

Transitions® opens a new chapter for eyeglasses & now you can be part of its freedom and empowerment.

GOODBYE STATIC, HELLO DYNAMIC.

With Transitions® GEN S™, navigate life effortlessly. Transitions® GEN S™ adapts amazingly fast to all light conditions providing optimal responsiveness every time, everywhere.



Lenses darken when exposed to higher UV levels.

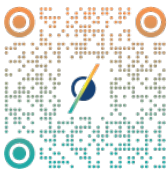
LOVE YOUR GLASSES.

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 and enjoy more freedom and empowerment.

YOU'LL LOVE THIS NATIONAL RECOGNITION



We are extremely proud to announce that Transitions® GEN S™ has won **2025 Product of the Year** in the **Health & Wellness** category, following a survey of 4,000 Canadian consumers*. This is the official result of the largest Canadian consumer survey on product innovation, conducted by global Product of the Year research partner Kantar.



ARE YOU LIGHT SENSITIVE ?

Complete our quiz and realize how light impacts your eyes. Simply scan the QR Code with your phone camera.

WHICH TRANSITIONS® LENS IS RIGHT FOR YOU ?

	LENS TINT INDOORS	LENS TINT OUTDOORS	BLUE-VIOLET LIGHT FILTRATION	UVA + UVB BLOCKING	POLARIZATION
Transitions® Gen®S	Fully Clear	Dark	UP TO 32% IN 85% OUT ⁽¹⁾	100%	NO
Transitions® XTRACTIVE®	Clear indoors with a hint of tint	Extra Dark	UP TO 45% IN 86% OUT ⁽²⁾	100%	NO
Transitions® XTRACTIVE® POLARIZED®	Clear indoors with a hint of tint	Extra Dark	UP TO 45% IN 90% OUT ⁽²⁾	100%	YES

NEW! TO INSTANTLY FIND YOUR PERFECT COLOUR.



Scan and try the 8 vibrant Transitions® GEN S™ colours with any frame available from your eye care professional. This application is perfect for matching the colour and style of your favourite frame with one of GEN S's colours.



www.transitions.com



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(1) For polycarbonate and CR39 lenses across colors. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018)
(2) For grey CR39 and polycarbonate lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018).

CONSO-BROCHURES-POY-2025-EN

Transitions®



Frames by RAY-BAN®. Lenses Transitions® GEN S™ Ruby

NEW GENIUS Gen®S™

ULTRA DYNAMIC LENSES



SUPERPOWER YOUR GLASSES ✖ SUPERSMOOTH YOUR LIFE

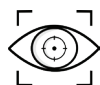
Transitions®
Gen S™

Transitions®
XTRACTIVE™

Transitions®
XTRACTIVE™
POLARIZED™

OUR PERFECT EVERYDAY LENS.

Transitions® GEN S™ is ultra-responsive to light, offers a spectacular color palette and provides HD vision at the speed of your life.



Effortless vision



Long lasting photochromic performance



Fully clear indoors



Amazingly fast



Darkens in seconds¹



Blocks 100% UVA & UVB rays. Filters blue-violet light indoors & outdoors²

• 8 BEAUTIFUL COLORS :



Ruby



Sapphire



Amethyst



Emerald



Amber



Grey



Brown



Graphite Green

(1) For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C.
(2) For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018)
Frames by RAY-BAN®, lenses Transitions® GEN S™ Ruby.

THE BEST FOR WEARERS WHO ARE VERY LIGHT SENSITIVE OR FREQUENTLY EXPOSED TO BRIGHT LIGHT.

XTRActive® lens delivers the best XTRA darkness & the best XTRA light protection¹ from intense light, both indoors and outdoors and even when you are behind the wheel.



The darkest in hot temperatures²



The darkest in the car³



Clear indoors with a hint of tint



Block 100% UVA & UVB rays. Filters blue-violet light indoors & outdoors⁴

• 3 ICONIC COLORS :



Grey

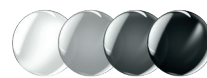


Brown



Graphite Green

• BOOST YOUR LOOK EVEN MORE WITH STYLE MIRRORS :



Silver



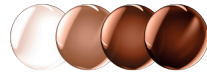
Blue



Gold



Green



Copper

(1) The darkest in hot temperatures & in the car, blocking 100% UVA & UVB and offering the best overall blue-violet light filtration across light situations¹ among clear to extra dark photochromic lenses. Filtering blue-violet light (between 400 and 455nm ISO TR 20772:2018) among gray lenses with a premium anti-reflective coating.: filtering (i) up to 45% indoors at 23°C, (ii) up to 64% behind the windshield (iii) up to 86% outdoors at 23°C and (iv) up to 83% outdoors at 35°C. (2) Clear to extra dark photochromic category. Polycarbonate and 1.5 gray lenses tested at 35°C achieving <18%T using Transitions Optical's standard testing method. (3) Clear to extra dark photochromic category. Polycarbonate and 1.5 gray lenses tested at 23°C behind the windshield achieving between 18%T and 43%T. (4) Transitions® XTRActive® New Generation filters up to 45% of blue-violet light indoors and up to 86% of blue-violet light outdoors. Tests performed on gray lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018).
Frames by icl berlin®, lenses Transitions® XTRActive® Brown.

THE BEST FOR WEARERS WHO ARE FREQUENTLY EXPOSED TO BRIGHT LIGHT AND REFLECTIVE GLARE.

Combining the benefits of light intelligent lenses and dynamic polarization, XTRActive® Polarized™ provides your eyes with XTRA protection in any light conditions while delivering sharper vision, vivid colors and a wide field of view outdoors¹.



Less Glare with up to 90% polarization efficiency²



Activates in the car³



Clear indoors with a hint of tint



Blocks 100% UVA & UVB rays. Filters blue-violet light indoors & outdoors⁴

• 1 ICONIC COLOR :



Grey

(1) EcoOptics Limited - Prof. Nicholas Roberts. Quantitative study evaluating the visual benefits of the polarization properties of lenses compared to similar non-polarized lenses. 2019/2020. (2) Based on tests across materials on gray lenses @ 23°C, using ISO 12312-1 standard. (3) Based on tests across materials on gray lenses, achieving transmission below 45% @ 23°C behind a standard windshield. The lens achieves a polarization efficiency of 30% behind the windshield, which is not classified as being "polarized". (4) Transitions® XTRActive® Polarized™ filters up to 45% of blue-violet light indoors and up to 90% of blue-violet light outdoors. Tests performed on gray lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018).
Frames by TALLA®, lenses Transitions® XTRActive Polarized Grey.