

XTRACTIVE®
POLARIZED™

THE ONLY AND BEST
EVER PHOTOCROMIC
POLARIZED LENS

Compared to clear to dark photochromic lenses,



Transitions™
Light
Intelligent
Lenses

New, *Transitions® Xtractive® Polarized™* lenses are **the only & best ever photochromic polarized lenses¹**, specially designed for wearers who are very light sensitive and are frequently exposed to very bright light and reflective glare.

NEED FOR EXTRA LIGHT PROTECTION

PROVEN BY SCIENCE

- **Demanding light situations**, such as **very bright light** or **reflective glare**, can compromise our vision.
- **Repetitive exposure** to intense light can create a **cumulative effect** and could have an **impact on eye health.**²

MORE RELEVANT THAN EVER

- **9/10** wearers are light sensitive & **3/10** are **very light sensitive**³
- More wearers struggle with light linked to modern lives and pandemic context.

WORLDWIDE, PEOPLE DECLARE⁴

75%

protecting their eyes from UV and harmful blue light is more important than ever.

66%

spending more time on screens than before the pandemic

69%

eyeglasses are important for my eye health

THE ONLY AND BEST EVER POLARIZED PHOTOCROMIC LENSES¹



POLARIZATION EFFICIENCY

UP TO 90%
POLARIZATION
EFFICIENCY⁵



IN THE CAR

ACTIVATES IN
THE CAR



BLUE LIGHT PROTECTION

BEST BLUE
LIGHT
PROTECTION
INDOORS⁷



DARKNESS

EXTRA-DARK
UP TO
CATEGORY 3⁶



UV PROTECTION

BLOCK
100%
UVA & UVB



RESPONSIVENESS

UP TO 2X
FASTER
FADEBACK⁸

A NEW DIMENSION OF VISION EXPERIENCE

SHARPER VISION⁹

Transitions XTRActive Polarized lenses help to reduce the glare created by the sun, empowering the wearer to see through reflective surfaces such as a window, water, or snow.

By reducing glare, *Transitions XTRActive Polarized* lenses help improve visibility up to 33% more than non-polarized sun lenses.

LARGER VIEW⁹

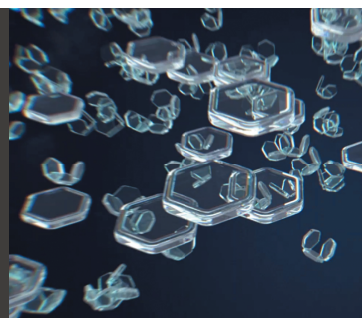
VIVID COLORS⁹

The polarization properties of *Transitions XTRActive Polarized* lenses make the world 30% more colourful.

UNIQUE ADVANCED TECHNOLOGY

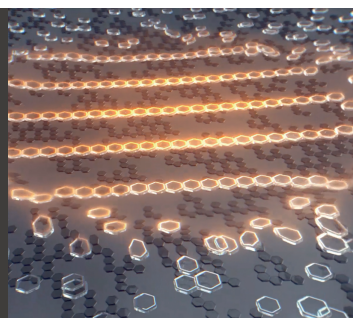
Transitions XTRActive Polarized lenses combine an **exclusive multi-layer matrix** with new *Transitions XTRActive* broad-spectrum dyes for more darkness and new ultra-fast dichroic dyes for polarization.

NEW XTRACTIVE DYES



Powered by a broader spectrum of both UV and visible light, *Transitions XTRActive Polarized* lenses are clear indoors with a hint of protective tint and capture more light energy to get extra dark outdoors¹⁰ and even activate in the car.¹¹

EXCLUSIVE MULTI-LAYER MATRIX



The true magic behind these lenses is provided proprietary, ultra-fast dichroic dyes that give the lenses the ability to dynamically polarize - going from no polarization indoors to up to 90% of polarization efficiency outdoors.⁵

1. Compared to clear to dark photochromic lenses. 2. Ultraviolet light and ocular diseases. Int Ophthalmol. 2014 Phototoxic Action Spectrum on a Retinal Pigment Epithelium Model of Age-Related Macular Degeneration Exposed to Sunlight Normalized Conditions. PLoS ONE. 2013. 3. Transitions Optical, Quality of Vision and Vision Experience Test in Controlled Lab Situations (Lab Wearer Testing), U.S., Eurosyn, Q4 2019, N=135. 4. Transitions Optical, Global Consumer Sentiment and Behavior, Multi-country survey (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2020, People Research, N=6,403 - Base: Prescription Eyeglasses Wearers 18+ yo (N=4,586) 5. Based on tests across materials on grey lenses @ 23°C, using ISO 12312-1 standard. 6. Based on tests on polycarbonate grey lenses, up to 10% darker than the previous generation @ 23°C and up to 5% darker @ 35°C. 7. Compared to clear to extra dark photochromic lenses. Transitions XTRActive Polarized polycarbonate grey lenses filter 35% of harmful blue light indoors. "Harmful blue light" is calculated between 380nm and 460nm. 8. Based on tests on polycarbonate grey lenses compared to the previous generation, fading back to 65% transmission @ 23°C. 9. EcoOptics Limited - Prof. Nicholas Roberts, Quantitative study evaluating the visual benefits of the polarization properties of lenses, 2019/2020. 10. Based on tests on polycarbonate grey lenses, up to 10% darker than the previous generation @ 23°C and up to 5% darker @ 35°C. 11. Based on tests across materials on grey lenses, achieving transmission below 45% @ 23°C behind a standard windshield. The lens achieves a polarization efficiency of 30% behind the windshield, which is not classified as being "polarized".

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