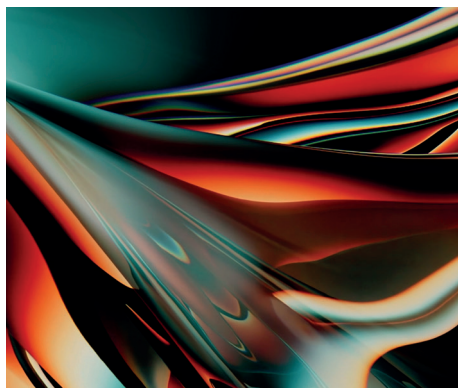


## THE NEW LENS STANDARD

Life is dynamic, filled with constantly shifting light scenarios 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<sup>1</sup>, Transitions® GEN S™ steps in as the new lens standard, going beyond the ordinary and offering a dynamic, fantastic and love-wear experience that aligns with the everchanging rhythm of life.



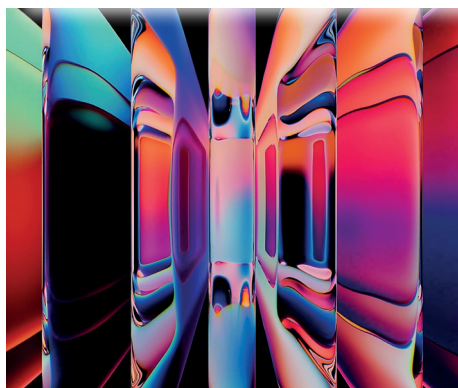
### GEN SPEED™: ULTRA-RESPONSIVE TO LIGHT

< 2  
MIN

- ✓ Fadeback in less than two minutes<sup>2\*</sup>
- ✓ Up to two times faster to fade back<sup>3\*</sup>
- ✓ Only 25 seconds to sunglasses dark (category 3)<sup>4\*</sup>
- ✓ The fastest dark lens<sup>5\*</sup>

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

\*Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.



### GEN STYLE™: SPECTACULAR COLOR PALETTE

8  
COLORS

- ✓ Widest range on the market: 8 vibrant colors
- ✓ New addition to the portfolio: the Ruby color
- ✓ Better color consistency at all stages<sup>6</sup>
- ✓ Endless pairing possibilities

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



### GEN SMART™: HD VISION AT THE SPEED OF YOUR LIFE

UP TO  
40%

- ✓ 39% faster vision recovery from intense bright lights vs. clear lenses.<sup>7\*</sup>
- ✓ 40% faster vision recovery during fadeback vs. previous generation.<sup>8\*</sup>
- ✓ 39.5% improved contrast sensitivity during fadeback vs. previous generation.<sup>8\*</sup>

With Transitions GEN S, experience a better vision quality, faster<sup>9</sup>.

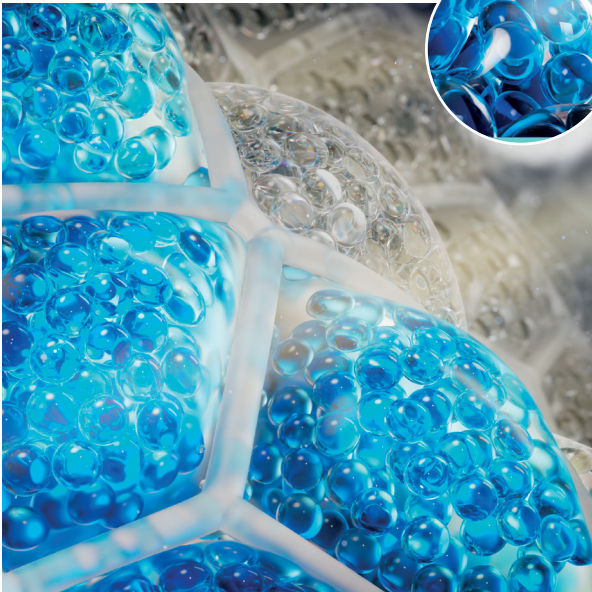
\*Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.

Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.

1. 93% want or are interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, external research agency, (CAWI), U.S., Q4 2021, N= 1,000. 2. For gray polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 3. For gray polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C, compared to the previous generation. 4. For gray polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 5. Compared to gray lenses in the clear to dark (category 3) photochromic category. Transitions GEN S Gray lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 6. For gray polycarbonate lenses, compared to the previous generation. 7. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. 8. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity

during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al, A new photochromic lens improves contrast sensitivity during fadeback. 9. Vision quality improved in challenging light conditions, notably in bright to very bright light situations. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al, A new photochromic lens improves contrast sensitivity during fadeback.

# A GIANT LEAP OF TECHNOLOGY



- ✓ Proprietary & patented technology
- ✓ 30 years of photochromic expertise
- ✓ 100,000 lenses tested
- ✓ 1,500 new photochromic dyes created
- ✓ 120 dedicated scientists

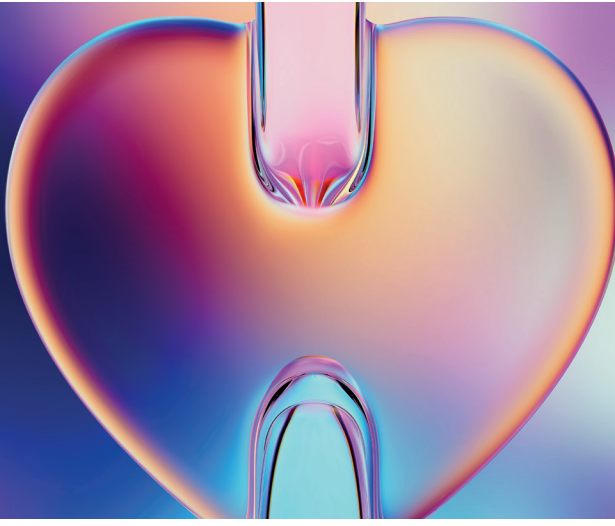
Our groundbreaking technology has been developed with one ambition in mind: uncompromised performance.

## 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.

# 9 OUT OF 10

WEARERS CHOSE  
**TRANSITIONS® LENSES**  
OVER CLEAR<sup>10</sup>



## WHY CHOOSE CLEAR WHEN YOU CAN HAVE DYNAMIC?

### GEN SPEED™



**Responsive**  
Time is no longer  
a concern.

### GEN STYLE™



**Beautiful**  
Colors have never  
been more vibrant.

### GEN SMART™



**Seamless**  
Goes beyond  
correction.

<sup>10</sup>After seven days of trial per lens type, 86% of wearers chose to keep *Transitions GEN S*, 5% of wearers chose to keep *Transitions Signature GEN 8*, and 9% of wearers chose to keep the premium clear lenses. Source: Wearers Test conducted by an external market research agency in the U.S. in Q1 2023 with 134 prescription lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in clear, *Transitions GEN S Gray* and *Transitions Signature GEN 8 Gray*.  
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