



Transitions®  
Gen S™

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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,<sup>1</sup> *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 GEN S* 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.



**TRANSITIONS**<sup>®</sup>  
Welcome genius GEN S<sup>™</sup>

**GEN SPEED**<sup>™</sup>  
ULTRA-RESPONSIVE TO LIGHT



**GEN STYLE**<sup>™</sup>  
SPECTACULAR COLOR PALETTE

**GEN SMART**<sup>™</sup>  
HD VISION AT THE SPEED OF YOUR LIFE



Transitions®

**GEN SPEED™**

ULTRA-RESPONSIVE TO LIGHT

< 2  
MIN

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

\*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 GEN S* is the fastest dark lens<sup>5\*</sup> in the clear to dark photochromic category. *Transitions GEN S* is fully clear indoors and darkens in seconds<sup>6</sup> outdoors. It is ultra-responsive to light, reaching category 3 levels of darkness in 25 seconds<sup>4\*</sup> and fading back in less than two minutes<sup>2</sup>. *Transitions GEN S* has improved long-lasting photochromic performance<sup>7\*</sup>.

88%  
OF

Wearers agreed that *Transitions GEN S* lenses adapted so fast to light that they didn't notice or barely noticed the changes<sup>8\*</sup>.

Transitions®

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>9</sup>
- ✓ 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.

87%  
OF

Wearers liked the way they looked in  
*Transitions GEN S* lenses<sup>10\*</sup>.



Transitions®

**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>11\*</sup>
- ✓ 40% faster vision recovery during fadeback vs. previous generation.<sup>12\*</sup>
- ✓ 39.5% improved contrast sensitivity during fadeback vs. previous generation.<sup>12\*</sup>

\*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™*, elevate your visual experience in all light conditions.

*Transitions GEN S* offers better vision quality, faster<sup>13</sup>. *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<sup>11\*</sup> versus clear lenses. During fadeback, there is a 39.5% improvement in contrast sensitivity<sup>12\*</sup> and 40% faster vision recovery<sup>12\*</sup> versus the previous generation's. Moreover, *Transitions GEN S* provides ultimate light protection<sup>14</sup>, 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<sup>15</sup>.

**91%**  
OF

Wearers agreed their vision felt natural in all light conditions with *Transitions GEN S* lenses<sup>8\*</sup>.

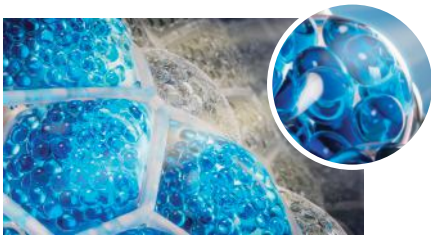
# A GIANT LEAP OF TECHNOLOGY

*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

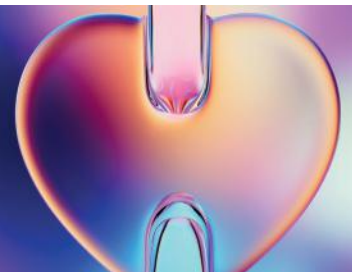


*Transitions* GEN S uses advanced symbiotic technology where the dyes and matrix are specifically designed to seamlessly interact together.

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.

9  
OUT OF  
10

WEARERS CHOSE  
*TRANSITIONS*® LENSES  
OVER CLEAR<sup>16\*</sup>



**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% 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), 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 polycarbonate & CR39 lenses across colors, achieving 18% transmission at 23°C.
7. For CR39 & polycarbonate gray lenses, compared to the previous generation.
8. Source: Wearers Test conducted by an external market research agency in the U.S. in Q1 2023, with 133 prescription lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in clear and *Transitions GEN S Gray*.
9. For gray polycarbonate lenses, compared to the previous generation.
10. Source: Wearers Test conducted by an external market research agency in the U.S. in Q1 2023, with 135 prescription lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in *Transitions GEN S Gray*.
11. 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.
12. 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, Mompéán J et al. A new photochromic lens improves contrast sensitivity during fadeback.
13. Vision quality improved in challenging light conditions, notably in bright to very bright light situations. *Transitions GEN S Gray* compared to clear lenses, and in low light with peaky stray light. 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.
14. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment. Compared to the previous generation: *Transitions GEN S Gray* compared to *Transitions Signature GEN 8 Gray*. 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, Mompéán J et al. A new photochromic lens improves contrast sensitivity during fadeback.
15. Block 100% UVA & UVB rays, darken outdoors & filters up to 32% of blue-violet light indoors and up to 85% outdoors. Blue-violet light is measured between 400 and 455nm (ISO TR20772.2018) across colors on polycarbonate & CR39 lenses.
16. 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*, 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*.