TRANSITIONS Welcome genius GEN S™

GEN SPEED[™] ULTRA-RESPONSIVE TO LIGHT

GEN STYLE[™] SPECTACULAR COLOR PALETTE

GEN SMART[™] HD VISION AT THE SPEED OF YOUR LIFE

Tests carried out on grey lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure. grey polycarbonate & CR39 lenses with a premium anti-renective coating grey polycarbonate & CR39 lenses fading back to 70% transmission @ 23% ared to arev lenses in the clear to dark (category 3) photoch tegory. Transitions® GEN S[®] grey lenses fade back to 70% transmission while achieving less than 14% had a free descent of the previous generation. In a for the second second market research agency in the US in Q1, 2023 with 133 Rx lens wearers wearing 1.67 index lenses with a premium AR coating in clear rolled investigation performed in 2023 at the University of Murcia, on 10 healthy pre-trained participants (29.5 ±4.01 years). h Grey Transitions® GEN S° AR-coated lenses compared to Grey Transitions Signature GEN 8 AR-coated lenses. Principal Investiga ransitions® GEN S" 1.6 index lenses with premium AR coating compared to clear 1.6 index lenses with premium AR coating. Transitions® GEN S" 1.6 index lenses with premium AR coating compared to Grey Transitions GEN8 1.6 index lenses with premium AR coating ct-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 d disability glare, photostress recovery) with the clear and darkest states of GreyTransitions® GEN S[°] AR coated lenses compared to clear AR-coated control lenses. nasked 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 itivity during fade-back with Grey Transitions® GENS" AR-coated lenses compared to Grey Transitions® Signature Gen8 AR-coated lenses. Principal Investigator Prof Pable arte-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 premiur ng compared to clear 1.6 index lenses with premium AR coating. (Source A) Tested on Grey Transitions® GEN S° 1.6 index lenses with premium AR coating compared to Grey ns 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 transitions Signature GEN 8 16 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). 13. Block (DOX UW & UW Parys, 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. 14. For polycarbonate and CR39 lenses across colors. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018) 15. 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 Transitions⁶ NS[°] and grey Transitions Signature Gen 8.

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in the US in Q1 2023 with 135 Rx lens wearers wearing 167 index lenses with a premium AR coating in arey

kest states of Grey Transitions® GEN S[®], AR coated lenses compared to clear AR-coated control lenses

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mark of Transitions Optical Limited.©2024 Transitions Optical Limited. Photochromic formance is influenced by temperature, UV exposure and lens material.

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 9/10 wearers interested in more than just vision correction from their lenses¹ Transitions[®] GEN S[™] steps in as the new lens standard, going beyond the ordinary and offering a dynamic, fantastic, and a love-wear experience that follows the ever-changing 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 **GEN SPEED**[™] **ULTRA-RESPONSIVE TO LIGHT**

Transitions **GEN STYLE**[™] SPECTACULAR COLOR PALETTE



- 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)^{4*}
- The fastest dark lens^{5*}

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

Transitions[®] GEN S[™] is the fastest dark lens^{5*} in the clear to dark photochromic category. Transitions[®] GEN S[™] is fully clear indoors and darkens in seconds⁶ outdoors. It is ultra-responsive to light, reaching category 3 levels of darkness in 25 seconds^{4*} and fading back in less than 2 min². Transitions[®] GEN S[™] has improved long lasting photochromic performance^{7*}.



- Widest range on the market : 8 vibrant colors
- New addition to the portfolio : the Ruby color
- Better color consistency at all stages^{9*}
- 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.

Wearers agreed that Transitions[®] GEN S[®] lenses adapted so fast to light that they didn't or barely noticed the changes^{8*}.

Wearers liked the way they looked in Transitions[®] GEN S[™] lenses^{10*}.

*Tests carried out on arev lenses.

Tests carried out on arev lenses



Transitions **GEN SMART**[™] HD VISION AT THE SPEED OF YOUR LIFE



UP TO

- \checkmark 39% faster vision recovery from intense bright lights ^{11 (1,A)*}
- 40% Faster vision recovery during fade back ^{11 (2,B)*}
- \checkmark 39.5% Improved contrast sensitivity during fade back^{11 (2,B)*}







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

Transitions[®] GEN S[™] offers better vision quality, faster¹². 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^{11 (I,A)*} versus clear lenses . During fadeback, there is a 39.5% improvement in contrast sensitivity^{11 (2,B)*} and 40% faster vision recovery^{11 (2,B)*} versus the previous generation. Moreover Transitions® GEN S™ provides ultimate light protection¹³, darkening outdoors, blocking 100% UVA & UVB rays and filtering up to 32% blue-violet light in the clear state and up to 85% when activated¹⁴.



Wearers agreed their vision felt natural in all light conditions with Transitions[®] GEN S[™] lenses^{8*}.

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 scientitists

Transitions[®] GEN S[™]: Advanced Symbiotic Technology



Transitions[®] GEN S[™] uses advanced symbiotic technology where the dyes and matrix are specifically designed to seamlessly interact toaether.

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.

WEARERS CHOSE TRANSITIONS® LENSES OVER CLEAR¹