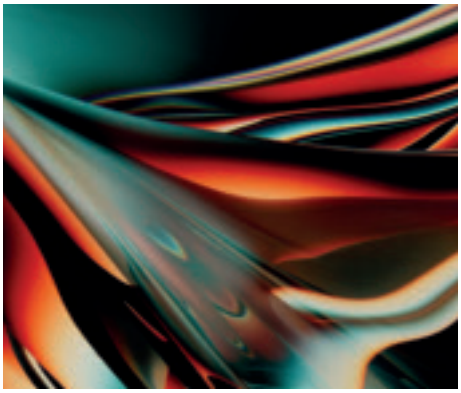
Transitions® GEN S™

# 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[1*],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.

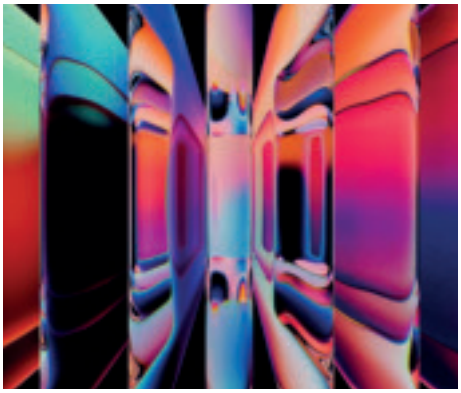


## GEN SPEED™ : ULTRA -RESPONSIVE TO LIGHT

< 2 MIN

- Fade back in less than 2 minutes[2*]
- Up to 2 times faster to fade back[3*]
- Only 25 seconds to sunlens dark (category 3)[5*]
- The fastest dark lens[4*]

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

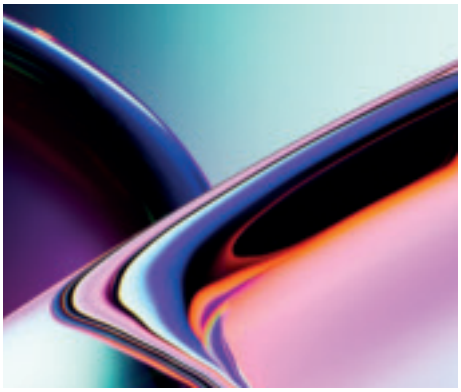


## GEN STYLE™ : SPECTACULAR COLOR PALETTE

8 COLORS

- Widest range on the market : 8 vibrant colors
- New addition to the portfolio : the Ruby color
- Better color consistency at all stages[6]
- Endless pairing possibilities

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



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

UP TO 40%

- 39% faster vision recovery from intense bright lights[7 (1,A)*]
- 40% faster vision recovery during fade back[7 (2,B)*]
- 39.5% improved contrast sensitivity during fade back[7 (2,B)*]

With Transitions® GEN S™, experience a better vision quality, faster[8].

***Tests carried out on grey lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.**
1.*93% want or are interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, (CAWI), US, Q4 2021, Viktahu, N= 1,000. 2. For grey polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 3. For grey polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C. 4.Compared to grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ grey lenses fade back to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 5. For grey polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 6. For grey polycarbonate lenses, compared to the previous generation. 7. Sources: A - Subject-masked cross-over randomized controlled investigation performed in 2023 at the University of Georgia, 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™ AR coated lenses compared to clear AR-coated control lenses. Principal Investigator Prof Billy R. Hammond. B – Subject-masked cross-over randomized controlled investigation performed in 2023 at the University of Murcia, on 10 healthy pre-trained participants (29.5 ±4.0 years). Testing contrast sensitivity during fade-back with Grey Transitions® GEN S™ AR-coated lenses compared to Grey Transitions® Signature GEN 8 AR-coated lenses. Principal Investigator Prof Pablo Artal.

1.Tested on Grey Transitions® GEN S™ 1.6 index lenses with premium AR coating compared to clear 1.6 index lenses with premium AR coating. 2. Tested on Grey Transitions® GEN S™ 1.6 index lenses with premium AR coating compared to Grey Transitions® GEN S™ 8 1.6 index lenses with premium AR coating. 8. Sources: A - Subject-masked cross-over randomized controlled investigation performed in 2023 at the University of Georgia, 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™ AR coated lenses compared to clear AR-coated control lenses. Principal Investigator Prof Billy R. Hammond. B – Subject-masked cross-over randomized controlled investigation performed in 2023 at the University of Murcia, on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade-back with Grey Transitions® GEN S™ AR-coated lenses compared to Grey Transitions® Signature Gen8 AR-coated lenses. 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. Tested on Grey Transitions® GEN S™ 1.6 index lenses with premium AR coating compared to clear 1.6 index lenses with premium AR coating. (Source A)Tested on Transitions® GEN S™ 1.6 index lenses with premium AR coating compared to Grey Transitions® Signature GEN 8 1.6 index lenses with premium AR coating (Source B) * Vision quality improved in challenging light conditions, notably in the transition from a bright to a darker environment (source B), in bright to very bright light situations (source A), or in low light with peaky stray light (source B).

# 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 scientitists

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[1*]**

## 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.

***Test carried out on grey lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.**
1. After 7 days of trail per lens type, 86% of wearers chose Transitions GEN S, 5% of wearers chose Transitions Signature GEN 8, 9% of wearers chose premium clear. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 134 Rx lens wearers wearing 1.67 index lenses with a premium AR coating in clear, grey Transitions GEN S and grey Transitions Signature GEN 8.