



For more information, go to ESSILORPRO.com



Life is dynamic, filled with constantly changing light environments that challenge vision. In this dynamic reality that ranges from dim indoor lights to bright sunlight, traditional clear lenses struggle to meet daily visual demands.

With 9 out of 10 wearers interested in more than just vision correction from their lenses, Transitions® GEN S™ steps in as the new lens standard, going beyond the ordinary and offering a dynamic, fantastic love-wear experience that follows the everchanging rhythm of life.

DYNAMIC

With Transitions GEN S, navigate life effortlessly. Transitions GENS adapts amazingly fast to light, providing optimal responsiveness every time, everywhere.

FANTASTIC

With Transitions GEN S, love the way you look. Transitions GEN S enables wearers to personalize their looks with vibrant colors energized by the sun.

LOVE-WEAR

With Transitions GEN S, ease your life. Transitions GEN S combines technology, colors and lifestyle. A smart lens that will make wearers feel confident in their glasses.



- √ Fadeback in less than two minutes^{2*}
- Up to two times faster to fadeback^{3*}
- Only 25 seconds to sunglasses dark (category 3)4*
- The fastest dark lens5° *Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.

With *Transitions® GEN S™*, embrace light in harmony with your life.

Transitions GENS is the fastest dark lens^{5*} in the clear to dark photochromic category. Transitions GEN S is fully clear indoors and darkens in seconds⁶ outdoors. It is ultra-responsive to light, reaching category 3 levels of darkness in 25 seconds^{4*} and fading back in less than two minutes². Transitions GEN S has improved long-lasting photochromic performance^{7*}.

Wearers agreed that *Transitions GEN S* lenses adapted so fast to light that they didn't notice or barely noticed the changes8*

- Widest range on the market: 8 vibrant colors
- New addition to the portfolio: the Ruby color
- Better color consistency at all stages⁹
- Endless pairing possibilities

With *Transitions® GEN S™*, express yourself with endless pairing possibilities.

Available in 8 vibrant colors

















Transitions GEN S is available in 8 exclusive colors, including a brand-new addition: Transitions GEN S Ruby. All colors have been optimized to be true to tone at all times, offering vibrant tints regardless of the light or environment. While being fully clear indoors, and beautifully colored outdoors, Transitions GEN S provides endless possibilities of pairing to complement any look.

Wearers liked the way they looked in Transitions GEN S lenses 10*

UP TO

- √ 39% faster vision recovery from intense bright lights vs. clear lenses.^{11*}
- 40% faster vision recovery during fadeback vs. previous generation.12*
- 39.5% improved contrast sensitivity during fadeback vs. previous generation.^{12*}

With *Transitions® GEN S™*, elevate your visual experience in all light conditions.

Transitions GEN S offers better vision quality, faster 13 . Transitions GEN S ensures a continuous visual experience in harmony with varied and changing light environments. Thanks to its responsiveness to light, it provides a 39% faster vision recovery from intense bright lights^{11*} versus clear lenses . During fadeback, there is a 39.5% improvement in contrast sensitivity^{12*} and 40% faster vision recovery^{12*} versus the previous generation's. Moreover, Transitions GENS provides ultimate light protection¹⁴, darkening outdoors, blocking 100% UVA & UVB rays, and filtering up to 32% blue-violet light in the clear state and up to 85% when activated 15.

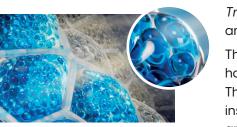
Wearers agreed their vision felt natural in all light conditions with *Transitions GEN S* lenses^{8*}.

Transitions® GEN S™ delivers unparalleled performances with a unique vision: to embrace the synergy of speed, darkness and color without sacrificing any other performance aspect.



- Proprietary & patented technology
- 30 years of photochromic expertise
- 100.000 lenses tested
- 1,500 new photochromic dyes created
- 120 dedicated scientists

Transitions GEN S: advanced symbiotic technology



Transitions GEN S uses advanced symbiotic technology where the dyes and matrix are specifically designed to seamlessly interact together.

The new matrix architecture strikes the right balance between soft and hard spaces, facilitating dye performance while maintaining robustness. The new super-charged dyes absorb more energy, improving the kinetics inside the matrix and providing the right balance between vivid colors and seamless responsiveness.

WEARERS CHOSE TRANSITIONS® LENSES

