

# Transitions® XTRActive®

EXTRA PROTECTION FROM  
LIGHT OUTDOORS, INDOORS,  
AND EVEN IN THE CAR

NEW AVAILABILITY,  
NOW IN BROWN!

## A QUICK LOOK

Transitions® XTRActive® lenses provide unique benefits that help you satisfy more of your patients' needs. Anywhere they go, *Transitions XTRActive* lenses are always working to protect your patients' eyes from the brightest sun and harsh artificial light.

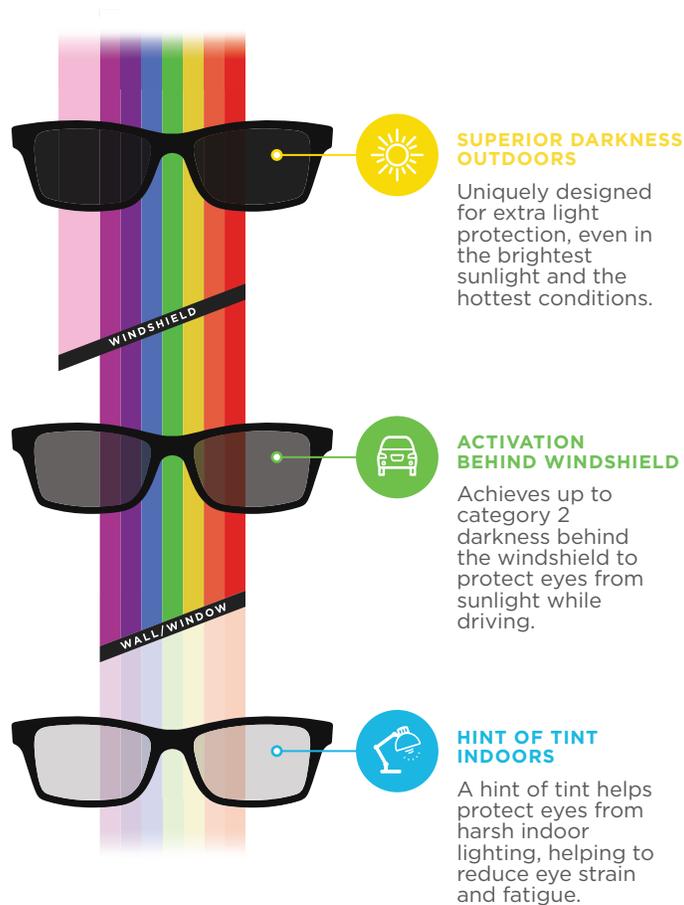
Most photochromic lenses react primarily to UV light. That's why they change when you're in the sun and remain clear indoors. ***Transitions XTRActive* lenses feature a broad spectrum dye specially designed to react to both UV and visible light for extra darkness outdoors and even in the car.**

### TRANSITIONS XTRACTIVE LENSES

- Are 17% darker than Transitions® Signature® VII lenses in hot temperatures (above 90°F/ 32°C)
- Achieve an average tint level of 53% and up to category 2 darkness in the car
- With an anti-reflective treatment have an average indoor light transmission of 90%
- Now available in **high contrast brown**, with expanded availability in gray
- Blocks 100% UVA/UVB



MORE THAN **4 OUT OF 5** ECPS ARE LIKELY TO RECOMMEND *TRANSITIONS XTRACTIVE* LENSES AFTER A DEMONSTRATION



### SOURCES OF ACTIVATION

- VISIBLE LIGHT
- UV LIGHT

CONTACT YOUR LENS SUPPLIER  
FOR AVAILABILITY

# RECOMMEND WITH CONFIDENCE

9 out of 10 people who try Transitions® lenses love them! So much so that 94% of patients will repurchase.

## Transitions® Signature™ VII

### PATIENTS WHO:

- Are indoors and outdoors throughout the day
- Are interested in outdoor comfort
- Value fully clear lenses indoors

## Transitions® XTRActive®

### PATIENTS WHO:

- Spend more time outdoors, and in the car
- Are light sensitive or especially concerned about eye health
- Interested in products with increased functionality

## Transitions® Vantage™

### PATIENTS WHO:

- Spend a lot of time outdoors
- Are interested in the latest technology
- Appreciate vibrant visual experiences



**4 OUT OF 5** WEARERS ARE SATISFIED WITH DARKNESS OUTDOORS



**3 OUT OF 4** WEARERS ARE SATISFIED WITH INDOOR CLARITY



**4 OUT OF 5** WEARERS ARE SATISFIED WHEN DRIVING IN SUNNY CONDITIONS

**9 OUT OF 10** ECPs AGREE - EVEN THOUGH *TRANSITIONS XTRACTIVE* LENSES DON'T BLOCK BLINDING GLARE BEHIND THE WINDSHIELD - THEY WOULD STILL **BENEFIT PATIENTS MORE THAN A CLEAR LENS** WOULD

## TIPS FROM PRACTICES

SUCCESSFULLY DISPENSING TRANSITIONS® XTRACTIVE® LENSES

### OFFER PRODUCT CHOICES PROACTIVELY

Make product recommendations based on patient needs, or guide patients through their options - don't wait for patients to bring *Transitions* lenses up first.

### LEVERAGE THE UNIQUE BENEFITS

Talk to patients about the extra protection from light and the unique features outdoors, indoors, and in the car.

### RECOMMEND, EVEN TO CLEAR LENS WEARERS

3 out of 4 eyecare professionals agree *Transitions XTRACTIVE* lenses are a great option for patients new to the photochromic category.

*Transitions, the swirl, and XTRACTIVE* are registered trademarks and *Transitions Signature* and *Vantage* are trademarks of Transitions Optical, Inc. ©2015 Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure, and lens material.

### **What are Transitions® XTRActive® lenses?**

They are everyday adaptive lenses that offer *extra protection* from light outdoors, indoors, and even in the car:

- Outdoors: Uniquely designed for extra light protection, even in the brightest sun and the hottest conditions
- Indoors: A hint of tint helps protect eyes from harsh indoor lighting, helping to reduce eyestrain and fatigue
- In the car: Achieves up to category 2 darkness<sup>1</sup> behind the windshield to protect eyes from sunlight while driving

### **Why should I recommend Transitions XTRActive lenses?**

*Transitions XTRActive* lenses offer patients extra protection from light outdoors, indoors, and even in the car.

- Anywhere they go, *Transitions XTRActive* lenses are always working to protect patients' eyes from the brightest sun and harsh artificial light.
- *Transitions XTRActive* lenses provide unique benefits that help satisfy more of patients' needs. No matter where patients go, their eyes are protected from light.
- Based on results of live wearer testing, 7 in 10 clear lens wearers intend to purchase the product after wearing the product<sup>2</sup>.
- 3 in 4 eyecare professionals agree *Transitions XTRActive* lenses are a great option for those patients new to the photochromic category<sup>3</sup>.

### **How do Transitions XTRActive lenses work?**

*Transitions XTRActive* lenses use a different formulation of photochromic dyes that feature a broad spectrum dye specially designed to react to both UV and visible light for extra darkness outdoors and even in the car.

Most photochromic lenses react primarily to UV light. That's why they change when in the sun and remain clear indoors. In the car, the glass in car windshields blocks most UV light. That's why most photochromics do not provide sufficient darkening in the car.

But the special photochromic molecules in *Transitions XTRActive* collect "extra" energy in the lower visible light spectrum, enabling the lens to darken more, even in the hottest climates, AND activate behind the windshield of a car.

### **What is the % darkness of Transitions XTRActive lenses compared to Transitions® Signature™ VII lenses?**

*Transitions XTRActive* lenses are uniquely designed for extra protection from light, even in the brightest sun and the hottest conditions. In fact, Life360™ data (which measures how the lenses perform in real world conditions, real locations and real situations) shows that based on an average of real world measurements taken in hot conditions (above 90°F/ 32°C), *Transitions XTRActive* lenses are 17% darker<sup>1</sup> than *Transitions Signature VII* lenses.

**How should I recommend *Transitions XTRActive* lenses, *Transitions Signature VII* lenses and *Transitions® Vantage™* lenses?**

Questions to Ask Patients	We would recommend...		
	<i>Transitions Signature VII</i> lenses	<i>Transitions XTRActive</i> lenses	<i>Transitions Vantage</i> lenses
<b>Do you spend a lot of time outdoors?</b>	Spends time both indoors and outdoors	More active outdoors	More active outdoors, especially near water or snow
<b>Do you feel your eyes are especially sensitive to light/ changing light?</b>	Not any more sensitive than the next person	Yes, more so than most people	Not any more sensitive than the next person
<b>What do you do for a living? For fun?</b>	Work mainly indoors, sometimes interacting with clients; move indoors to outdoors throughout the day	May work outdoors, spends more than an hour a day in the car	May work indoors, when outside are near water or snow
<b>What's most important to you when it comes to your lenses?</b>	Want an adaptive lens, but don't want to compromise on clarity indoors	Want extra features and benefits for extra protection	Want the latest and greatest in technology

**Are *Transitions XTRActive* lenses fully clear indoors?**

*Transitions XTRActive* lenses are designed to have a hint of tint inside to provide extra protection from harsh indoor lighting. However, *Transitions XTRActive* lenses provide a good level of clarity indoors and can be worn as a replacement to clear lenses inside. At their clearest state indoors with an anti-reflective coating, the lenses have an average indoor light transmission of 90%<sup>1</sup>. In fact, 3 out of 4 wearers are satisfied or very satisfied with the level of indoor clarity when wearing *Transitions XTRActive* lenses<sup>2</sup>.

**Do *Transitions XTRActive* lenses activate while driving?**

Yes, *Transitions XTRActive* lenses have an average darkness of 53% and can achieve up to category 2 darkness<sup>1</sup> behind the windshield to protect eyes from sunlight while driving. Because *Transitions XTRActive* lenses are developed to take advantage of the lower wavelengths of the visible spectrum they are able to achieve what other everyday photochromic lenses do not. In fact, 4 out of 5 wearers are satisfied or very satisfied with *Transitions XTRActive* lenses when driving in sunny conditions<sup>2</sup>. And nearly 9 out of 10 eyecare professionals agree that even though *Transitions XTRActive* lenses don't block blinding glare behind the windshield like polarized sun lenses, *Transitions XTRActive* lenses would still benefit patients more than a clear lens would in the car<sup>3</sup>.

The performance of *Transitions XTRActive* lenses behind the windshield may be influenced by a variety of factors, including temperature, the position of the driver in the car, the shape and inclination of the windshield, and characteristics of the windshield.

**Will *Transitions XTRActive* lenses activate behind a car windshield that is tinted?**

Yes, the lenses will still activate because even a tinted car windshield will still transmit some visible light; however, the performance of *Transitions XTRActive* lenses may be influenced depending on the characteristics of the glass and tint.

**Why do they activate behind the windshield? Is this because there is a hint of tint to start with?**

There is a misperception that the hint of tint of *Transitions XTRActive* lenses is the reason why the lenses are activated in the car. This is not the case. A unique photochromic dye package allows the lenses to activate in both UV and visible light. So even though car windshields block most UV, there is enough visible light available behind the windshield of a car to activate the special dyes in *Transitions XTRActive* lenses.

**Are *Transitions XTRActive* lenses suitable for night driving?**

Yes, *Transitions XTRActive* lenses are suitable for any activity that would normally require clear lenses, which includes driving at night<sup>4</sup>. Adding an anti-reflective coating to *Transitions XTRActive* lenses may make night driving even more comfortable as the treatment reduces distracting glare.

**What is the difference between *Transitions® Drivewear®* sun lenses and *Transitions XTRActive* lenses?**

*Transitions Drivewear* sun lenses are specifically designed for driving and offer unique benefits to patients behind the windshield and outdoors, including protection from blinding glare. These lenses are polarized and photochromic – which means that although they are great for driving or spending long periods of time outdoors, they aren't designed for indoor use or at night.

*Transitions XTRActive* lenses are designed to be worn in replacement of clear lenses yet provide more protection from light outdoors, indoors, and even in the car compared to clear lenses. They darken behind the windshield to protect eyes from sunlight while driving but are not a replacement for polarized sunglasses (which can reduce blinding glare). Nearly 9 out of 10 eyecare professionals agree that even though *Transitions XTRActive* lenses don't block blinding glare behind the windshield like a polarized sun lens, *Transitions XTRActive* lenses would still benefit patients more than a clear lens would in the car<sup>3</sup>.

Ultimately, we recommend *Transitions XTRActive* lenses as an everyday product and *Transitions Drivewear* sun lenses as a replacement for static sun lenses.

**Will *Transitions XTRActive* lenses be too dark if I drive through a tunnel?**

No, *Transitions XTRActive* lenses are suitable for any activity that would normally require clear lenses, which includes driving through tunnels.

### **What about the fade back speed?**

Because they activate to a darker state, the fade back speed for *Transitions XTRActive* lenses is not as fast compared to *Transitions Signature VII* lenses. However, our research shows that patients who value darkness prioritize it over fade back speed, and show high intent to purchase the lenses after trying the product. Live wearer test results show that 7 in 10 clear lens wearers intend to purchase the product after trial<sup>2</sup>.

### **Are *Transitions XTRActive* lenses suitable for everyone?**

Not every lens is right for every patient; that is why we offer a variety of *Transitions* lenses to meet the needs of all patients. *Transitions XTRActive* lenses are specifically designed for those patients who spend more time outdoors and in the car, are especially light sensitive/concerned about eye health, and are interested in products with increased functionality, i.e. they want their lenses to darken in a car.

### **How do *Transitions XTRActive* lenses perform in hot temperatures?**

The challenge is, because the photochromic reaction is driven to the clear state by heat, when it is very hot outside, the photochromic molecules are pushed back to their clear state even as UV light energy is driving them to activate. This is why the performance of every photochromic lens is influenced by temperature.

To overcome this challenge, *Transitions XTRActive* lenses use a different formulation of photochromic dyes. *Transitions XTRActive* lenses feature a broad spectrum dye specially designed to react to both UV and visible light for extra darkness outdoors, even in hot temperatures.

In fact, 4 out of 5 wearers are satisfied or very satisfied with the level of darkness outdoors<sup>2</sup>.

### **What about cold temperatures?**

Even in cold temperatures, photochromic molecules are trying to go back to their clear state as they darken outdoors; however, when it is cold outside the fade back reaction is very slow, so the molecules stay darker longer and the lenses get very dark. Although darker at normal and hot temperatures, *Transitions XTRActive* lenses have a similar darkness to *Transitions Signature VII* lenses in cold temperatures.

### **What is the life expectancy of *Transitions XTRActive* lenses?**

As with all everyday *Transitions* lenses, the performance life of *Transitions XTRActive* lenses will generally last as long as the prescription is effective. While it is normal to have a small loss of photochromic performance over time with normal usage, this change is usually not perceived by the wearer.

### **Are all *Transitions XTRActive* lenses compatible with premium anti-reflective coatings?**

Absolutely, *Transitions XTRActive* lenses are compatible with all premium AR coatings and hardcoats. The hardcoat on *Transitions XTRActive* lenses can easily be removed in a lab for AR coating or proprietary hardcoats, if necessary. Labs can continue to run multiple passes, thereby increasing their yields.

**Can Transitions XTRActive lenses be tinted?**

Yes, they can be tinted; however *Transitions XTRActive* lenses already have a hint of tint to help protect the eyes from harsh indoor lighting.

**Are Transitions XTRActive lenses suitable for any frame?**

Yes, any frame suitable for the prescription is suitable for *Transitions XTRActive* lenses. If choosing the grey or brown lenses, we recommend choosing a frame color that will complement.

**What colors are Transitions XTRActive lenses available in?**

*Transitions XTRActive* lenses have always been available in grey, and they are newly available in brown in 2015. Certainly there is value in having grey and brown lens options from a fashion sense; be it to match specific frames or just a personal preference. There is another value to having the brown color as it offers high contrast, an added benefit that many wearers will be interested in.

**Do Transitions XTRActive lenses block out blue light?**

While they do reduce blue light transmission indoors and outdoors, *Transitions XTRActive* lenses are not specifically designed to moderate blue light exposure.

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<sup>1</sup> Transitions Optical, Inc. Real World Measurements, (2012-2013), average of *Transitions XTRActive* grey and brown. Category 2 darkness is defined as a range between 57% and 82% tint; European Standard reference

<sup>2</sup> Double blind wearers tests conducted in Brazil (Expertise, 2014), Spain (Ifop, 2014), and US (Pinnacle Marketing, 2009)

<sup>3</sup> *Transitions XTRActive* Eyecare Professional Claims Study conducted in France (MSW-ARS, 2014); based on concept exposure and product demonstration

<sup>4</sup> *Transitions XTRActive* lenses are suitable for night driving as per the ISO 14889 standard

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