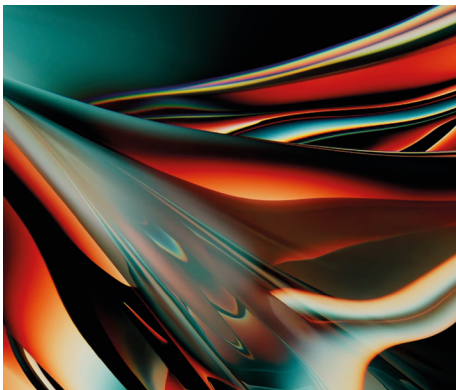


## THE NEW LENS STANDARD

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 9/10 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 ever-changing rhythm of life.

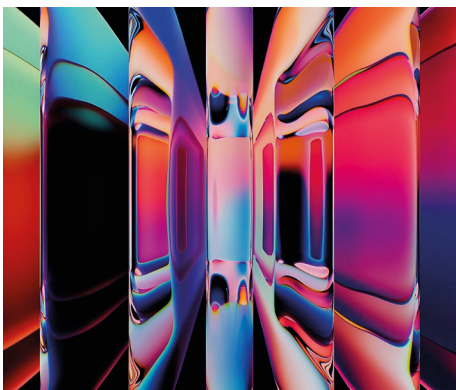


### GEN SPEED™ : ULTRA -RESPONSIVE TO LIGHT

~ 2  
MIN

- ✓ Fade back in around 2 minutes<sup>2</sup>
- ✓ Adapts amazingly fast to light
- ✓ Darkens in seconds
- ✓ Starts to clear in seconds

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



### GEN STYLE™ : SPECTACULAR COLOR PALETTE

8  
COLORS

- ✓ Widest range on the market: 8 optimized colors
- ✓ New addition to the portfolio: Ruby color
- ✓ True-to-tones at all stages
- ✓ Endless pairing possibilities

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



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



- ✓ Effortless vision experience
- ✓ Continuous vision experience
- ✓ Ultimate light protection<sup>3</sup>

With Transitions® GEN S™, elevate your visual experience in all light conditions.

Photochromic performance may vary across color and lens material 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, (ICAWI), US, Q4 2021, N= 1,000.

2. Fading back to 70% transmission @23°C.

3. Block 100% UVA & UVB rays, darken outdoors & filters up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400 and 455nm (ISO TR20772:2018) across colors on polycarbonate & CR39 lenses.

# 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

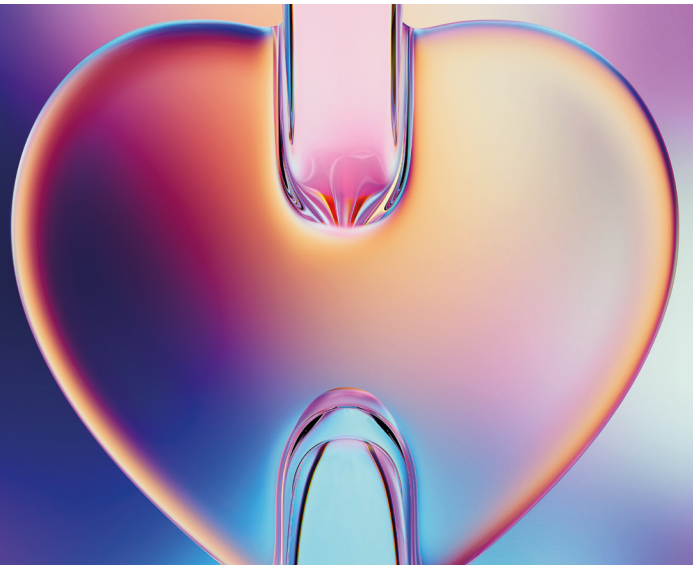
Our groundbreaking technology has been developed with one ambition in mind : uncompromised performance.

## 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 providing the right balance between vivid colors and seamless responsiveness.

# 9 OUT OF 10

**WEARERS CHOSE  
TRANSITIONS® LENSES  
OVER CLEAR<sup>4</sup>**



4 After 7 days trial per lens, 86% of wearers chose to keep Transitions GEN S Gray, 5% of wearers chose to keep Transitions Signature GEN 8 Gray, 9% of wearers chose to keep the premium clear lenses. 134 prescription lens wearers trailed 167 index lenses with a premium anti-reflective coating. Photochromic performance may vary across color and lens material.

## WHY CHOOSE CLEAR WHEN YOU CAN HAVE DYNAMIC ?

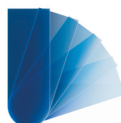
### GEN SPEED™



#### Responsive

Time is no longer a concern.

### GEN STYLE™



#### Beautiful

Colors have never been more vibrant.

### GEN SMART™



#### Seamless

Goes beyond correction.