

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

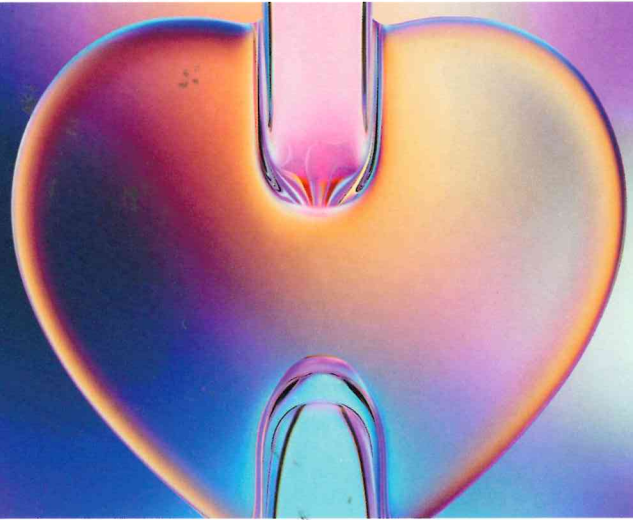
Our groundbreaking technology has been developed with one ambition in mind: uncompromised performance.

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 CLEAR¹⁰



WHY CHOOSE CLEAR WHEN YOU CAN HAVE DYNAMIC?

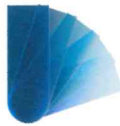
GEN SPEED™



Responsive

Time is no longer a concern.

GEN STYLE™



Beautiful

Colors have never been more vibrant.

GEN SMART™



Seamless

Goes beyond correction.

Transitions® ×



¹⁰ 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 167 index lenses with a premium anti-reflective coating in clear, *Transitions GEN S Gray* and *Transitions Signature GEN 8 Gray*.

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