HOW DARK DO TRANSITIONS SIGNATURE GEN 8 LENSES GET?

WHAT YOU CAN SAY:

Transitions Signature GEN 8 lenses achieve significant darkness outdoors – up to a category 3 darkness. As with any photochromic lens, overall darkness is affected by a number of factors, including UV light and temperature. *Transitions Signature GEN 8* lenses provide the best balance of outdoor darkness and indoor clarity.

“*Transitions Signature GEN 8* lenses are meant to be worn indoors and outdoors and are not a replacement for prescription sunglasses. However, *Transitions Signature GEN 8* lenses can get as dark as ordinary sunglasses. As you know, sunglasses have a set tint – no matter what situation you are in, they are always the same shade. What’s great about *Transitions Signature GEN 8* lenses is that they automatically adjust their level of darkness as conditions around you change.”

I DON'T THINK I CAN AFFORD THEM. AREN'T THEY EXPENSIVE?

WHAT YOU CAN SAY:

It’s often useful to help price conscious customers understand the *Transitions* lens purchase in the context of their overall eyewear solution. Emphasizing the value of the product and importance of their eye health and comfort can help customers understand why this decision is so critical.

“My priority is to help you find the best solution for your eye health and visual comfort – and I believe *Transitions* lenses are right for you. The cost of your *Transitions* lenses is \$___, but I encourage you to consider the value. You’ll be wearing them every single day for the lifetime of your prescription – which is quite a while. We may be able to find savings elsewhere so we can stay closer to your budget – without compromising your vision.”

Transitions, *Transitions Signature*, and *XTRActive* are registered trademarks and the *Transitions* logo, *Transitions XTRActive Polarized*, and *XTRActive Polarized* are trademarks of *Transitions Optical, Inc.*, used under license by *Transitions Optical Ltd.* *GEN 8* is a trademark of *Transitions Optical Limited*. ©2022 *Transitions Optical Limited*. Photochromic performance is influenced by temperature, UV exposure and lens material.

ⁱ Claim is based on tests across materials on gray lenses, being the most popular color, achieving 18% transmission @ 23 C.

ⁱⁱ Claim is based on tests across materials on gray lenses, being the most popular color, fading back to 70% transmission @ 23 C.

ⁱⁱⁱ CR607 products activate to a category 3 darkness 15% faster. Claim is based on tests across materials on gray lenses, being the most popular color, achieving 18% transmission @ 23 C.

^{iv} CR607 products fade back to clear 2 minutes faster. Claim is based on tests across materials on gray lenses, being the most popular color, fading back to 70% transmission @ 23 C.

Transitions[™]
Signature® GEN8[™]