

Life360™ PERFORMANCE

Transitions®
Signature™ VII
ADAPTIVE LENSES



REVOLUTIONARY MEASUREMENTS FOR A REVOLUTIONARY PRODUCT

Your patients wear their lenses every day, all year long, in a variety of locations and temperature and weather conditions. They spend their days in ever-changing environments, going from inside to outside, from sun to shadow, and changing their position in relation to the sun. All of these factors influence the performance of photochromic lenses and the wearer's experience outdoors and indoors with photochromic lenses.

Transitions® Signature™ VII lenses have been designed for the multitude of conditions that wearers experience. This means, the performance of these lenses cannot be summarized to a few static measurements in a limited set of isolated conditions.

In order to understand and address all of these factors, we created a new proprietary methodology for designing, developing and analyzing photochromic performance - Life360™. This revolutionary methodology encompasses laboratory measurements, live wearer testing and real world measurements. By testing *Transitions Signature* VII lenses in over 200 different real life conditions representing more

than a thousand scenarios combining temperatures, angles of light, UV and weather conditions, and geographies, we have developed them to be more responsive to UV in more situations.

200+ real life conditions
1,000+ scenarios



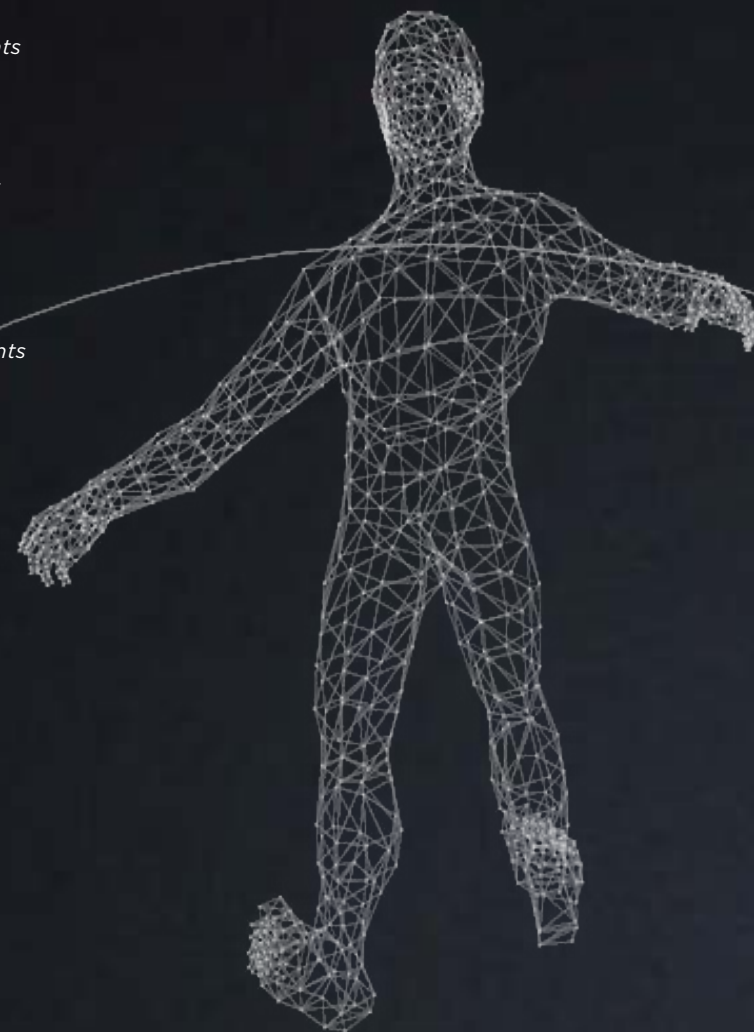
Laboratory
Measurements



Live Wearer
Testing



Real World
Measurements



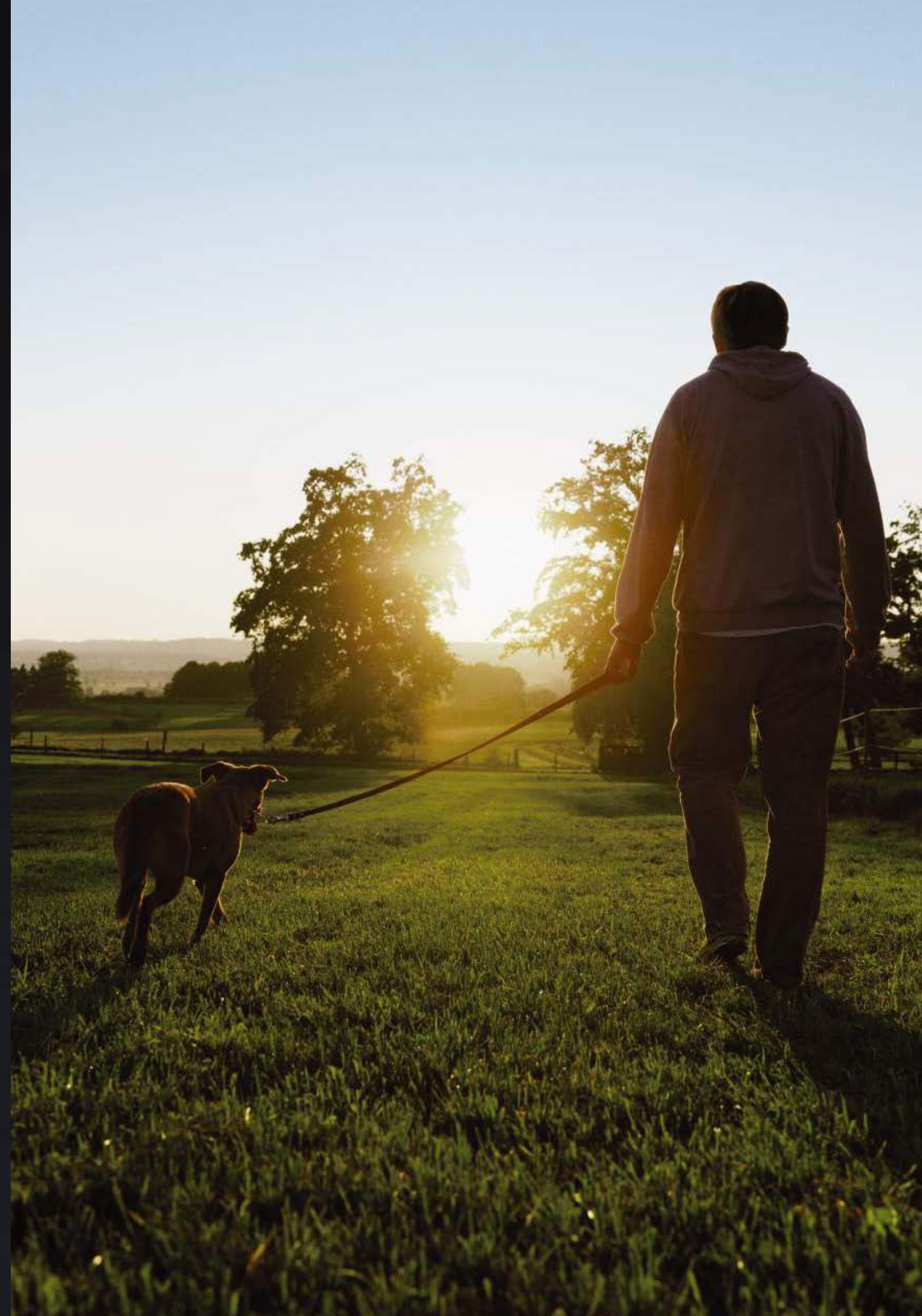
WHAT MAKES THEM BETTER IS OUR NEW TECHNOLOGY

Transitions Signature VII lenses use the patented *Chromea7™* technology. A true molecular breakthrough, this exclusive formulation keeps more molecules activated to absorb more light – allowing for a better, more UV-responsive lens in all real-life conditions.

Transitions Signature VII lenses provide a superior wearer experience over *Transitions® VI* lenses. They are more reactive to indirect sunlight, better capture reflected sunlight and become even darker on hot days. *Transitions Signature VII* lenses provide this outstanding outdoor performance without sacrificing indoor clarity.

Let the latest technology help your patients experience *Life well lit™*.

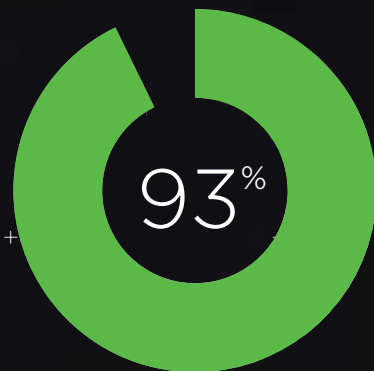
Chromea7™
Technology 



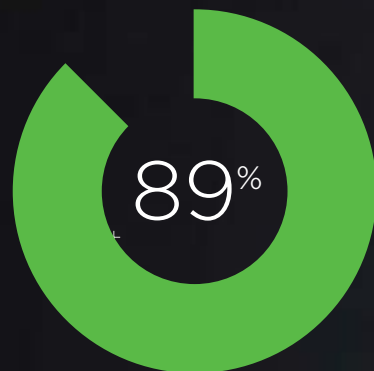
SUPERIOR WEARER EXPERIENCE

Transitions® Signature™ VII lenses have been designed to improve the visual experience of both **current clear lens wearers** and **current photochromic lens wearers**.

89% of current clear lens wearers and 93% of photochromic lens wearers described their experience as excellent, very good or good with *Transitions Signature VII* lenses. In fact, **8 out of 10 clear lens wearers described their experience as superior to what they had experienced with clear lenses before trying *Transitions Signature VII* lenses**. This superior wearer experience is due to an optimal combination of benefits: better darkness outdoors; improved responsiveness to UV in more situations; speed of activation and fade back; and clarity indoors and at night.



of photochromic lens wearers have a superior wearing experience



of clear lens wearers have a superior wearing experience

The perfect opportunity to **convert clear lens wearers.**



8 out of 10 clear lens wearers rated *Transitions Signature VII* lenses better than their regular clear lenses



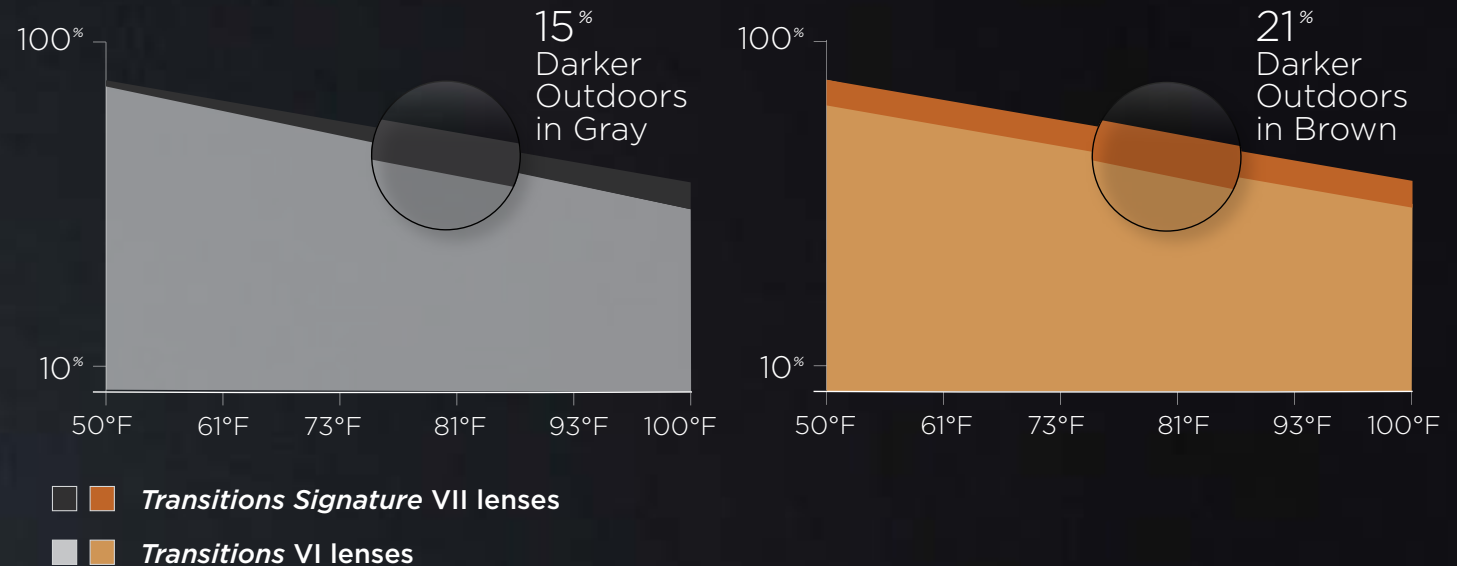


OPTIMAL COMBINATION OF OUTDOOR BENEFITS

We have measured Transitions® Signature™ VII lenses in a multitude of outdoor conditions and in different locations around the world - replicating what wearers are experiencing. On average, *Transitions Signature VII* lenses are significantly darker in outdoor conditions than Transitions® VI lenses.

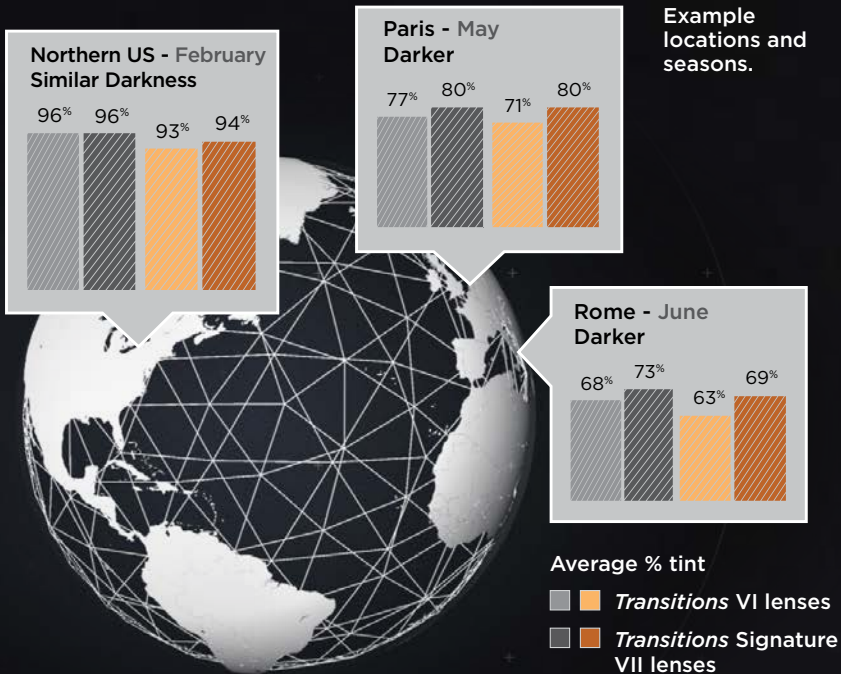
More importantly, with improved temperature stability and more responsiveness to UV, *Transitions Signature VII* lenses are darker than *Transitions VI* lenses in all the outdoor conditions that are important for the wearer.

% Tint measured in 200+ real life environments across temperatures



GREATER TEMPERATURE STABILITY

We have measured the transmission of Transitions® Signature™ VII lenses in different locations around the world at various times of the year. *Transitions Signature VII* lenses are less temperature dependent than Transitions® VI lenses – **they are darker when it is hot, with similar darkness when it is cold.**



19% less sensitive to temperature change in all conditions

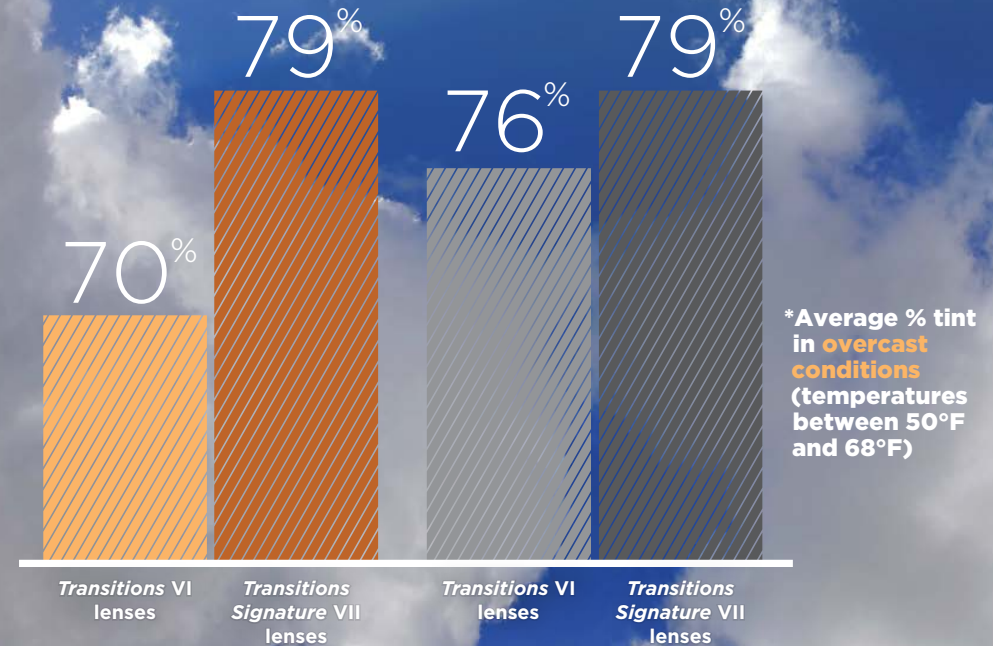
11% less sensitive to temperature change in all conditions

More consistent performance
in all temperatures



DARKER IN THE CONDITIONS THAT MATTER

Weather conditions vary – it can be sunny, partly cloudy or overcast. **Even when it is not completely sunny outside, reflections from indirect light can make it difficult to see and can impact overall quality of vision.** For example, even in low light and overcast conditions the wearer may be exposed to indirect glare and haze from scattered light. *Transitions Signature VII* lenses are darker than *Transitions VI* lenses in these types of conditions, helping to improve wearer comfort and quality of vision.



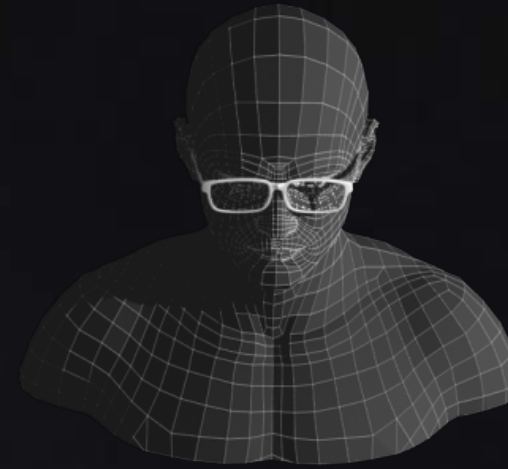
Darker in all conditions



MORE REACTIVE

Transitions® Signature™ VII lenses provide more benefits for wearers outdoors.

As a result, wearers have higher overall satisfaction. They are more reactive to indirect sunlight, making them darker even when the wearer is facing away from the sun. This is important, because even when the wearer isn't looking directly at the sun, glare can make it difficult to see. With *Chromea7* technology, *Transitions Signature VII* lenses are more reactive to direct and indirect light and are darker in all wearer positions, providing a superior visual experience.



Real World Performance

- Facing the sun no hat
- Away from the sun no hat
- Away from the sun with hat

16% MORE REACTIVE IN ALL WEARER POSITIONS



20% MORE REACTIVE IN ALL WEARER POSITIONS



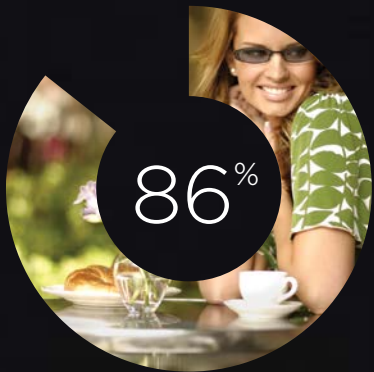
*Average % tint in various conditions and temperatures

More reactive to indirect sunlight

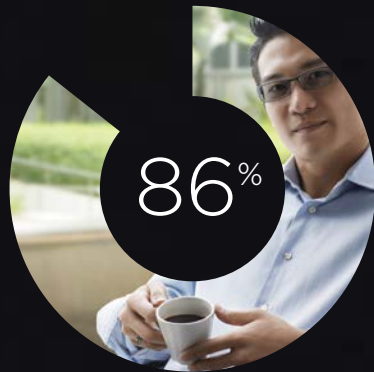


PROVEN SATISFACTION OUTDOORS

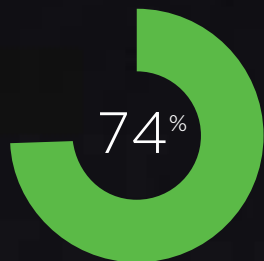
Transitions® Signature™ VII lenses provide more benefits for wearers outdoors. As a result, wearers have higher overall satisfaction. A combined total of 86% of both clear lens wearers and photochromic wearers were satisfied with their outdoor vision with *Transitions Signature VII* lenses, compared to 72% with Transitions® VI lenses.



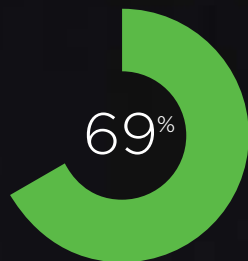
of clear lens wearers satisfied with outdoor vision with Transitions Signature VII lenses



of photochromic lens wearers satisfied with outdoor vision with Transitions Signature VII lenses



of clear lens wearers satisfied with outdoor vision with Transitions VI lenses

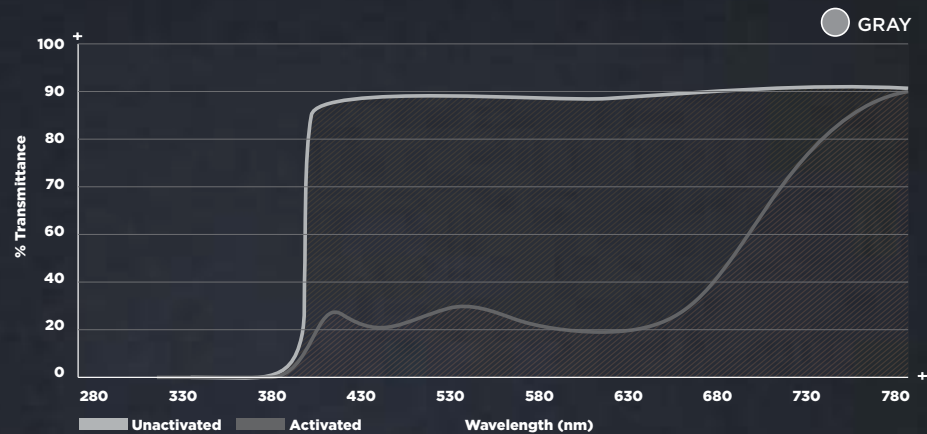
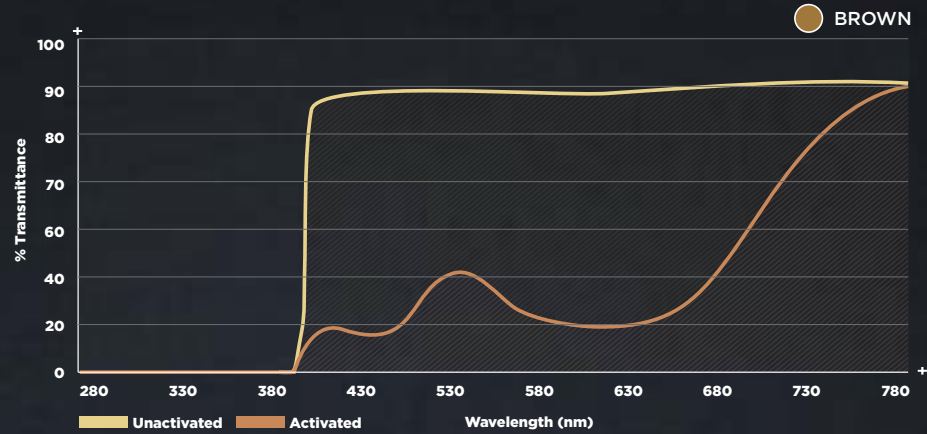


of photochromic lens wearers satisfied with outdoor vision with Transitions VI lenses



UV BLOCKAGE AND COLOR

SPECTRA OF TRANSITIONS® SIGNATURE™ VII LENSES



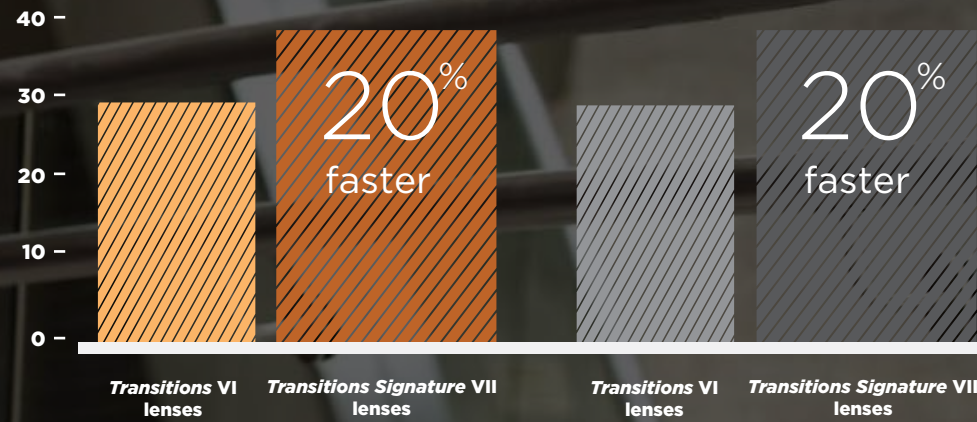
Like all Transitions® lenses, *Transitions Signature VII* lenses block 100% of harmful UVA and UVB rays. They are available in a contrast-enhancing brown tint or a neutral gray tint that does not affect color perception. Both colors meet all standards for driving.

Similar to *Transitions VI* lenses, and regular clear lenses, *Transitions Signature VII* lenses, do not offer significant darkness in the car. This is because car windshields have UV absorbers to protect the dashboard and interior of a vehicle from the damaging effects of high energy UV rays.



PROVIDING SUPERIOR INDOOR PERFORMANCE

Evaluating the performance of photochromic lenses indoors needs to take into account how lenses perform outdoors - the time to return to clarity depends on how dark the lens is before the wearer goes inside. Although Transitions® Signature™ VII lenses are darker than Transitions® VI lenses in all the conditions that matter to the wearer, the lenses take a comparable amount of time to return to a given state of clarity. Therefore *Transitions Signature VII* lenses are actually faster to return to clear.



● 20% faster ● 20% faster

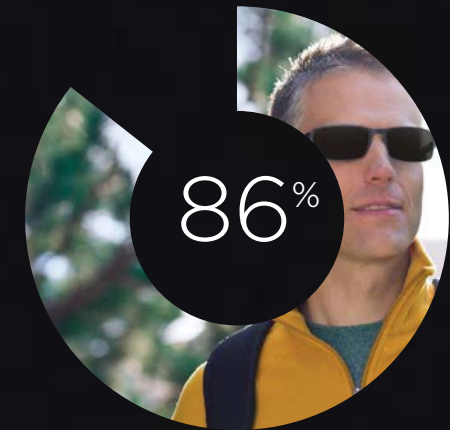
Example of gain of transmission after 5 min. indoors at 73°F

The clarity of Transitions® Signature™ VII lenses is excellent and goes up to 95% transmission in brown with the best anti-reflective coatings. Wearers perceive lenses to be clear at 86% transmission¹ – meaning *Transitions Signature VII* lenses significantly surpass the level needed to be perceived as clear by wearers. *Transitions Signature VII* lenses are compatible with all major anti-reflective treatments, and when combined, are ideal for patients looking for the best possible vision indoors and outdoors, day and night.

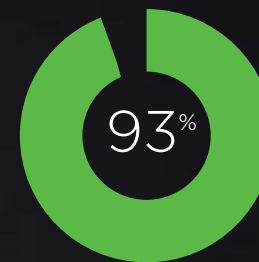
Wearers have a very high level of satisfaction with the indoor clarity of *Transitions Signature VII* lenses.



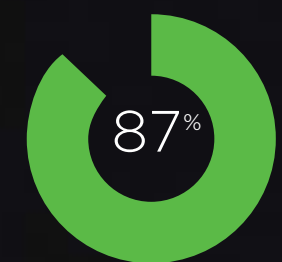
of clear lens wearers satisfied with indoor clarity of *Transitions Signature VII* lenses



of photochromic lens wearers satisfied with indoor clarity of *Transitions Signature VII* lenses



of clear lens wearers satisfied with indoor clarity of *Transitions VI* lenses



of photochromic lens wearers satisfied with indoor clarity of *Transitions VI* lenses

% Transmission of indoor clear state

¹ ADRIANT Sensory Study, 2006

TRANSITIONS® SIGNATURE™ VII LENSES

Life360™ PERFORMANCE

MATERIAL AVAILABILITY

Transitions Signature VII lenses are available in polycarbonate, Trivex®, 1.50, 1.60, 1.67 and 1.74.

Material availabilities are subject to change. Please visit www.TransitionsSignature.com for the most current availability information.

Category as per ISO 8980-3 Cat. 0 Non Activated, Cat. 3 Activated

Traffic signal recognition as per ISO 14889

Suitable for night driving per ISO 14889

Block 100% UVA and UVB radiation per ISO 8980-3, ANSI Z80.3 and EN 1836

Impact resistant as per ISO 14889 Section 5.2, ANSI Z80.1 and US FDA Impact Resistant Regulation 21 CFR 801.410

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Photochromic performance is influenced by temperature, UV exposure and lens material.

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