

Frequently Asked Questions

*Transitions® Signature® Lenses Style Colors &
Transitions® XTRActive® Style Mirrors*



I heard Transitions Optical is launching new colors, can you tell me about them?

Today we have the three iconic *Transitions® Signature®* lens colors (gray, brown and graphite green). We are expanding that offer with four new vibrant fashion colors... sapphire, amethyst, amber and emerald, which will be launched as *Transitions Signature* lenses style colors.

When will the style colors be available?

Transitions® Signature® lenses style colors will be available in mid-July. Essilor is launching *Transitions Signature* lenses style colors.

What materials or designs will Transitions® Signature® lenses style colors be available in?

All four *Transitions Signature* lenses style colors will be available in plastic, polycarbonate and 1.67 in single vision spherical (traditional and digital), accommodative relief, and progressive designs using full back side technology.

Who is the product for? Should it be recommended to a new or existing wearer?

This offering will help to recruit new, fashion and image expressive wearers, and retain current *Transitions®* lens wearers, while giving them the opportunity to give their everyday lenses a style upgrade with a new fashion color.

By offering seven colors, patients will have new opportunities to match their favorite colors to their favorite frames and truly express their personal style while enjoying the benefits of our flagship brand.

Which Transitions® lens technology will style colors use?

The new style colors are an extension of the *Transitions® Signature®* lens portfolio and offer the same world-class features and benefits of *Chromea7™* technology: optimal comfort, hassle-free protection and full clarity indoors.

Why is Transitions Optical adding more colors now?

Today's eyeglass wearers desire the ability to personalize frames and lenses, and expect their glasses to give them a unique look. In the age of the selfie, glasses are part of one's personal identity.

Transitions® lenses are freestyle – fitting with frames of all shapes and sizes. The colors deliver all of the benefits of *Transitions Signature* VII lenses with the enhanced benefits of being able to personalize the lenses to suit the wearer's personal style. However, offering different colors and finding the most stylish match with frames will change the style game.

Do the style colors filter more or less harmful blue light?

Transitions® *Signature*® lenses style colors filter at least 20% of harmful blue light indoors and at least 76% outdoors. The outdoor percentage is just slightly lower than the *Transitions Signature* iconic colors at 84%.

Is Transitions Optical promoting Transitions® Signature® lens style colors to consumers?

The new commercial, does not feature *Transitions Signature* style colors. However, marketing efforts and materials aligned with the new *Light Under Control*™ campaign, will be made available to maximize consumer awareness of the new lens offerings, and position the *Transitions* brand as modern, stylish and relevant. As part of the campaign, CFDA designer and *Transitions* brand ambassador, Christian Siriano hosted an exclusive launch event in New York City at his store's rooftop, "The Curated NYC," to bring the new *Transitions Signature* lens style colors to life.

Are there POS or demo tools for the Transitions® Signature® lens style colors?

POS tools can be found at TransitionsPRO.com/Freestyle. Ask your lenscaster about available demonstration tools.

Are Transitions® Signature® lens style colors available in other countries?

Yes, we have had transformative results with *Transitions Signature* lens style colors in parts of Europe. Having greater choice and a fashion image has created a real buzz and a positive halo effect around the brand both at the trade and consumer level.

It is allowing eyecare professionals and potential new recruits to see *Transitions*® lenses in a new, stylish light. Not only have we seen incremental sales growth, but it has also re-energized the *Transitions Signature* lens brand. The new offering brought growth to the category overall, and 20% of the growth was from the new colors.

Will AR be bundled with Transitions® Signature® style colors?

The AR coating is separate from the photochromic blank, as is usual. *Transitions Signature* lenses are compatible with all premium AR coatings and hardcoats.

Has pricing been established on Transitions® Signature® style colors?

Transitions Signature style colors have the same technology as *Transitions Signature* lenses, therefore it is recommended that they be offered at the same price.



I heard Transitions Optical is launching mirrored lenses, can you tell me about them?

For the first time, we are launching a branded combo of our darkest lens, *Transitions® XTRActive®*, with a fashion flash mirror in a range of colors called *Transitions XTRActive style mirrors*. There are six available flash mirror coatings: blue, silver shadow, gold, green, red and pink.

In the unactivated state the lenses will have only a subtle flash of reflection. As the lenses darken outdoors, the mirror effect of the coating becomes more pronounced. Adding a mirror to a photochromic lens has been done before, but we have never before put together a branded offer for consumers.

When will Transitions® XTRActive® style mirrors be available?

Transitions XTRActive style mirrors are launching in mid July.

What materials or designs will Transitions® XTRActive® style mirrors be available in?

Transitions XTRActive style mirrors – available in blue, silver shadow, gold, green, red and pink – can be added to existing *Transitions XTRActive* gray and brown lenses.

Who is the product for? Should it be recommended to a new or existing wearer?

The fashionable mirror effect is designed to appeal to younger, image-conscious consumers, who want to create a unique, personalized look with their lenses and frames. The *Transitions® XTRActive®* style mirrors product is offered best as a second pair for seasonal or occasional lifestyle use, whether your patient's primary pair is a clear lens or they are already in *Transitions®* lenses.

Which Transitions® lens technology will Transitions® XTRActive® style mirrors products use? Why only Transitions XTRActive lens technology?

We've chosen to offer the flash coating on *Transitions XTRActive* lenses, as they are our darkest lens and is the best fit for when this product is used outdoors.

Why is Transitions Optical offering Transitions® XTRActive® style mirrors now?

We know personalization is key to style and we know that mirrors are one of the coolest enhancements you can offer. Mirrors are now a mainstream trend, and the time is right to offer them as a cool feature to enhance your *Transitions®* lenses.

People no longer want to hide they are wearing glasses. Glasses have become an element of identity like your clothes. *Transitions* lenses are freestyle as they fit with all frames. However, offering different colors, mirror finish and finding the most stylish match with frames will change the style game.

How does the mirror effect work? Does the mirror coating have photochromic properties?

The flash mirror coating is the same as used for sunglasses; it does not have any photochromic properties. As the photochromic lens behind the flash coating darkens, the mirror effect becomes more pronounced.

Do the style mirrors filter more or less harmful blue light?

Transitions® XTRActive® style mirrors filter at least 34% of harmful blue light indoors and 88-95% outdoors, the same as *Transitions® XTRActive®* lenses.

Is Transitions promoting Transitions® XTRActive® style mirrors to consumers?

The new commercial, does not feature *Transitions XTRActive* style mirrors. However, marketing efforts and materials aligned with the new *Light Under Control™* campaign, will be made available to maximize consumer awareness of the new lens offerings, and position the *Transitions* brand as modern, stylish and relevant. As part of the campaign, CFDA designer and *Transitions* brand ambassador, Christian Siriano hosted an exclusive launch event in New York City at his store's rooftop, "The Curated NYC," to bring the new *Transitions XTRActive* style mirrors to life.

Are there POS or demo tools for the Transitions® XTRActive® style mirrors?

POS tools can be found at TransitionsPRO.com/Freestyle. Ask your lenscaster about available demonstration tools.

Are Transitions® XTRActive® style mirrors products available in other countries?

Yes, we have had transformative results with *Transitions XTRActive* style mirrors in parts of Europe. Having greater choice and a fashion image has created a real buzz and a positive halo effect around the brand, both at the trade and consumer level.

It is allowing eyecare professionals and potential new recruits to see *Transitions* lenses in a new, stylish light. Not only have we seen incremental sales growth, but it has also re-energized the *Transitions XTRActive* brand.

Will AR be bundled with Transitions® XTRActive® style mirrors?

These custom lenses have a premium hydrophobic topcoat for easy cleaning and include backside low UV AR at no additional fee.

Can a frontside AR coating be applied to Transitions® XTRActive® style mirrors without affecting the mirror?

A frontside AR coating should not be applied to *Transitions XTRActive* style mirrors because of the mirror coating. The lenses have a premium hydrophobic topcoat for easy cleaning, and include backside low UV AR.

Has pricing been established for Transitions® XTRActive® style mirrors?

For *Transitions XTRActive* style mirrors, the price will be the same as current *Transitions XTRActive* lenses for the blank, plus an additional fee for the mirror coating.

Can patients choose Transitions® XTRActive® lenses in grey or brown and add flash color of their choice or is it fixed color combination?

Patients will have a choice to select gray or brown for the *Transitions XTRActive* lens blank. Both gray and brown can be coated with any of the six available flash mirror coatings: blue, silver shadow, gold, green, red, and pink. The green, silver shadow and blue pair well with gray lenses. The gold, red and pink pair well with brown lenses. Please note that graphite green *Transitions XTRActive* are not eligible for a style mirror coating.

Are there any concerns about traffic signal recognition or nighttime driving with Transitions® XTRActive® style mirrors?

No, the lens offering in the U.S. meets traffic signal and nighttime driving standards per ANSI Z80.3-2008.

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