

DISCOVER THE PERFECT FRAME & TRANSITIONS LENS COMBINATION WITH TRANSITIONS® COLOR MATCH™

The **Transitions Color Match** tool redefines the in-store experience by offering eyecare professionals an innovative and interactive way to engage with patients. This **phygital tool** provides a personalized lens selection journey, making it easier than ever to help patients find their perfect *Transitions* lens color and frame combination. With infinite lens and frame pairings, *Transitions Color Match* transforms the decision-making process into an exciting and seamless experience.

WHY USE TRANSITIONS COLOR MATCH?

Transitions Color Match **empowers your patients to confidently** choose their ideal *Transitions* lens color and frame combination, guided by your expertise:

- **Easily visualize every option:** The tool helps patients imagine how different *Transitions* lens colors look on their favorite frames, removing any guesswork.
- **Enhanced recommendation:** By tailoring lens color recommendations to individual styles and lifestyles, *Transitions Color Match* ensures every patient feels their choices are uniquely suited to them.
- **Simplify decision-making:** The interactive design assists the selection process, allowing patients to compare different *Transitions* lenses quickly and confidently.
- **Improve product understanding:** With real-time virtual try on of lens colors, patients gain a better understanding of the *Transitions* technology.



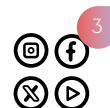
HOW IT WORKS



Scan the QR Code: Easily direct patients to the *Transitions Color Match* tool by scanning the QR Code with their smartphone, located at the frame wall and the dispensing table.



Visualize Transitions Instantly: The tool allows patients to explore *Transitions* lens colors, see how they look on their frames, take photos, compare and save favorites.



Share the Perfect Combination: Once patients find their ideal frame and *Transitions* lens color, they can share their selection making the experience fun and memorable.

— TRANSFORM YOUR BUSINESS WITH TRANSITIONS COLOR MATCH —

- **Innovative Approach:** Be positioned as both innovative and cutting-edge, while reinforcing your role as a trusted professional to your patients.
- **Engaging Patient Experience:** With augmented reality, your patients can immediately visualize how different *Transitions* lenses look on their chosen frames, helping to overcome uncertainty.
- **Boost Customer Satisfaction:** The dynamic and personalized experience helps patients feel confident in their decision, leading to higher satisfaction and sales.

SCAN QR CODE TO UNLOCK TRANSITIONS COLOR MATCH



TRANSITIONS® COLOR MATCH™ OFFICIAL