



Transitions®
Gen S™

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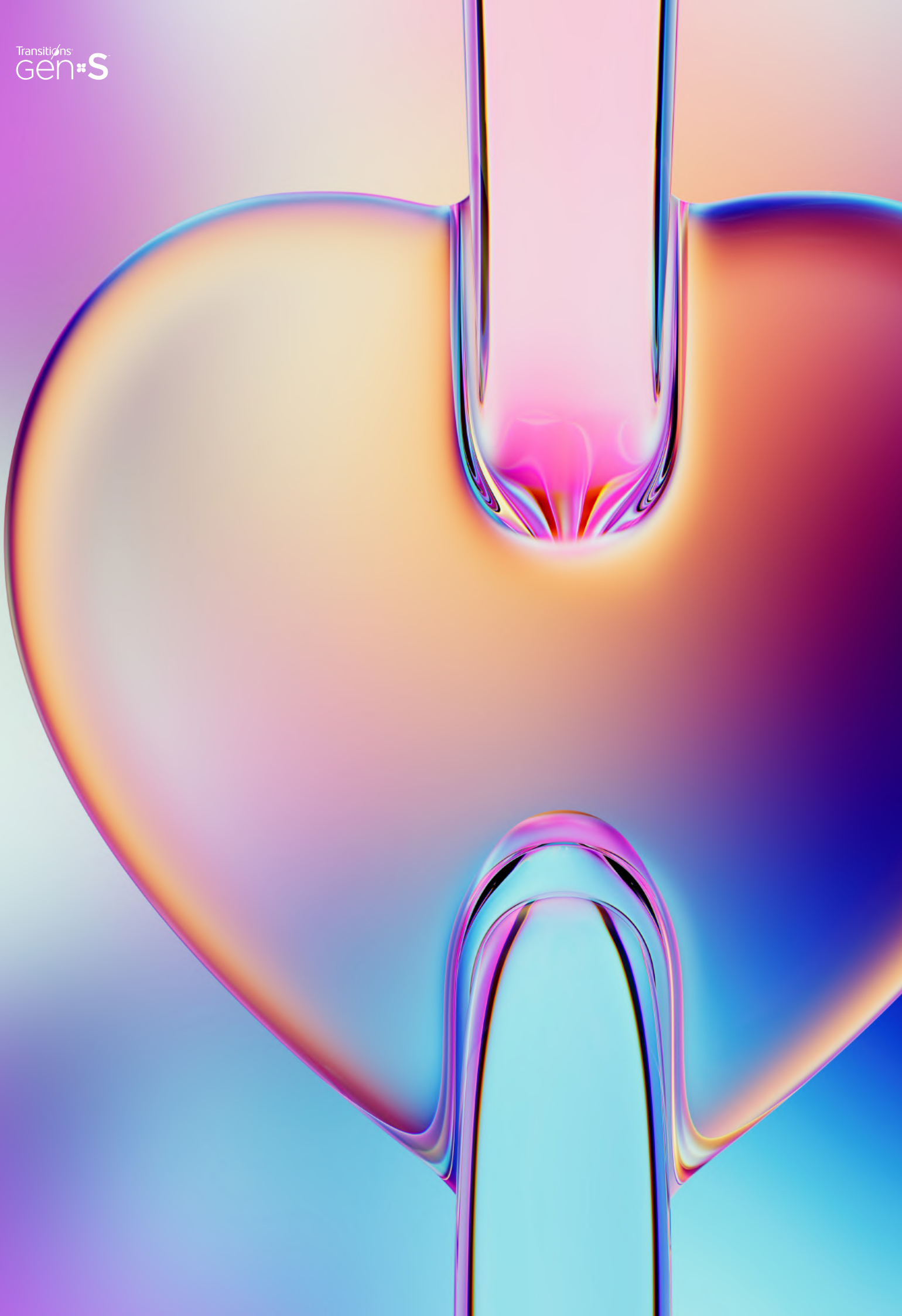




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1 THE NEW LENS STANDARD

Life is dynamic, constantly shaped by the changing light around us. Our days can take us from the soft morning light to the intense midday sun, through the bright artificial lights of our workplaces, and into the challenges of night driving. In a world that is constantly in motion, it is essential that our vision keeps pace as effortlessly as possible.

Vision experience now extends far beyond vision correction. It is an active, dynamic process that must keep pace with our daily demands. Glasses are an extension of our lives, offering a seamless integration into our lifestyle with optimal dynamic vision. Traditional clear lenses, designed for static conditions, struggle to match the demands of our reality. As we look to the future, the expectations for our glasses keep evolving: Consumers seek more than mere static correction.

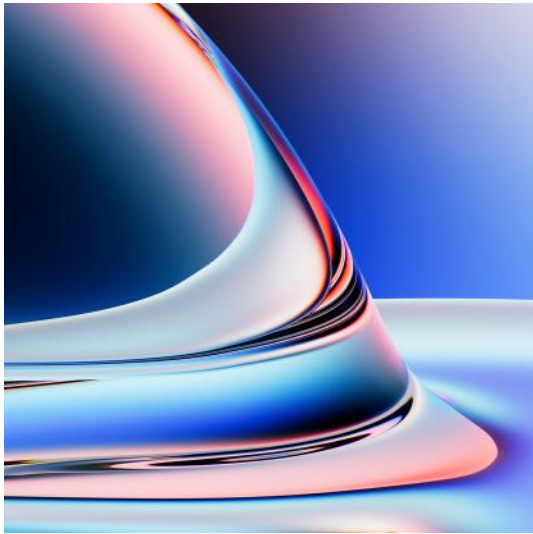
In this emerging landscape, Transitions® stands at the forefront of innovation, bringing solutions that effortlessly adapt to changing light and offer an amplified visual experience. As consumer needs evolve, Transitions is committed to providing wearers with a complete eyewear solution that elevates their confidence, looks, and interaction with the world.





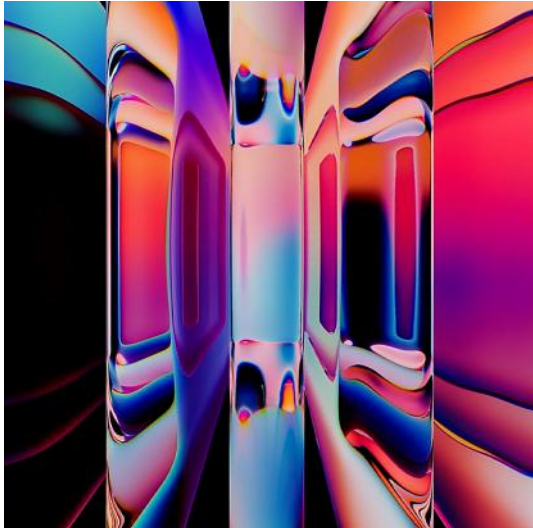
2 UPGRADE PRESCRIPTION GLASSES

Gone are the days when prescription glasses were simply functional necessities. What once was a must-wear optical device is now an extension of a person's lifestyle. At Transitions optical, we are setting a new standard that revolutionizes prescription eyewear: from static to dynamic, from normal to fantastic, and from a must-wear into an irresistible love-wear item for wearers of all walks of life.



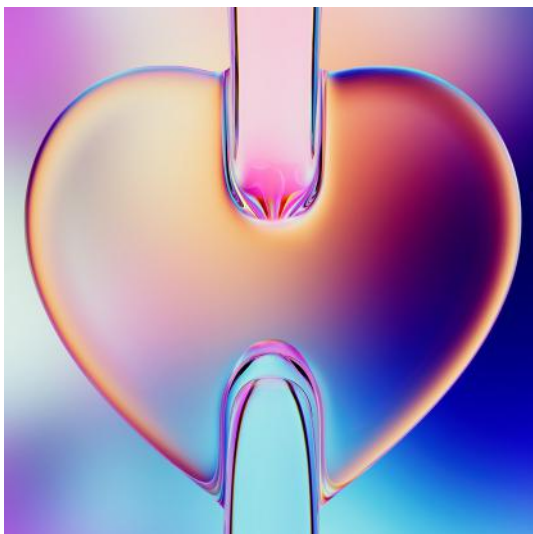
DYNAMIC

Life is dynamic, filled with constantly changing light environments. In this shifting landscape, consumers seek solutions that seamlessly adapt to their varied demands.¹ At Transitions Optical, we create dynamic lenses that allow wearers to navigate life effortlessly. They adjust to different lighting conditions, consistently delivering the right level of protection. In contrast, traditional static clear lenses fall short of meeting the needs for comprehensive protection and flexibility, often leaving consumers with unanswered questions.



FANTASTIC

Why pick the basic when you can have the fantastic? We invite consumers to leave static clear lenses behind and upgrade their glasses for better vision experience, comfort, and looks. The concept is simple: Pick any frame you love and pair it with your favorite color to elevate your look. At Transitions Optical, we propose a fantastic personalization experience that reflects a wearer's unique style.



LOVE-WEAR

Transitions Optical invites consumers to love their glasses magic. We offer an opportunity for wearers to turn their "must-wear" optical devices into "love-wear" accessories. This evolution brings a smart choice for unlimited life and coolness. Such a convincing experience you'll never go back.²

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

1. Transitions® Optical, Global Consumer Sentiment and Behavior, Multi-country (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2022, People the Research Partner, N=4510 Rx wearers. 2. After 7 days trial per lens type, 84% of wearers indicated that they would choose to keep the Transitions® GEN S™ lenses over the other lenses tested. Wearers Test conducted by an external market research agency in the US in Q1, 2023 wearing 1.67 index lenses with a premium anti-reflective coating in clear, grey Transitions® GEN S™ & grey Transitions® Signature® GEN 8™, 128 respondents.

3

TRANSITIONS® GEN S™

Transitions® GEN S™ lenses transcends the boundaries of traditional lenses and introduces a new lens standard in the optical world. This revolutionary innovation brings wearers performance, colors and freedom in a combination never seen before. With its advanced symbiotic technology, it defies expectations. Transitions® GEN S™ is the visionary force propelling us forward, as we revolutionize the optical industry and upgrade the standard of optical excellence.

ULTRA-RESPONSIVE TO LIGHT

Transitions® GEN S™ stands in a class of its own as the fastest dark lens in the clear to dark category.^{1*} Darkening to category 3 in seconds², and fading back in less than two minutes^{3*}, Transitions® GEN S™ introduces a new ultra-responsive to light technology to the market. This level of speed, paired with its improved long-lasting performance^{4*}, makes Transitions® GEN S™ the ultimate choice for any wearer.

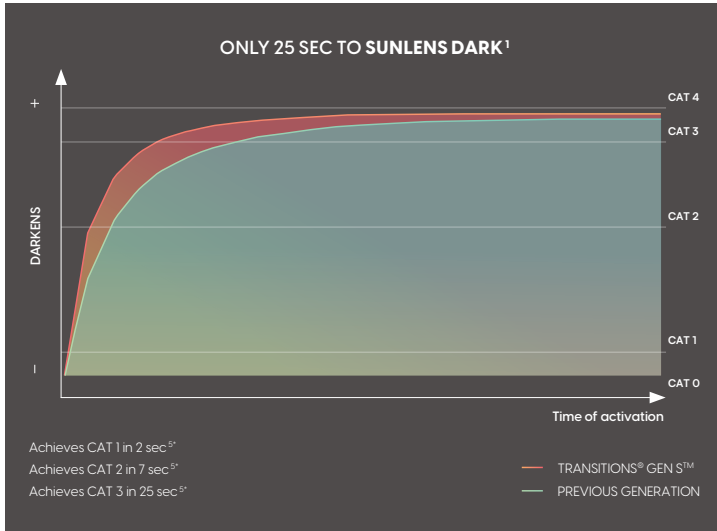


Figure 1: Activation of grey Transitions® GEN S™ than the previous generation

Ultra fast to fade

With its ultra-fast to clear performance⁶, Transitions® GEN S™ fades back from category 3 to category 2 in less than 7 seconds and to a further category 1 in less than 45 seconds.^{7*} Transitions® GEN S™ fades back in less than 2 minutes^{3*}, being up to 2x faster to fade than the previous generation.^{8*}

Darkens in seconds

Transitions® GEN S™ sets a new standard for activation speeds: The lens darkens in seconds upon exposure to sunlight, reaching category 1 in less than 2 seconds, category 2 in less than 7 seconds, and category 3 in less than 25 seconds.^{5*}

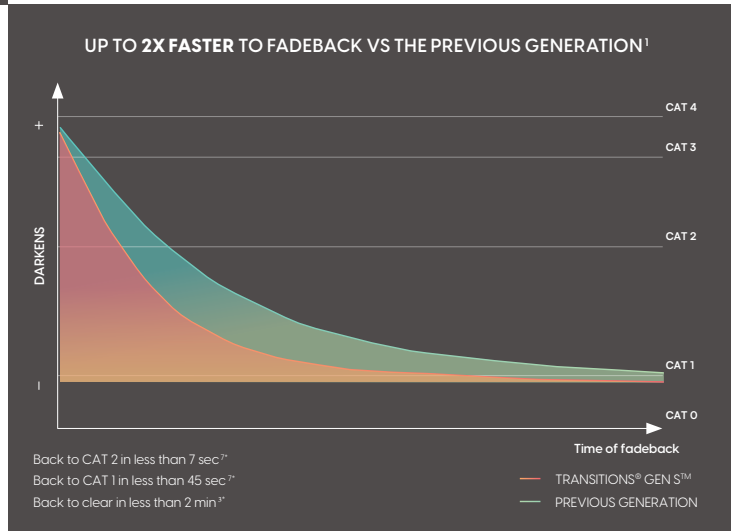


Figure 2: Fadeback speed of grey Transitions® GEN S™ than previous generation in premium anti-reflective coating



Did you know?

All Transitions® GEN S™ colors activate up to category 1 levels of darkness behind the windshield.

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For grey lenses in the clear to dark (category 3) photochromic category, Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 2. For polycarbonate & CR39 lenses across colors achieving 18% transmission @ 23°C. 3. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 4. For grey CR39 & polycarbonate lenses, compared to the previous generation. 5. For grey polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 6. Up to 2 times faster to fadeback compared to the previous generation for grey polycarbonate & CR39 lenses fading back to 70% transmission @ 23 C. 7. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating @ 23°C. 8. For grey polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C.

Nothing compares

Transitions® GEN S™ stands unmatched in the photochromic lens landscape as the fastest dark lens in the clear-to-dark category¹. While traditional photochromic lenses compromise between achieving optimal darkness and rapid fade speeds, Transitions® GEN S™ offers an unprecedented performance combination in a single lens.

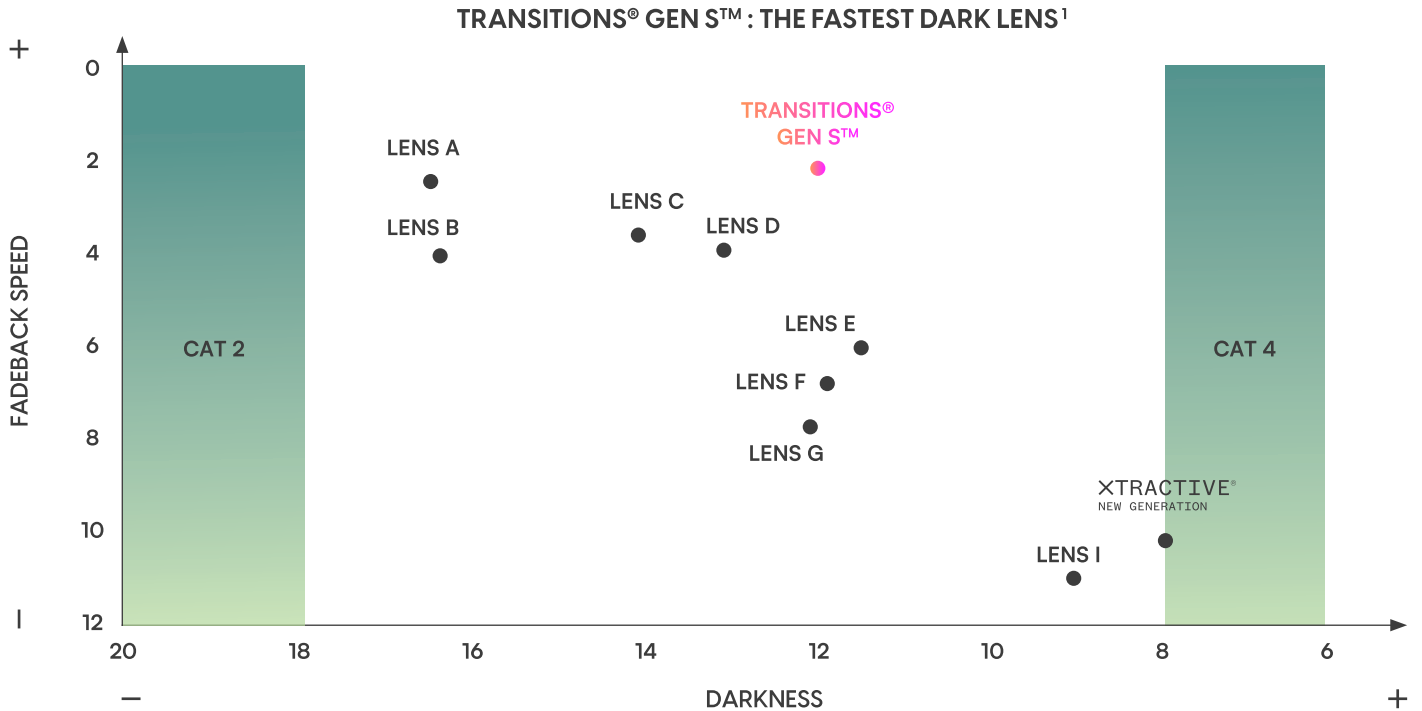


Figure 3 : Positioning of Transitions® GEN S™ in the photochromic lens landscape, for grey lenses in the clear to dark photochromic category.

Best overall photochromic lens²

Beyond speed and darkness, when compared to other everyday photochromic products available today, Transitions® GEN S™ stands at the top as the best overall photochromic in the market, going even further than our previous generation.

Overall Performance score model with Transitions® GEN S™

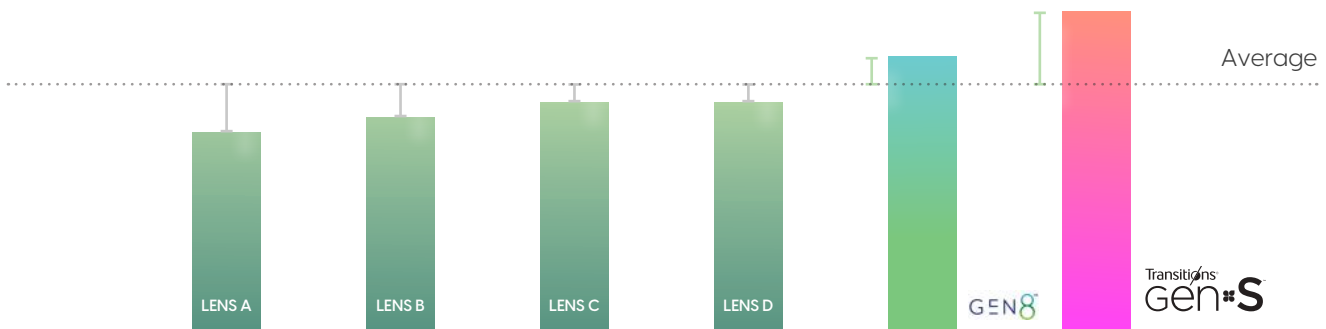
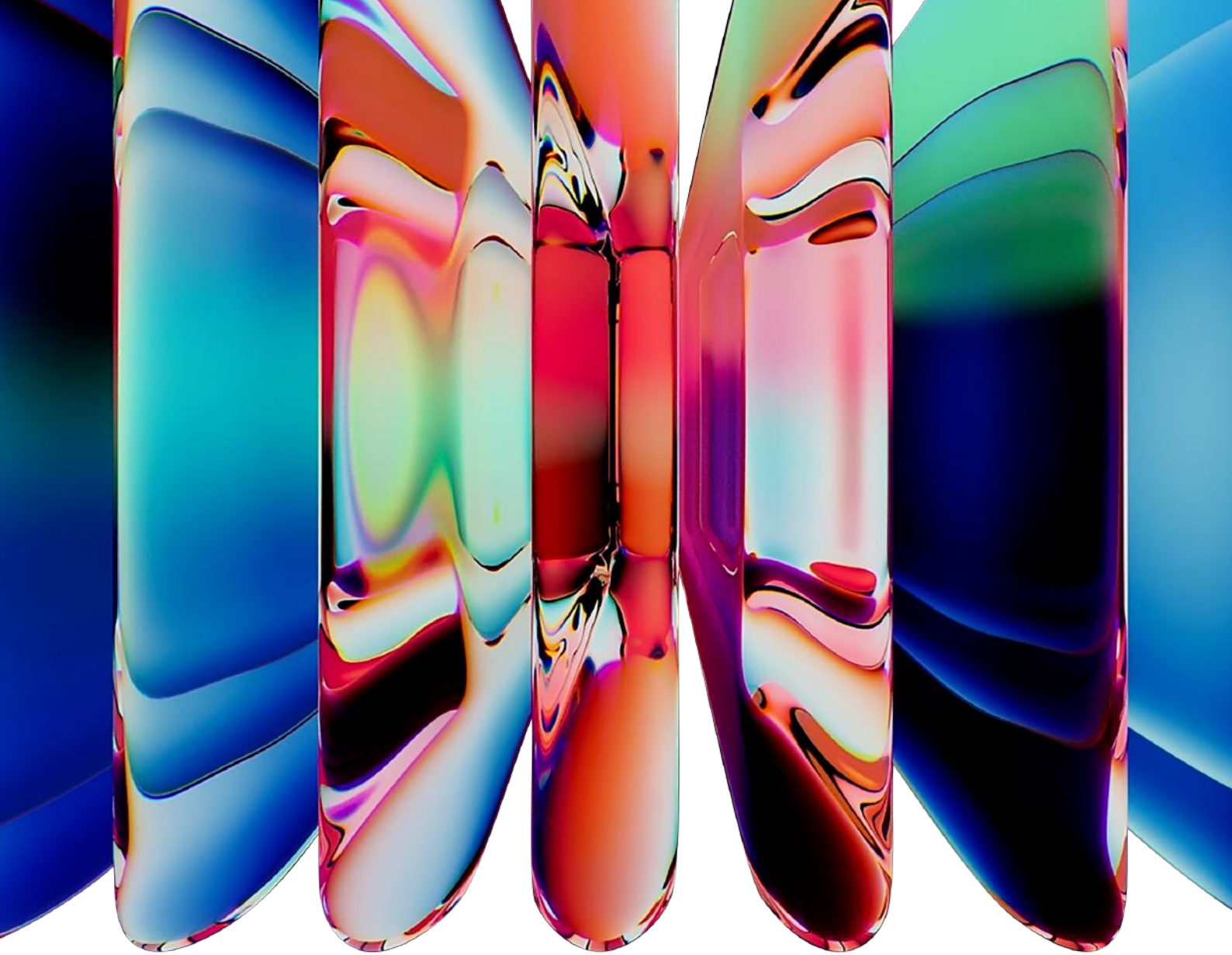


Figure 4: Clear to Dark, everyday photochromic grey lenses in the Overall Performance Score (OPS). The OPS score is calculated based on composite scores among main everyday lenses across key photochromic attributes weighted by their relative importance to consumers

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 2. Based on achieving the highest weighted composite score among main clear to dark (category 3) photochromic grey lenses across laboratory measurements of key photochromic performance attributes weighted by their relative importance to consumers. The survey and analysis used to measure attribute relative importance to consumers was conducted by an external market research agency, N= 1,037.



GEN STYLE

SPECTACULAR COLOR PALETTE

Transitions® GEN S™ brings a spectacular color palette that delivers vibrancy and performance in line with the latest eyewear trends. Dark and stylish under sunlight, beautiful at all stages, and clearer than ever indoors, Transitions® GEN S™ was created to elevate a wearer's style and individuality.

Transitions® GEN S™ introduces our broadest color range ever, with an extraordinary collection of 8 optimized colors, including Transitions® GEN S™ ruby, a striking new addition. From timeless elegance to contemporary chic, each color was crafted to deliver an enriched visual experience at all times

Beautiful colors for endless pairings

Sapphire



- ✓ Royal
- ✓ Magic
- ✓ Elegant

Sapphire is symbolic of sky and sea - feeling dependable and constant. Sapphire is a major force - approachable yet relatable, and now more vibrant than ever. A true stand out look.

Emerald



- ✓ Fresh
- ✓ Harmonious
- ✓ Balanced

Emerald shade sparkles and fascinates. Emerald tones have an inherent luxurious quality and long-term appeal. Emerald brings a sense of clarity, renewal and rejuvenation.

Brown



- ✓ Earthy
- ✓ Relaxed
- ✓ Radiant

Brown evokes a sense of timeless elegance. It is sophisticated, subtly nude, and perfectly chic: making a clear, welcoming fashion statement.

Grey



- ✓ Classic
- ✓ Timeless
- ✓ Versatile

Grey is extremely versatile. It transcends seasons bringing a modern, true neutral look, that effortlessly complements any style.



Amber



✓ Optimistic ✓ Joyful ✓ Energetic

Amber is valued for its powerful energy and protective qualities. Amber brings feelings of nostalgia and a feelgood fashion. It is captivating - embodying a smoky warmth and enriching tone.

Amethyst



✓ Majestic ✓ Graceful ✓ Sensual

Amethyst is a complex color. It's known for its mystery, its magical and intriguing appeal. Amethyst wearers display their own personality - symbolizing unconventionality and originality.

Graphite Green



✓ Serene ✓ Subtle ✓ Tasteful

Graphite Green is connected to growth and a fresh, lush, reinvigorated style. This natural tone now boasts a deeper green hue, bringing a connected, eco-minded, down to earth vibe.

Ruby



✓ Passion ✓ Expressive ✓ Refined

Ruby color is a deep, rich hue that exudes passion and elegance. It's a captivating shade that draws attention and symbolizes love and intensity.





ENHANCING OUR PORTFOLIO **BY INTRODUCING RUBY**

The introduction of ruby to the Transitions® GEN S™ color palette adds a touch of brilliance, celebrating dynamism, love, and passion. Emerging from a deep understanding of the latest trends in the sunglasses industry, ruby finds its unique place in the burgundy color space, enriching our diverse collection of now eight colors.



INSPIRED BY
**THE COLOR OF THE YEAR
OF A LEADING COLOR INSTITUTE**

Better color consistency at all stages^{1*}

Transitions® GEN S™ uses cutting-edge technology to ensure a true-to-tone activation across all stages. Our deep expertise in photochromic dyes allows us to bring better color consistency during activation and fadeback, meeting consumers' expectations for a seamless experience all day long.

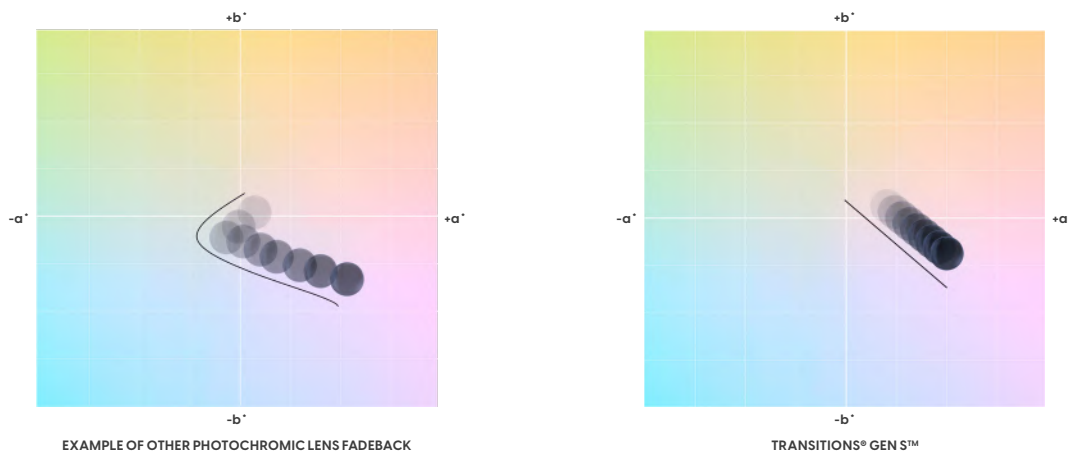


Figure 6 : Simulation of Transitions® GEN S™ lenses true-to-tone experience vs a generic photochromic lens.

Did you know?

A look inside our development process

The Transitions® GEN S™ color palette is the result of extensive research and development, involving numerous laboratory tests and advanced algorithm iterations to create lenses that are both vibrant and high performing. We ensure each color brings a combination of style and practicality, being enjoyable to look through and appealing to look at.

Transitions® GEN S™ lenses across all colors:

- ✓ Meet official traffic light recognition standards²
- ✓ Reach category 3 darkness across all colors.³
- ✓ Activate in seconds across our 8-color range.³

The Transitions® GEN S™ color palette is redefining the overall market perception of dynamic lenses. In the US, the large choice of colors has propelled purchase intent by **1.6 times** and even more impressively, by **1.8 times** in Europe⁴. This is a clear indication of how color elevates the desirability of dynamic lenses, blending functionality with fashion. The wide color range also resonates with younger and clear lens wearers, with 80% of younger wearers and 76% of current clear lens users being more inclined towards Transitions® lenses when presented with multiple color choices.^{5*}

Purchase intent

x1.6 | in the US
x1.8 | in Europe

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For grey polycarbonate lenses, compared to the previous generation. 2. ISO 8980-3 2013, ANSI Z80.3 2015, AS/NZS 1067 2016 and ISO 12311 2013 based on test on Poly 3. For polycarbonate & CR39 lenses across colors achieving 18% transmission @ 23°C. 4. Europe: Global Consumer Brand Tracking, (CAWI), Q3 2023, (UK, FR, IT) N= 3,000 Rx eyeglasses wearers - US: Ipsos, Global Consumer Brand Tracking, (CAWI), US, Q3 2023 N= 1,000 Rx eyeglasses wearers. 5. Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 133 Rx lens wearers viewing Transitions® GEN S™ lenses in 8 colors. Younger wearers (age <45) N= 65. Pre-test clear wearers N= 94.



GEN SMART

HD VISION AT THE SPEED OF YOUR LIFE

Optimized light dose for continuous visual performance^{1*}

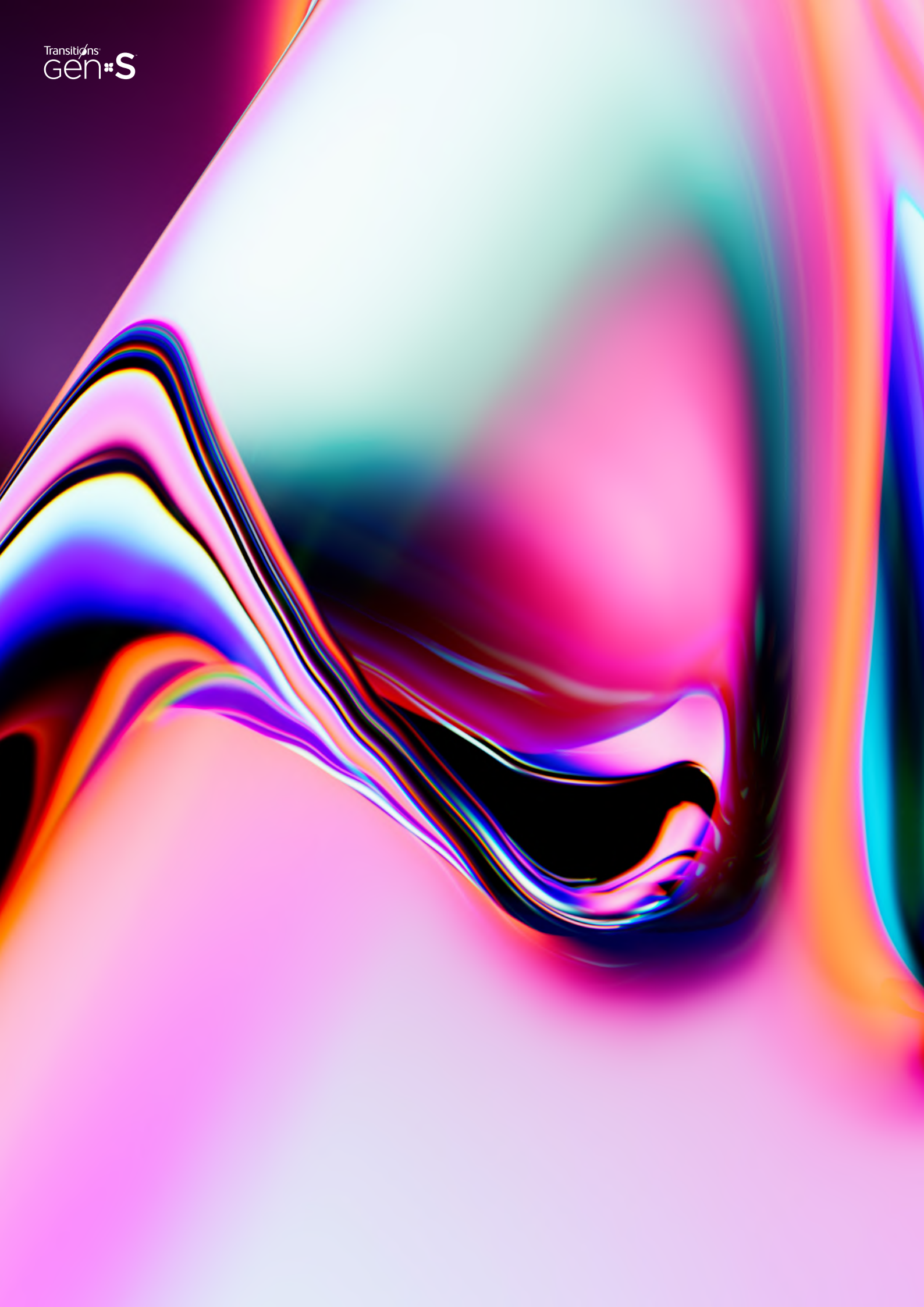
Vision quality has traditionally been defined by correcting to 20/20 visual acuity with static clear lenses in a stable light condition. These lenses correct refractive errors, aiming for precise and sharp vision. Yet, this standard does not capture the entirety of visual quality, failing to consider the wide array of light conditions we face daily.

Light plays a crucial role in how we see the world: Too much or changing light situations can deeply impact vision quality, interfering with visual acuity, contrast sensitivity, and even vision recovery time. These are all situations where static clear lenses can leave wearers wanting more².

In intense bright light environments, our eyes must quickly adjust to maintain sharp vision, a task that becomes challenging due to the direct impact of intense light on retinal vision mechanisms. Similarly, insufficient light or light variation can diminish vision clarity, contrast sensitivity, and overall visual performance, leading to longer times needed for eyes to adapt to new light conditions³⁻⁴

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

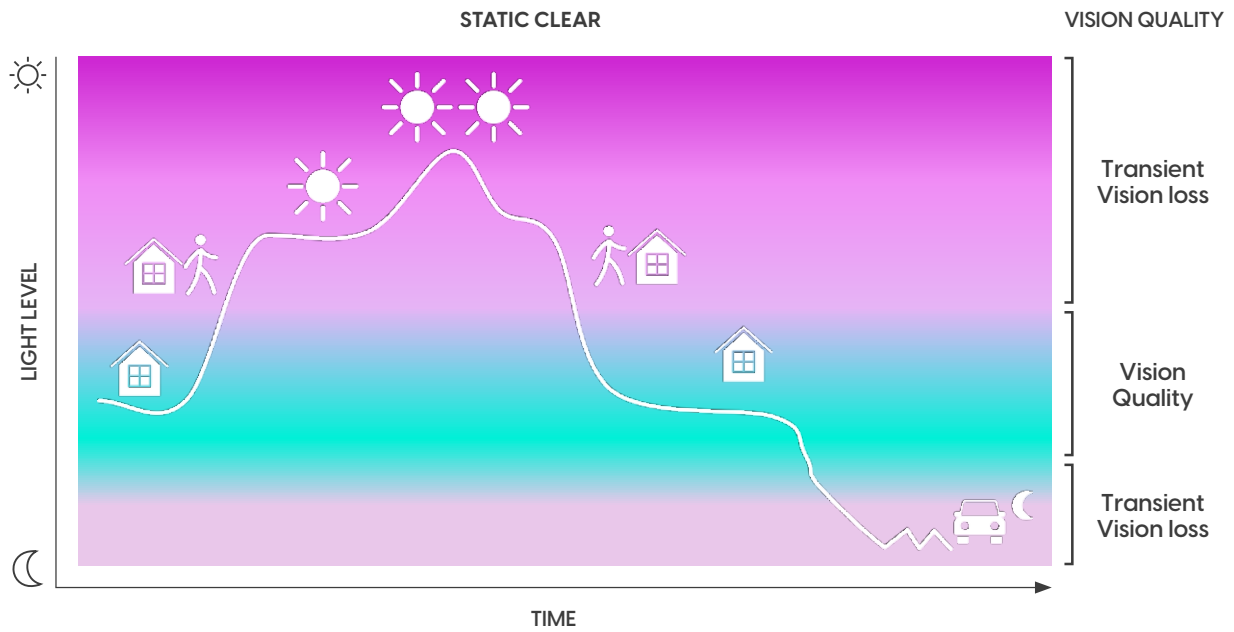
1. Light dose represents the amount of light received by the eye for a specified time exposure. Continuous visual performance means a consistent visual perception across light conditions, notably when moving from a bright to a darker environment (source B, Transitions® GEN S™ compared to Transitions® Signature® GEN 8™); in bright to extreme bright light environments (source A, Transitions® GEN S™ compared to clear lenses); and in a low light environment with scattered light (source A, Transitions® GEN S™ compared to clear lenses). 2. Wang, Shuxiao and Jianping Zhao. "New perspectives on light adaptation of visual system research with the emerging knowledge on non-imageforming effect." *Frontiers in Built Environment* (2022). 3. Mainster MA. Glare's causes, consequences, and clinical challenges after a century of ophthalmic study. *American journal of ophthalmology*. 2012;153(4):587-593. 4. Silvestre D, Arleo A, Allard R. Internal noise sources limiting contrast sensitivity. *Sci Rep*. 2018 Feb 7;8(1):2596.



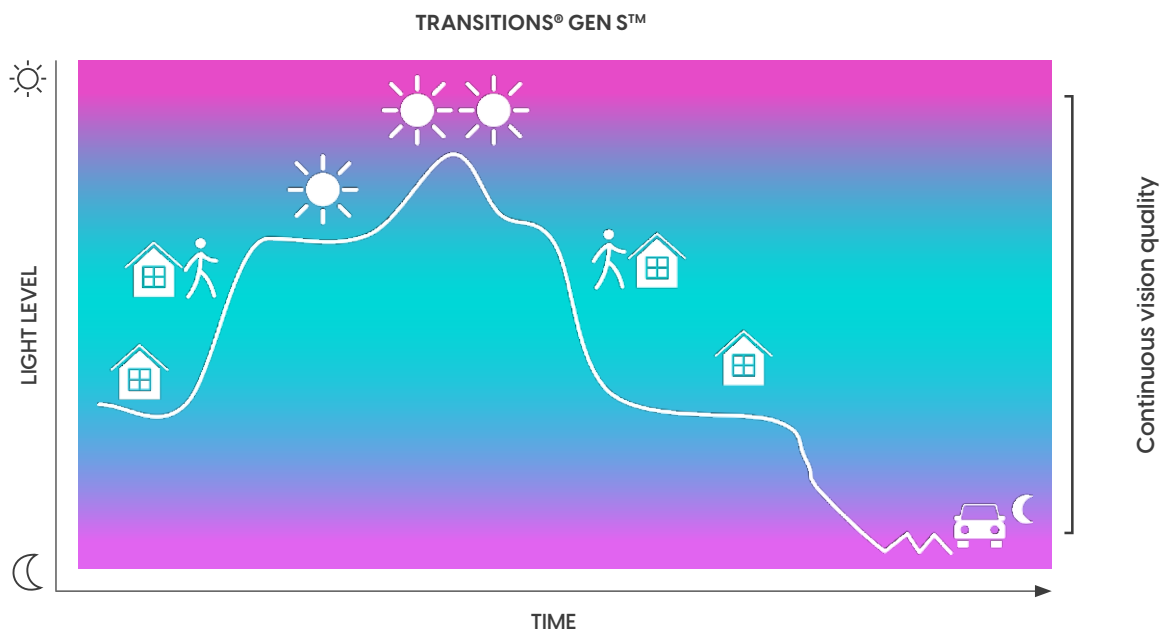
Unlike static clear lenses, Transitions® GEN S™ steps in to provide optimal light control, attenuating light stress for a more continuous visual performance. Its advanced performance help wearers to get a more regulated light dose at all times, sustaining continuous visual quality throughout the day.



TRANSITIONS® GEN S™ ATTENUATES LIGHT STRESS AT ALL TIMES FOR CONTINUOUS VISUAL PERFORMANCE



Static clear lenses, ensure vision quality in a narrow range of light conditions. When exposed to varying light levels, the wearer's vision quality decreases.



Transitions® GEN S™ ensures a continuous vision performance, in a much broader range of light conditions, decreasing significantly transient loss for a large amplitude of light.

Figure 7: Transitions® GEN S™ lenses expands visual quality compared to static clear lenses by consistently mastering light stress when simulated light exposure on a typical day

Better vision quality, faster^{1*}

Transitions® GEN S™ has been engineered to face challenging light situation, delivering better vision quality, faster, minimizing visual disturbances and accelerating vision recovery times. This exceptional performance is supported by thorough clinical studies carried out by independent researchers at leading universities. These studies focused on two key scenarios: exposure to very bright light, and fadeback situations. This research highlighted a major leap forward in diminishing visual disturbances and rapidly boosting vision recovery times.

In intense bright light situations, for example, Transitions® GEN S™ provides a 39% faster vision recovery time when compared to clear lenses.^{2*}

STATIC CLEAR



TRANSITIONS® GEN S™



Figure 8: Simulation of quality of vision in bright light situations with Grey Transitions® GEN S™ vs. clear lenses². A faster recovery time helps the wearer discern relevant details in the scene.

Transitions® GEN S™ also excels in adapting to changing light conditions such as going from a bright to a low-light environment. Transitions® GEN S™ provides a 40% faster vision recovery time during fadeback when compared to the previous generation^{3*}. This rapid adjustment means less waiting for eyes to adapt, and a more consistent visual experience for the wearer.

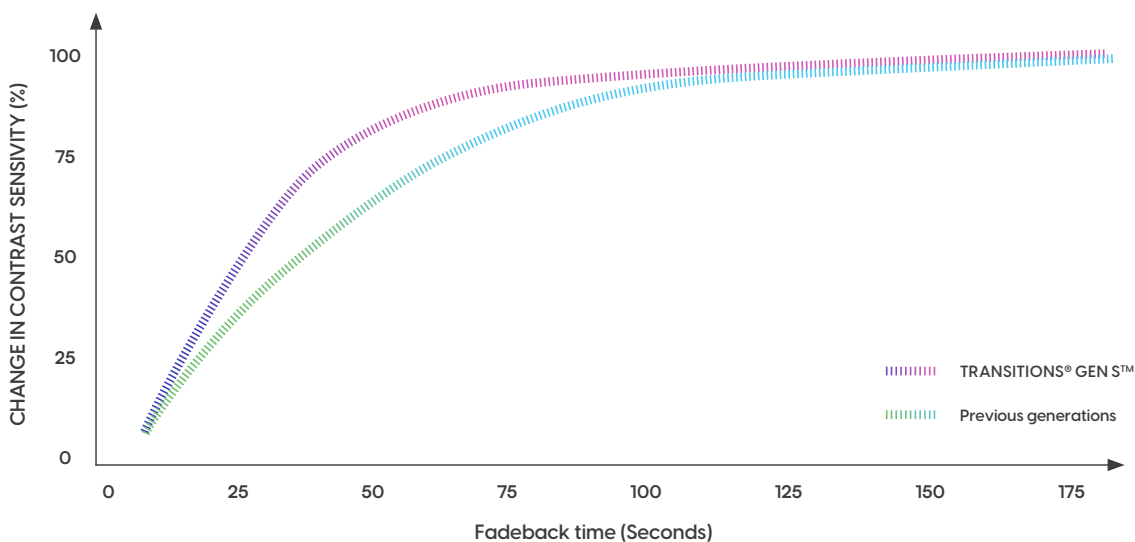
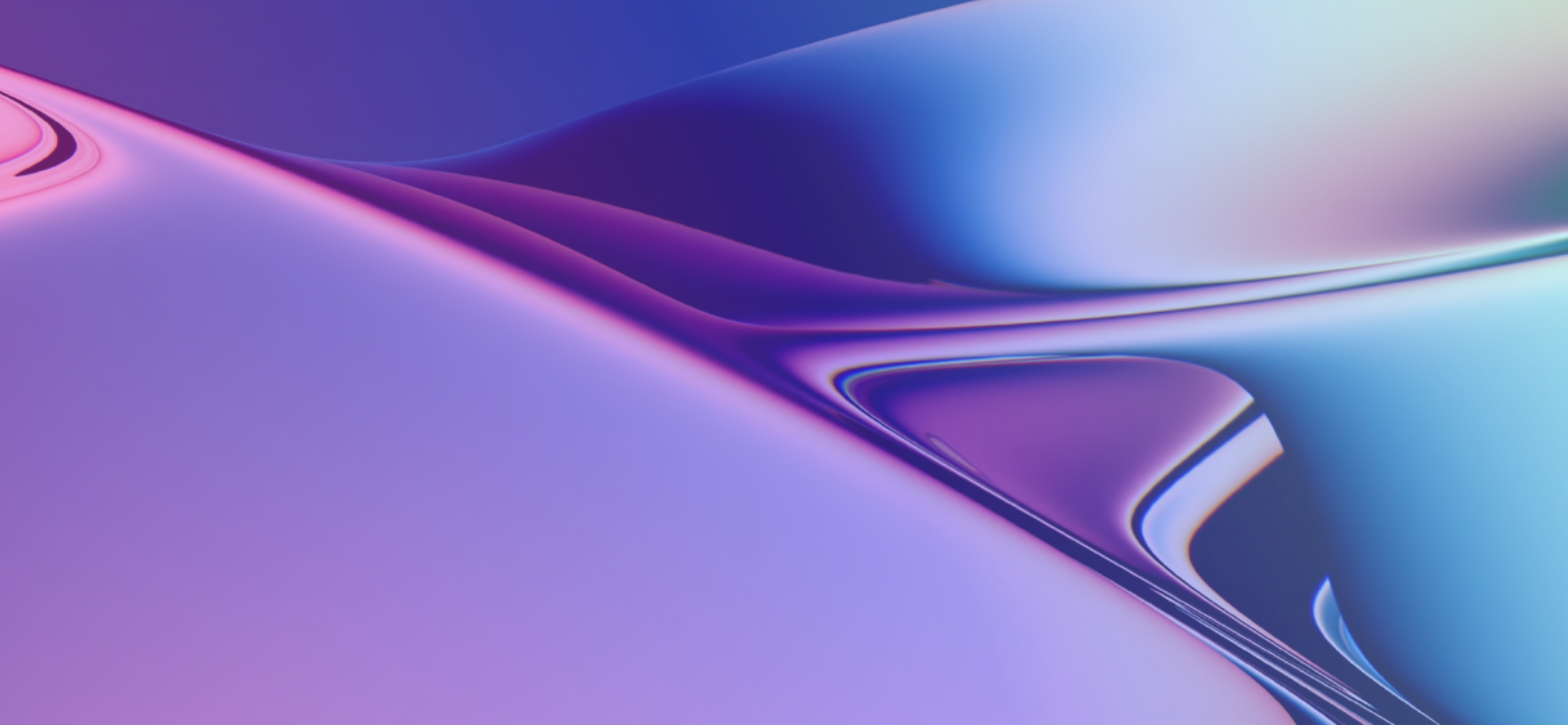


Figure 9 : Change in contrast sensitivity performance with Transitions® GEN S™ grey lenses vs Previous generation

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (source B, Transitions® GEN S™ compared to Transitions® Signature® GEN 8™), in bright to very bright light situations (source A, Transitions® GEN S™ compared to clear lenses) and in low light with peaky stray light (source A, Transitions® GEN S™ compared to clear lenses). 2. Source A: 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, photostress recovery) with the clear and darkest states of grey Transitions® GEN S™ 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. 3. Source B: 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 fade-back with grey Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to grey Transitions® Signature® GEN 8™ 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 fade back.



Additionally, during the crucial initial minute of fade back after moving indoors, Transitions® GEN S™ enables wearers to recover their contrast sensitivity 39.5% quicker than the previous generation, thanks to its rapid fadeback¹. This brings an added sense of comfort for the wearer in everyday activities, reducing vision adjustment times in changing light situations.

Previous generation



Transitions® GEN S™



Figure 10: Simulation of contrast sensitivity recovery when moving from outdoor to indoor of Transitions® GEN S™ vs Previous generation. Recovering contrast sensitivity as fast as possible helps the wearer discern relevant details in the scene.

Ultimate light protection

Transitions® GEN S™ lenses offers visual quality and an ultimate light protection² by achieving category 3 darkness across all Transitions® GEN S™ colors. Meanwhile, the lens filters up to 32% of blue violet light in its clearest state, and up to 85% in its darkest state⁶. Finally, its 'always-on' UV protection provides 100% UVA and UVB blocking at all times³.

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

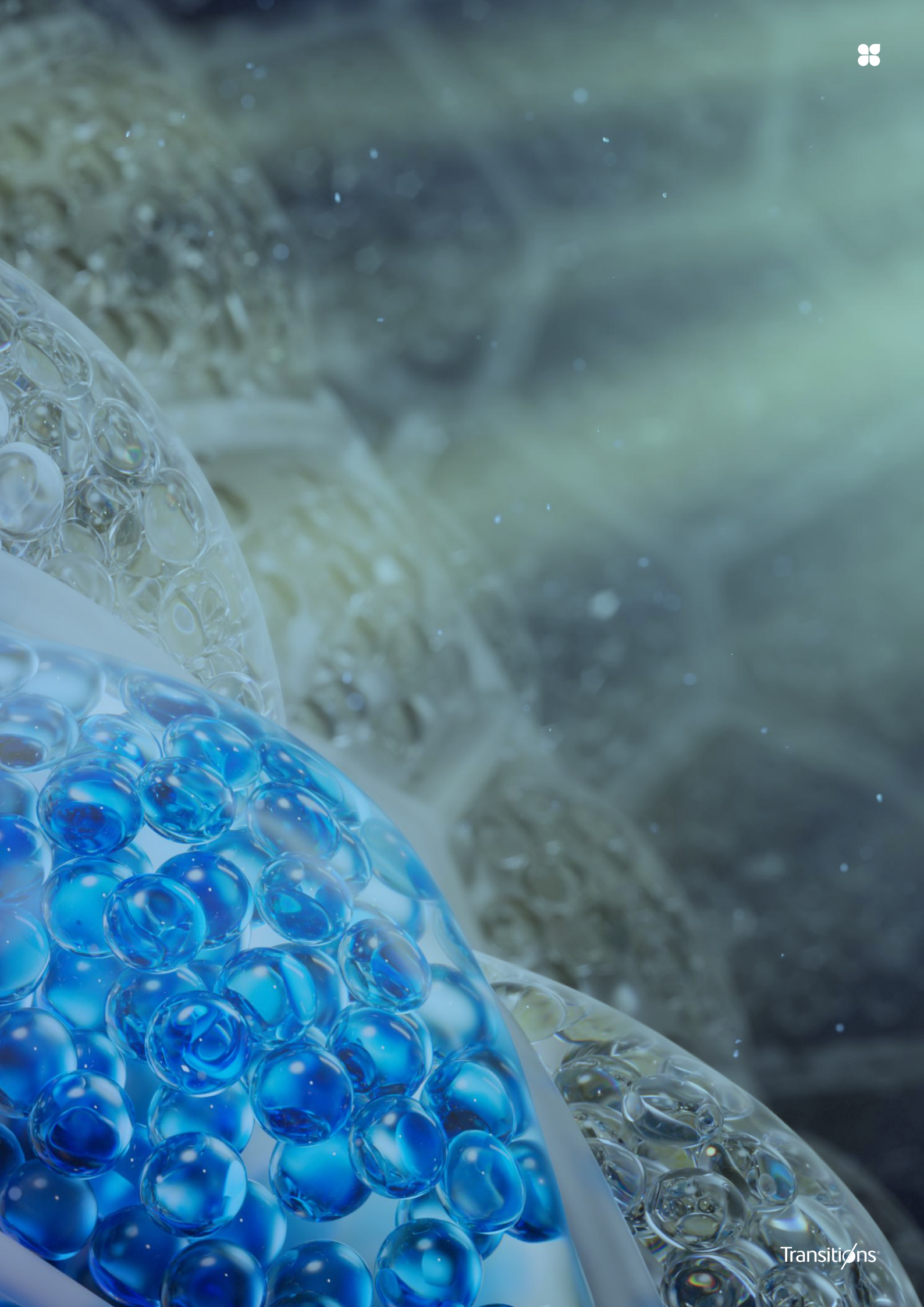
1. Source B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade-back with grey Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to grey Transitions® Signature® GEN 8™ 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompéán J et al, A new photochromic lens improves contrast sensitivity during fade back.

2. For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018). 3. Block 100% UVA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses.



4

A GIANT LEAP
OF TECHNOLOGY



ADVANCED SYMBIOTIC TECHNOLOGY

5 YEARS

5 years of research on photochromic technology
Proprietary - Patented technology
100 000 lenses tested to find the final formula
Performance-based selection of the Transitions® GEN S™ dyes from over

1500 NEW
PHOTOCHROMIC DYES

1500 new photochromic dyes created
Scientific studies conducted by researchers
in photochromics and visual optics.

450
PROTOTYPES

Over 450 prototypes to develop this
proprietary technology as part of the
product development process

Transitions® GEN S™ is the result of a five-year research journey in photochromic technology. We have reimagined light reactive lenses at the molecular level, bringing an advanced symbiotic system where dyes and matrix are specifically designed to seamlessly interact with one another. Dyes absorb energy from light quicker, activating and fading faster, while bringing exceptional darkness. Meanwhile, the matrix enhances dye performance and adds a high degree of robustness to the entire system.

This pioneering solution brings wearers a synergy of speed and darkness without sacrificing one for the other. With over 450 prototypes created and 100 000 lenses tested to develop the final patented formula, Transitions® GEN S™ brings a vision to life of a lens that breaks boundaries of performance.



SUPERCHARGED DYES



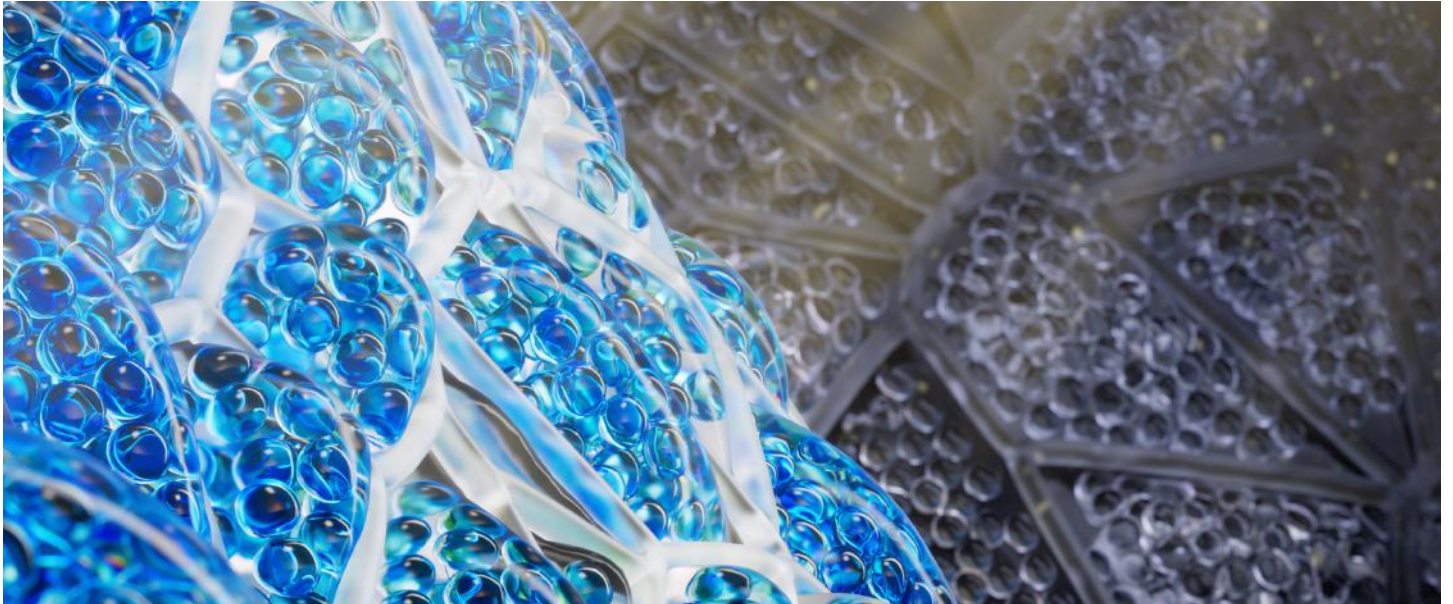
Transitions® GEN S™ introduces a supercharged generation of photochromic dyes. New functional groups added to the core dye structures allow for more energy absorption, improving kinetics inside the matrix while maintaining the exceptional darkness consumers appreciate.

These dyes are not just faster; they also provide clarity indoors and more color vibrancy. Each dye in the Transitions® GEN S™ series was carefully designed to work in harmony with one another, ensuring a seamless blend to achieve optimal color and performance. Today, Transitions® has a library of over 7500 dyes, where 1500 of those were created exclusively for Transitions® GEN S™.

Figure 11: Supercharged dyes bring faster speeds, clarity indoors, more vibrant colors, and the exceptional darkness consumers already love.

NEW MOLECULAR MATRIX ARCHITECTURE

The Transitions® GEN S™ matrix brings an innovative technology that delivers exceptional performance and durability in a single place. Our matrix features the perfect balance of soft and hard spaces that work together to deliver an all-rounded performance for our final product: Soft spaces provide flexibility for our supercharged dyes to activate and fade freely, allowing Transitions® GEN S™ to adapt seamlessly to changing light conditions. Meanwhile, hard spaces offer structural integrity and robustness, giving the necessary support to maintain lens durability for everyday use.



05

SATISFACTION
THROUGH THE ROOF

THE REVOLUTION IN EYEWEAR



Transitions® GEN S™ marks a significant leap forward in the evolution of dynamic lenses, introducing an unparalleled level of performance that effortlessly meets the dynamic needs of modern wearers. By surpassing traditional boundaries of photochromic technology, this innovative lens ushers in a new era where adaptability, speed, and aesthetic appeal converge to enhance every aspect of a wearer's vision experience and style.

Responsive – Time is no more a concern

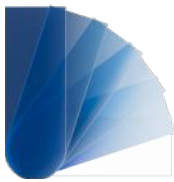


Time is no longer a constraint with Transitions® GEN S™. Engineered for seamless adaptation, these lenses darken in seconds upon exposure to sunlight and fade back with unprecedented speed. This ultra-responsive behavior ensures that wearers can navigate their day with a newfound freedom from adaptation, solidifying Transitions® GEN S™ as the fastest dark lens in the clear-to-dark category.^{1*}

88%

of wearers agreed that Transitions® GEN S™ adapted so fast to light that they didn't or barely notice the changes^{2*}

Beautiful – Colors have never been more vibrant



Colors have never been so vibrant. With Transitions® GEN S™, wearers are invited to express their unique style through a selection of 8 vibrant colors, including the striking new addition of Transitions® GEN S™ ruby. This rich palette provides infinite pairing possibilities for personalization and style while delivering an unmatched performance. Dark and vibrant under sunlight and as clear as ever indoors, Transitions® GEN S™ lenses deliver the promise of dynamic vision with style, making them a compelling choice for all.

87%

of wearers liked the way they look when wearing Transitions® GEN S™ lenses^{3*}

Seamless – Go beyond correction



Going beyond vision correction, Transitions® GEN S™ integrates into a wearer's lifestyle, supporting vision even under challenging lighting conditions. The lenses work in perfect harmony with the eyes, supporting natural adaptive processes and ensuring a smooth, effortless visual experience. This synergy brings about a new vision experience, offering better vision quality, faster.^{4*}

91%

of wearers agreed that their vision felt natural in all light conditions^{5*}

***Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.**

1. For grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 2. Source: Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents. 3. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 135 respondents. 4. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (source B, Transitions® GEN S™ compared to Transitions® Signature® GEN 8™), in bright to very bright light situations (source A, Transitions® GEN S™ compared to clear lenses) and in low light with peaky stray light (source A, Transitions® GEN S™ compared to clear lenses). 5. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents.

TRANSITIONS AS THE 1ST CHOICE

In a time where 9 out of 10 wearers expect more from their lenses than just mere vision correction^{1*}, Transitions® GEN S™ emerges as the leading choice for consumers of all walks of life. Providing a complete solution to meet growing demands, Transitions® GEN S™ is suitable for everyone, irrespective of age or light sensitivity levels. This widespread endorsement reflects a significant shift in consumer behavior, positioning Transitions® GEN S™ as the preferred choice for vision correction.

9 OUT OF 10 wearers expect more from their lenses than just mere vision correction^{1*}

Transitions® GEN S™ goes beyond consumer demands and appeals to a population of wearers who traditionally would not have considered light reactive lenses. In fact, 88% of younger wearers agree Transitions® GEN S™ fits their way of life^{2*}, positioning them as a desirable choice for younger consumers. Moreover, 81% of clear lens wearers agree Transitions® GEN S™ lenses are the best option for an everyday pair of glasses^{3*}. Overall, 9/10 of wearers choose a Transitions® lens over clear lenses.^{4*} It's such a convincing experience, you'll never go back.^{4*}

88% of younger wearers agreed Transitions® GEN S™ fits their way of life^{2*}

81% of clear lens wearers agreed Transitions® GEN S™ lenses are the best option for an everyday pair of glasses^{3*}

Wearers also embrace every aspect of Transitions® GEN S™, with numbers that speak volumes about its universal appeal: 88% of wearers agree that the lenses adapt so fast to light that they don't or barely notice the change.^{5*} Meanwhile, the widest range of colors inclines 95% to agree that the ability to complement their frames with a choice of Transitions® colors make eyeglasses more fun and stylish^{7*}, with a further 87% enjoying the way they looked in Transitions® GEN S™.^{8*} Finally, wearers appreciate how Transitions® GEN S™ supports natural vision, with 91% agreeing vision felt natural in all light conditions.^{6*}

88% of wearers agreed that the lenses adapt so fast to light that they don't or barely notice the change.^{5*}

91% of wearers agreed their vision felt natural in all light conditions.^{6*}

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. Source: 93% of wearers wanted or were interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, external research agency, (CAWI), US, Q4 2021, N= 1,000 2. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™. Younger wearers (age <45), 65 respondents. 3. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 93 Rx lens wearers who previously wore clear lenses, wearing 1.67 index lenses with a premium AR coating in grey Transitions® GEN S™. 4. After 7 days trial per lens type, 84% of wearers indicated that they would choose to keep the Transitions® GEN S™ lenses over the other lenses tested. Wearers Test conducted by an external market research agency in the US in Q1, 2023 wearing 1.67 index lenses with a premium anti-reflective coating in clear, grey Transitions® GEN S™ & grey Transitions® Signature® GEN 8™, 128 respondents. 5. Source: Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents. 6. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S™, 133 respondents. 7. Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 133 Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions GEN STM and Ray Ban frames. 8. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN STM, 133 respondents.



GEN SPEED™



Ultra-responsive to light

Transitions® GEN S™ is the fastest dark lens in the market¹, activating in seconds², and fading back in less than two minutes.³



Cat 3 Darkness

Designed to be dark and vibrant under sunlight, Transitions® GEN S™ achieves category 3 darkness in less than 25 seconds upon exposure to sunlight.⁴



Fully clear indoors

As clearer as ever indoors, elevating style and individuality.



Improved Long Lasting Performance

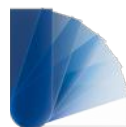
Maintains high levels of clarity and darkness over time, with improved long-lasting performance.^{5*}

GEN STYLE™



Color Availability

Offers a spectacular color palette of 8 beautiful colors, our broadest color range ever, including ruby, a striking new addition.



Color Consistency

Lenses offer a true-to-tone activation, as well as a better color consistency at all stages.

GEN SMART™



Vision Quality

Transitions® GEN S™ lenses offers an improved vision quality by providing a 39% faster vision recovery time in bright light environments compared to static clear lenses.⁶



UV & Blue-Violet Light Protection

Filters up to 32% of blue-violet light in its clearest state and up to 85% in its darkest state⁶, with ultimate light protection providing 100% UVA and UVB blocking.



Effortless Vision

With an optimized light dose for continuous visual performance^{7*}, Transitions® GEN S™ supports vision during fadeback scenarios when compared to the previous generation, with a 40% faster vision recovery time, and a 39.5% contrast sensitivity recovery during fadeback.⁸

*Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material.

1. For grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 2. For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C. 3. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 4. For grey polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 5. For grey CR39 & polycarbonate lenses, compared to the previous generation. 6. For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018). 7. Light dose represents the amount of light received by the eye for a specified time exposure. Continuous visual performance means a consistent visual perception across light conditions, notably when moving from a bright to a darker environment (source B, Transitions® GEN S™ compared to Transitions® Signature® GEN 8™); in bright to extreme bright light environments (source A, Transitions® GEN S™ compared to clear lenses); and in a low light environment with scattered light (source A, Transitions® GEN S™ compared to clear lenses). Source A: 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, photostress recovery) with the clear and darkest states of grey Transitions® GEN S™ 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. Source B: 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 fade-back with grey Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to grey Transitions® Signature® GEN 8™ 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompéán J et al, A new photochromic lens improves contrast sensitivity during fade back. Source C: Accepted abstract at ARVO 2024. Pic E, Le Cain A, Weinberger S, Scherlen AC, Barrau C. Method to assess accurately light exposure with dynamic ophthalmic filters using real life light and usage data.

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