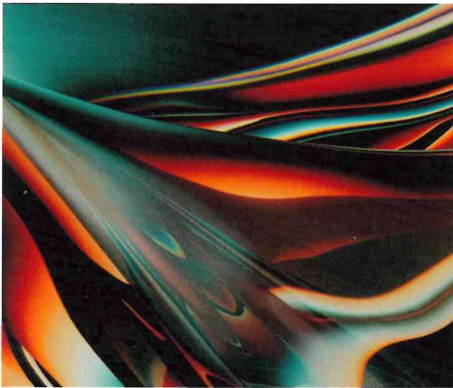


THE NEW LENS STANDARD

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 lenses¹, *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 minutes²
- ✓ Up to two times faster to fade back³*
- ✓ Only 25 seconds to sunglasses dark (category 3)⁴*
- ✓ The fastest dark lens⁵*

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 stages⁶
- ✓ 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.⁷*
- ✓ 40% faster vision recovery during fadeback vs. previous generation.⁸*
- ✓ 39.5% improved contrast sensitivity during fadeback vs. previous generation.⁸*

With *Transitions GEN S*, experience a better vision quality, faster⁹.

*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.