



# Transitions™ DISPENSING TIPS

Transitions™ lenses can be an excellent choice for all types of patients. In fact, we see an opportunity for more young people to be wearing the product.

Younger wearers are as sensitive to light as older wearers – **88%** of millennials experience light sensitivity.

Younger wearers also spend more time on digital devices, a source of harmful blue light.

**56%** of eyeglass wearers under age 45 intend to purchase, and **50%** of consumers will absolutely try *Transitions* if recommended by their eye care professional.

**88%** of *Transitions* lens wearers are satisfied with their lenses, and **92%** repurchase.

## ARE YOU UP-TO-DATE?

Here are some common misperceptions about *Transitions*

### MISPERCEPTION:

*Transitions* lenses are old-fashioned and for older people.

**REALITY:** Millennials love *Transitions* lenses.

Whether you are looking for safety, function, style, or all of the above, *Transitions* lenses have something for everyone and are anything but old fashioned! In fact, millennials are the most likely generation (56%) to be interested in trying *Transitions* lenses.

Glasses have become an element of identity like your clothes. Now, thanks to the various *Transitions* lenses color choices, people are pairing a variety of frame shapes, colors and textures with different lens colors to make a style statement or stay on-trend. And with the bigger, bolder frame styles popular now, *Transitions* lenses look as great as sunglasses outdoors.

### MISPERCEPTION:

*Transitions* lenses don't fade to clear fast enough.

**REALITY:** *Transitions* lens technology has made amazing advancements.

*Transitions* lenses are not the same as they were when they launched 25 years ago, and have improved with each new generation. Thanks to Chroma7™ technology, **Transitions® Signature®** lenses are more responsive than ever before and have the fastest fade-back speed of all the *Transitions* lenses available.

### MISPERCEPTION:

*Transitions* don't get dark enough.

**REALITY:** *Transitions* adaptive lenses are darker than ever before.

Just as technology has advanced with fade back speed, *Transitions* lenses have also made improvements with darkness. **Transitions® XTRActive®** lenses are the darkest everyday lenses available, providing superior outdoor darkness, even in hot temperatures, making them perfect for patients focused on outdoor activities or who spend a lot of time in bright, sunny conditions.

### MISPERCEPTION:

*Transitions* lenses don't work behind a windshield.

**REALITY:** There is a *Transitions* lens that darkens while driving.

**Transitions XTRActive** lenses darken behind the windshield of a car because of the unique technology they have, which responds to visible light. Most drivers find they work great for everyday driving needs.

**MISPERCEPTION:** I don't need sunglasses if I have *Transitions* lenses.

**REALITY:** Most people should have a pair of sunwear for times of intense exposure.

*Transitions* lenses are meant to be your everyday eyewear. You are going to love them for their hassle-free convenience and for the times when you get caught without your sunglasses. But for times of intense sun exposure or a prolong period of time outdoors, a pair of sunwear is recommended.

# MEETING DIFFERENT NEEDS

When it comes to visual needs, no two patients are alike, so it's important to determine which *Transitions* lenses are best for their unique lifestyles.



## PRACTICAL

Practical patients are looking for function and comfort and will appreciate that.

*"Transitions light intelligent lenses provide many benefits including hassle-free comfort, versatility and protection. It has many features all built into one lens."*



## KIDS

*Transitions* lenses are a good solution for every age, including kids! Damage from UV light, and harmful blue light from digital devices and the sun, builds over time, so early protection is essential. Give parents peace of mind by recommending *Transitions* lenses.

*"Kids are on the go, and they need eyewear that keeps up with them! Transitions lenses help provide protection indoors and out, from digital devices and the sun. They are available in sturdy, shatter- and impact-resistant materials."*



## TRENDY

For style-savvy patients that love to stand out, the *Transitions* lens color options are key. Browse and explore the lens color options and mix them with different frames to see the possibilities. Visit [TransitionsPRO.com/Style](https://TransitionsPRO.com/Style) for more style tips.

*"Thanks to the color choices of Transitions lenses, you can customize your eyewear to showcase your personal style."*



## ENERGETIC MILLENNIALS

Style, wellness, smart technology and hassle-free. Millennials want it all! When you can't live without your glasses, what a relief it is to keep the same pair on when you go in and out. It's not surprising that millennials are the most likely generation to be interested in trying *Transitions* lenses.

*"You have enough to worry about – switching your glasses every time you go out shouldn't be one of them. With Transitions lenses, you can look stylish and help protect your eyes from the sun and digital devices."*



## HEALTH CONSCIOUS

Being healthy isn't just about eating right and exercising – it's also about prevention. For those conscious about their well-being, it's good to know about the protective benefits of *Transitions* lenses.

*"Transitions lenses block 100% of UVA and UVB, and filter harmful blue light indoors, especially outdoors where you need it most – offering the most comprehensive protection."*



## OLDER PATIENTS

As the eyes age, people can experience increased problems with low light, dark adaptation and night vision. Conversely, the eyes will become more light-sensitive in bright sunlight and glare. In fact, the more time spent in bright sunlight without proper protection increases the length of time required to adapt to the dark.

*"Transitions lenses help your eyes' ability to control light, which diminishes as we age."*



## PRICE CONSCIOUS

*Transitions* lenses provide tremendous value – they are the smart everyday lens solution to deal with light at any moment. Vision insurance plans can provide a discount off the overall cost of eyeglasses, but don't let vision insurance dictate the decision, think about the importance of eye health and comfort.

*"You'll see the value with Transitions lenses – adding them costs around \$3-\$5\* per month for two years."*

# Transitions™

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\*Pricing may vary, based on the cost to add-on *Transitions* lenses.  
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