

FROM
SCREENS
TO SUN.
FACE THE
LIGHT.

Transitions™
Light
Intelligent
Lenses

transitions.com

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THE NEED FOR LIGHT PROTECTION HAS BEEN AMPLIFIED BY THE COVID-19 PANDEMIC

Our modern lifestyles expose our eyes to more and more intense light sources, from UV to harmful blue light emitted by the sun, harsh indoor lighting and electronic devices such as smartphones and computer screens. Our eyes are over exposed, resulting in discomfort, fatigue, strain, and even sometimes pain.

The Covid-19 pandemic has changed our exposure to light and therefore enforced that phenomenon:

- **66% OF RX EYEGASSES WEARERS** said they were spending more time in front of a screen amid the pandemic, while at the same time, **22%** said they were spending more time going outside into bright sunshine¹.
- **1 OUT OF 2 RX EYEGASSES WEARERS** said they were exposed to artificial lights/ blue light more than before the Covid-19 pandemic¹.
- **MORE THAN 7 OUT OF 10 ECPS** agree that since Covid-19, patients are more sensitive to eye care and protection²

WHEN AWARE, CONSUMERS ARE LOOKING FOR A COMPLETE AND ALWAYS-ON LIGHT PROTECTION SOLUTION

As a consequence, wearers are more involved than ever in protecting their eyes and the important role lenses play:

- **7 OUT OF 10 RX EYEGASSES WEARERS** agree that protecting their eyes is more important now than ever¹.
- **75% OF RX EYEGASSES WEARERS** agree that the lenses should protect from both UV light AND blue light¹.

TRANSITIONS® LIGHT INTELLIGENT LENSES™: THE DYNAMIC SOLUTION FOR COMPLETE LIGHT PROTECTION

Thanks to its breakthrough technology, *Transitions* brings patients a unique light management solutions, ensuring they are well equipped to manage all types and intensities of light exposure in their daily life.

All *Transitions* lenses:

- **BLOCK 100% OF UVA & UVB RAYS**
- **HELP PROTECT AGAINST HARMFUL BLUE LIGHT** from digital devices, screens and especially bright sunlight
- **HELP REDUCE GLARE, EYE FATIGUE AND STRAIN** by optimizing the amount of light your eyes receive

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1 - 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/N=700 per country
Eyeglasses wearers agree to say
Top2Boxes.

2 - Transitions Optical, Global ECPs Sentiment and Behavior in Covid-19 context, Multi-country survey (FR, IT & US), Q4 2020, Viktahu & Sermo, N= 408 ECPs

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Frame: Designer. CA, USA. Photo: Justin Frame, Media: M.H.E.B. & C.O.

Thanks to breakthrough technology, Transitions brings unique light management solutions to the patients ensuring they can manage the new need to face all the intense lights they encounter in their life.

THE NEED FOR DYNAMIC LIGHT PROTECTION

PROVEN BY SCIENCE

- **Repetitive exposure** to intense light can create a **cumulative effect** and could have an **impact on eye health**.¹
- Lights emitted by **screens or LEDs** have an **unbalanced spectrum**, with a **high ratio of blue light** that may accelerate symptoms of **eye fatigue, dry eyes, and blurred vision**.²

MORE RELEVANT THAN EVER

- **9/10** wearers are **light sensitive**
3/10 are **very light sensitive**³
- **Modern life and pandemic context** can amplify our **struggle with light**: Time spent in front of screens & digital devices has only increased, as well as more exposure to sunlight

WORLDWIDE PEOPLE DECLARE⁴



75%

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

78%

The protection of their eyes offered by the lenses is important.

66%

Spending more time on screens than before the pandemic.

22%

Spending more time outdoors

BETTER PROTECTION FROM HARMFUL BLUE LIGHT

Transitions Light Intelligent Lenses are specially designed to **reduce light intensity and block UV**. They help to **better protect from harmful blue light indoors vs clear lenses** and **reduce symptoms such as eye fatigue**. They **enhance vision experience** in all light situations, **boost any glasses style** thanks to a unique color pallet.

| | GEN 8™ Best overall photochromic lens ⁵ | XTRACTIVE® NEW GENERATION Best XTRA darkness Best XTRA light protection ⁶ | XTRACTIVE® POLARIZED™ Only and best ever photochromic polarized lens ⁷ |
|--|---|---|---|
| PROTECTION FROM HARMFUL BLUE LIGHT | Optimal blue light protection | Best blue light protection indoors ⁸ | Best blue light protection indoors ⁸ |
| INDOORS BVC B ⁹ (Up to) | 23% | 44% | 42% |
| OUTDOORS BVC B ⁹ (Up to) | 86% | 90% | 90% |
| VS CLEAR LENS | Up to X3 more protective ⁹ | Up to X6 More protective ⁹ | Up to X6 More protective ⁹ |
| PROTECTION FROM UV | Blocks 100% UVA & UVB | Blocks 100% UVA & UVB | Blocks 100% UVA & UVB |
| PROTECTION FROM INTENSE BRIGHT LIGHT | From clear to dark | From clear to extra dark | From clear to extra dark |

1. 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. - 2. Digital eyestrain: prevalence, measurement. BMJ Open Ophthalmol, 2018. Management of Digital Eye Strain Clin. Exp. Optom. - 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 achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers. - 6. The darkest in hot temperatures, in the car and offering the best overall blue light protection across light situations* among clear to extra dark photochromic lenses. *Protection from harmful blue light (380nm-460nm) among polycarbonate and 1.5 grey lenses: blocking (i) up to 34% indoors at 23°C, (ii) up to 64% behind the windshield (iii) up to 90% outdoors at 23°C and (iv) up to 83% outdoors at 35°C. - 7. Compared to clear to dark photochromic lenses. - 8. Blocks up to 34% of harmful blue light (380nm-460nm) indoors at 23°C. Tests carried out on polycarbonate and 1.5 grey lenses in the clear to extra dark photochromic category. - 9. Test carried out on Transitions Signature GEN 8, Transitions XTRActive new generation, Transitions XTRActive Polarized and premium clear lenses in CR39 and polycarbonate lenses all with a premium anti-reflective coating. "Harmful blue light" is calculated up to 455nm, with the greatest toxicity between 415-455 nm. Transitions, Transitions Signature and XTRActive are registered trademarks, and Transitions XTRActive Polarized, XTRActive Polarized, the Transitions logo and Transitions Light Intelligent lenses are trademarks of Transitions Optical, Inc., used under license by Transitions Optical Limited. GEN 8 is a trademark of Transitions Optical Limited. ©2021 Transitions Optical Ltd. Photochromic performance and polarization are influenced by temperature, UV exposure and lens material.