

Thank you for your interest in the exciting new custom Transitions Snapchat Lens.

This custom lens creates an immersive experience that allows you and your patients to virtually try on different frame styles with Transitions® Light Intelligent Lenses™ in a variety of indoor and outdoor situations. *All from the phone!* Enjoy!



SOURCES:

* <https://www.likeable.com/blog/2017/whos-on-snapchat-the-changing-age-demographics/>

** <https://forbusiness.snapchat.com/>

*** The Center for Generational Kinetics and Transitions Optical. (2018). The Eyeglass Consumer: Generational Shopping Behaviors toward Transitions® Adaptive Lenses®. An online study among n=1263 respondents (n=1006 eyeglass wearers; n=257 eyeglass non-wearers) aged 22-65 in the United States.

Millennials

- Health-focused
- Early adopters of technology
- Born between 1977 and 1995



56%
of millennials are
interested in trying
Transitions lenses***

74%
of millennials are
Snapchat users*



Snapchat

- More than half of new users are 25+
- Average engagement is 30+ min/day

Snapchat Kit

- Gain a competitive advantage by learning & understanding this popular platform
- Demo Transitions® Light Intelligent Lenses™ in an engaging and fun way to further connect with your millennial patients

47%
of Snapchat users
follow a brand**

