



Transitions® Signature™ VII ADAPTIVE LENSES

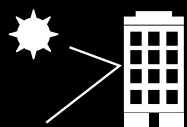
Frequently Asked Questions

What are Transitions® Signature™ VII lenses? Are they replacing Transitions® VI lenses?

New *Transitions Signature VII* lenses with *Chromea7™* technology are Transitions Optical's most responsive everyday adaptive lenses ever, providing a superior visual experience. *Transitions Signature VII* lenses are designed to quickly adapt from fully clear indoors to dark in the brightest sun. The lenses provide just the right amount of tint outdoors, offering a distinct advantage over regular clear lenses. They replace *Transitions VI* lenses as the optimal choice for maximum indoor clarity and responsiveness to UV outdoors.

How are Transitions Signature VII lenses different than Transitions VI lenses?

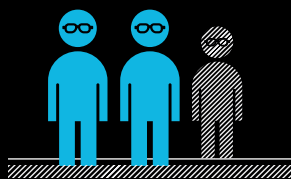
Transitions Signature VII lenses use the patented *Chromea7* technology, which allows for a lens that is more responsive to UV in more situations. *Transitions Signature VII* lenses provide a superior wearer experience over *Transitions VI* lenses. They are more reactive to indirect sunlight and reflected sunlight, and become even darker on hot days. *Transitions Signature VII* lenses provide this outstanding outdoor performance without sacrificing indoor clarity, making them the ideal replacement for clear lenses.



More reactive to indirect sunlight



More reactive to get even darker on hot days



In wearer testing, *Transitions Signature VII* lenses were preferred 2 to 1 over *Transitions VI* lenses.

How do Transitions Signature VII lenses fit within the Transitions® family of brands?

Transitions Signature VII lenses replace *Transitions VI* lenses as the optimal lens for maximum indoor clarity and responsiveness to UV outdoors.

Other *Transitions* adaptive everyday products include:

Transitions® XTRActive® lenses, which provide more activation for extra protection against eye strain and eye fatigue. These lenses are the darkest everyday lens outdoors, activate behind the windshield of a car, and have a comfortable hint of tint indoors.

Transitions® Vantage™ lenses provide crisper, sharper vision outdoors, even in the brightest outdoor glare. They are the only lenses that use variable polarization – a true technological breakthrough that allows the level of polarization to adjust and match the level of outdoor glare, which can vary as the day progresses and conditions change.

What is Chromea7 technology?

A true molecular breakthrough, *Chromea7* is a unique dye formulation that keeps more molecules activated to absorb more light, allowing for a better,

more responsive lens in a variety of outdoor lighting conditions. *Chromea7* is Transitions Optical's new core technology. Because *Transitions Signature VII* lenses use this technology, the lenses are more reactive to indirect sunlight and even get darker on hot days.



Why should I recommend *Transitions Signature VII* lenses?

Transitions Signature VII lenses have been designed for the multitude of conditions that wearers experience. Through its revolutionary product development model – Life360™ – Transitions Optical developed *Transitions Signature VII* lenses to be more responsive in more situations by testing them in over 200 real-life conditions representing more than a thousand scenarios combining various temperatures, weather conditions and geographies.

Transitions Signature VII lenses are more responsive to direct and indirect sunlight. That means they get darker when facing away from the sun, in reflected light, and at different times of day. When going inside the lenses quickly become fully clear like a regular lens.

In wearer tests, *Transitions Signature VII* lenses had high patient satisfaction both indoors and outdoors. In fact, 8 out of 10 clear lens wearers rated *Transitions Signature VII* better than their regular clear lenses – representing a perfect opportunity for eyecare professionals to convert clear lens wearers. Additionally, in wearer tests, *Transitions Signature VII* lenses were preferred 2 to 1 over *Transitions VI* lenses.

What is Life360™?

Life360 is Transitions Optical's new proprietary methodology for designing, developing and analyzing photochromic performance to find a truer, more optimal understanding of product performance and benefits. This revolutionary model utilizes three techniques: lab testing, wearer testing and real world measurements.

When developing the technology for *Transitions Signature VII*, Transitions Optical utilized the new *Life360* process for testing photochromics using real

conditions, real locations, and real situations for real wearers.

- Traditional **lab testing** provided baseline measurements and temperature variation testing.
- **Live wearer testing** was conducted as part of the process for providing key insights into consumer satisfaction and preference after wearing the lenses.
- **Real world measurements** took into account numerous wearer positions, geographic locations, weather conditions and temperatures in over 200 real world conditions and over 1,000 wearer scenarios.



To whom should I recommend *Transitions Signature VII* lenses?

Transitions Signature VII lenses are appropriate for lens wearers who spend a typical amount of time indoors versus outdoors. These patients are most likely to be clear lens wearers, and what interests them is the comfort that an adaptive lens provides. Emphasize the indoor clarity of the lenses and the superior visual experience they provide. Keep in mind that 8 out 10 clear lens wearers preferred *Transitions Signature VII* lenses over their regular clear lenses.

Lapsed photochromic wearers, who may have left the photochromic category because old technology did not become clear enough indoors, are also good candidates for *Transitions Signature VII* lenses. A mention of the new *Chromea7* technology could motivate these lapsed wearers to jump back into the photochromic category.

When will *Transitions Signature VII* be available to everyone?

Transitions Signature VII lenses will be available to everyone on Jan. 7, 2014.

What is the material and design availability of *Transitions Signature VII* lenses?

Similar to all *Transitions* lens products, *Transitions Signature VII* lenses are available in a range of materials and designs, so industry professionals can recommend the lenses with confidence. Visit TransitionsPRO.com to download the *Transitions Dispensing Guide* for more information on product availability.

What colors are *Transitions Signature VII* lenses available in?

Like *Transitions VI* lenses, *Transitions Signature VII* lenses will be offered in gray and brown. What is different is that the *Transitions Signature VII* lens colors are more aesthetically pleasing.

The gray tint is a more neutral, true-to-life color and the brown is the best everyday, contrast-enhancing lens we've ever offered.

Is the new *Chromea7* technology found in *Transitions Signature* lenses compatible with existing premium anti-reflective treatments?

Yes. All *Transitions Signature* lenses should be recommended with a premium anti-reflective treatment. *Transitions Signature* lenses with an anti-reflective treatment are ideal for patients looking for the best possible vision indoors and outdoors, day and night.

How dark do *Transitions Signature VII* lenses get?

Transitions Signature VII lenses have been measured in a multitude of outdoor conditions and in different locations around the world – replicating what wearers are experiencing. On average, *Transitions Signature VII* lenses in gray are 15% darker, and in brown 21% darker, in outdoor conditions than *Transitions VI* lenses. More importantly, with improved temperature stability and more responsiveness, *Transitions Signature VII* lenses are darker than *Transitions VI* lenses in all the outdoor conditions that are important for the wearer.

Are *Transitions Signature VII* lenses designed to be worn indoors?

Yes. *Transitions Signature VII* lenses are fully clear indoors, and can be worn as a replacement for regular clear lenses.

Do *Transitions Signature VII* lenses activate behind the windshield of a car?

No. 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.

Another alternative for patients looking for an adaptive lens that activates in the car is *Transitions® XTRActive®* lenses, an everyday lens that activates in the presence of both UV and visible light behind the windshield.

Is the performance of *Transitions Signature VII* lenses affected under extreme temperature conditions?

All photochromic lenses are affected by temperature, but because of the unique dye formulation in the *Chromea7* technology, *Transitions Signature VII* lenses have greater temperature stability, which allows them to have more consistent performance in all temperatures.

Across all locations and conditions, *Transitions Signature VII* lenses are less temperature dependent than *Transitions VI* lenses – they are darker when it is hot, and have similar darkness when it is cold.

What is the life expectancy of *Transitions Signature VII* lenses?

Like all everyday *Transitions* lenses, *Transitions Signature VII* lenses will usually outlast the lifetime of a patient's prescription. While it is expected for there to be a small loss in photochromic performance over time, with normal usage, this change is generally not perceptible to the wearer. Because most *Transitions* lens wearers become loyal, repeat customers, chances are they will purchase a new pair long before the performance of their *Transitions* lens will diminish.

Is there a limit to which frames are compatible with *Transitions Signature VII* lenses?

No. *Transitions Signature VII* lenses work in virtually any frame and material: plastic, metal rimless, semi-rimless or full frames.

What is the best way to demonstrate *Transitions Signature VII* lenses to my patients?

Wearing the product to give live demonstrations, coupled with *Transitions* Optical tools and point-of-sale materials – such as the lens demonstration tool and consumer brochure – can help eyecare professionals educate patients and customers about the benefits of *Transitions Signature VII* lenses.

Can managed care benefits be applied to *Transitions Signature VII* lenses?

Yes. Many insurance providers provide coverage for *Transitions* lenses as part of their vision care plan. To find out what savings are available, patients should contact their insurance providers.

Can *Transitions Signature VII* lenses help me grow my business?

Absolutely. By recommending *Transitions Signature VII* lenses, you'll be providing your patients with a superior way of seeing the world, helping to further meet their needs and turning current patients into long-time repeat visitors to your practice. In fact, 94% of *Transitions* lens wearers repurchase the product, and *Transitions* lens wearers are 79% more likely to be completely satisfied with the practice where they bought their lenses vs. other lens wearers.

In wearer tests, *Transitions Signature VII* lenses had high patient satisfaction, both indoors and outdoors. In fact, 8 out of 10 clear lens wearers rated *Transitions Signature VII* lenses better than their regular clear lenses – representing a great opportunity for you to convert clear lens wearers to adaptive lens wearers.

What is the price of *Transitions Signature VII* lenses?

Pricing may vary depending on material and design; please contact your lab or lens manufacturer for pricing information.

What is the indoor clarity of *Transitions Signature VII* lenses?

The indoor clarity of *Transitions Signature VII* lenses is excellent. Like *Transitions VI* lenses, they are fully clear indoors, and can be worn as a replacement to ordinary clear lenses. In a recent survey, 96% of clear lens wearers were satisfied or very satisfied with the indoor clarity of *Transitions Signature VII* lenses.

What process is used to create *Transitions Signature VII* lenses?

Depending on the lens material, *Transitions Signature VII* lenses are manufactured using our proprietary imbibition or Trans-Bonding™ processes.

Who can I contact with questions?

If you have additional questions, please contact your *Transitions* Optical Representative or *Transitions* Optical Customer Service at 1-800-848-1506 ext 3 or cservice@Transitions.com.