

Transitions® XTRActive® lenses

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



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.

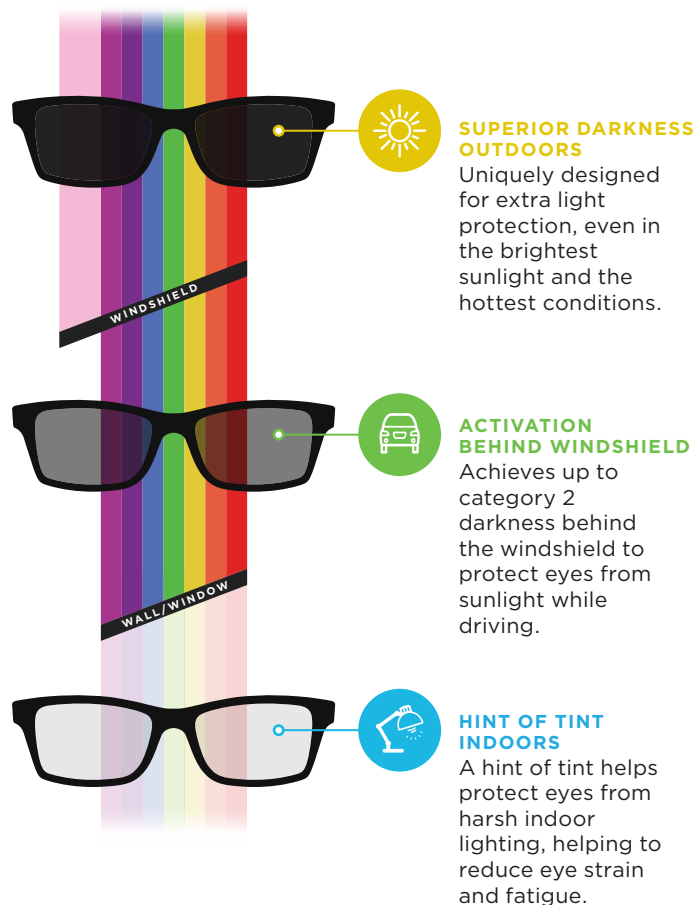
Most photochromic lenses react primarily to UV light. That's why they change when you're in the sun and remain clear indoors. **Transitions XTRActive lenses feature a broad spectrum dye specially designed to react to both UV and visible light for extra darkness outdoors and even in the car.**

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 and graphite green, 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

NEW AVAILABILITY,
NOW IN BROWN &
GRAPHITE GREEN COLORS!

Transitions® XTRActive®

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
- 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.

CONTACT YOUR ESSILOR SALES REPRESENTATIVE FOR AVAILABILITY

©2015 Essilor of America, Inc. All Rights Reserved. Unless indicated otherwise, all trademarks are the property of Essilor International and/or its subsidiaries in the United States and in other countries. Transitions, the swirl and XTRActive are registered trademarks and Transitions Signature and Vantage are trademarks of Transitions Optical, Inc. Photochromic performance and polarization are influenced by temperature, UV exposure and lens material. LTRN200508 SHK/ECSD 4/15

Transitions®