Transitions® XTRActive™

Frequently Asked Questions

2010

XTRAdark. XTRAconvenient. XTRAchoice.

NEW

Transitions® XTRActive™

What are Transitions® XTRActive™ lenses and how are they different?

Transitions XTRActive lenses are the newest addition to the family of Transitions lenses. These everyday lenses are designed for wearers who prefer a slight tint indoors and very dark lenses outdoors.

Isn't there already a lens called Transitions XTRActive?

Many years ago, Transitions Optical did introduce Transitions XTRActive lenses—known as the darkest Transitions lenses on the market. However, these lenses were discontinued due to advancing technology. Today, we are proud to use the Transitions XTRActive name for our newest, state-of-the-art lenses that once again are the darkest everyday Transitions lenses available and have the added benefit of activating to a moderate tint behind the windshield.

Are Transitions XTRActive lenses a new generation of Transitions lenses, replacing Transitions® VI lenses?

Transitions XTRActive lenses will not replace Transitions VI lenses. Transitions XTRActive lenses are different types of photochromic lenses that, along with Transitions VI lenses, represent an additional choice in everyday lenses for your patients. Transitions XTRActive lenses are recommended for patients who want the darkest everyday Transitions lenses outdoors, due to their active lifestyle. Rest assured that all Transitions VI products, including all materials and designs, are still available, and will continue to be available in the foreseeable future.

Why should I recommend Transitions XTRActive lenses?

Transitions XTRActive lenses let you offer your patients a wider choice of Transitions lenses. Some of your patients who do not choose Transitions VI lenses will be very pleased to have this new option, as Transitions XTRActive lenses:

- Are darker outdoors than Transitions VI lenses, in normal and hot temperatures
- Have a slight tint indoors while Transitions VI lenses are completely clear indoors
- Have a slower fade back than Transitions VI lenses
- Activate to a comfortable level of tint when driving inside a car
- Block 100% of UVA and UVB rays as well as provide UV 400 protection—as do all Transitions lens products

How should I recommend Transitions XTRActive lenses and Transitions VI lenses?

With a few simple questions, you can identify who might prefer Transitions VI lenses and who might prefer Transitions XTRActive lenses:

- Does your patient spend a lot of time outdoors? If yes...
- Does your patient spend a lot of time in very warm weather? If yes...
- Does your patient need a superior, darker tint outdoors? If yes...
- Does your patient prefer a slight tint indoors? If yes...
- This patient will most likely prefer Transitions XTRActive lenses. Otherwise, the patient should consider Transitions VI lenses.

What is new and different about the darkness of Transitions XTRActive lenses?

Transitions XTRActive lenses are darker in both average temperatures and in hot temperatures than Transitions VI lenses. For example, Transitions XTRActive lenses reach 90% tint at 73°F (23°C), and 80% tint at 95°F (35°C). That means Transitions XTRActive lenses will provide even more visual comfort and glare reduction than any other everyday Transitions lenses available—especially for patients who spend a lot of time outdoors. Plus, Transitions XTRActive lenses even provide some activation behind the windshield of a car. In fact, 61% of consumers responded that they perceived Transitions XTRActive lenses to have a darkness level close to sunglasses when driving in very sunny conditions, and 72% of consumers responded that they were satisfied with Transitions XTRActive lenses when driving in very sunny conditions.

	Transitions XTRActive	Transitions VI
Darken Outdoors	X	X
Reduce Glare	X	X
Block 100% UV Rays	X	X
Clear Lens Indoors		X
Light Tint Indoors	X	
Activate Moderately Inside Car	X	
Get Very Dark Outdoors	X	
Fastest Fade Back		X

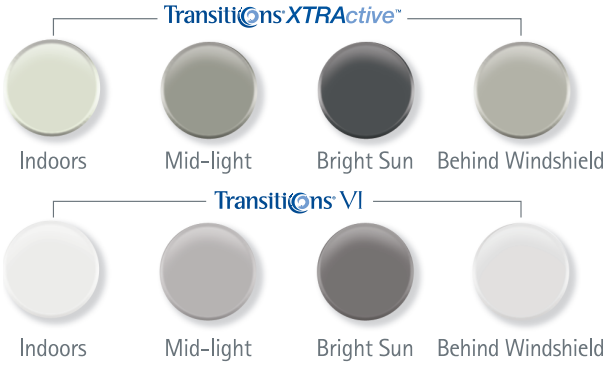
ARE TRANSITIONS XTRACTIVE LENSES CLEAR INDOORS?

Transitions XTRActive lenses provide a good level of clarity indoors—but they are not as clear as Transitions VI lenses. At their clearest state indoors, Transitions XTRActive lenses have a transmission of 83% (without Anti-Reflective coating), which means that most patients perceive a slight tint while wearing them indoors. However, most wearers who have tried Transitions XTRActive lenses are actually pleased with the appearance of the lenses indoors, and 75% are satisfied with the tint. Transitions XTRActive lenses may also be the right choice for patients who prefer a slight tint indoors and have chosen tinted lenses in the past.

DO TRANSITIONS XTRACTIVE LENSES ACTIVATE BEHIND THE WINDSHIELD?

Yes! They do not get as dark as sunglasses, but they do provide a meaningful level of tint to drivers. In fact, 72% of wearers who have tried Transitions XTRActive lenses are satisfied with them when driving in very sunny conditions. Transitions XTRActive lenses activate under both UV and visible light, which is why they get darker and activate behind the windshield. This is also the reason why there is a slight indoor tint—something that makes Transitions XTRActive lenses different than Transitions VI lenses.

Please note that the performance of Transitions XTRActive lenses behind the windshield may be influenced by a variety of factors, including the position of the driver in the car, the shape and inclination of the windshield, and characteristics of the glass used to manufacture the windshield.



WHAT ABOUT THE FADE BACK SPEED?

The fade back speed for Transitions XTRActive lenses is slower than the fade back speed of Transitions VI lenses, but is on par with previous generations, such as Transitions® Next Generation™ lenses.

How should I demonstrate Transitions XTRActive lenses?

The best way to show your patients how Transitions XTRActive lenses work is to compare the new lenses with Transitions VI lenses. The in-store demonstration tool clearly shows the different features of each lens. **Please do NOT use the UV demonstration lamp to activate the Transitions XTRActive lenses, since the UV demonstration lamp is not designed to demonstrate performance differences between products.** However, the UV lamp is still a great tool to show patients how photochromic lenses work, in general and should be used with your current Transitions lenses demo card.

Are Transitions XTRActive lenses meant for everyone? Which type of patient may benefit from Transitions XTRActive lenses?

While the family of Transitions lenses now has something for every patient, Transitions XTRActive lenses are specifically designed for those patients who spend a lot of time outdoors for their daily activities and who need superior darkness, but do not mind having a slight tint indoors. Transitions XTRActive lenses are the ideal everyday Transitions lenses for people who have jobs that require a lot of time outdoors, such as construction managers, real estate agents and architects. For patients who want the convenience and benefits of lenses that get darker outside, but are also very clear indoors, Transitions VI lenses are an excellent choice.

How do Transitions XTRActive lenses perform in hot temperatures?

Transitions XTRActive lenses are the darkest everyday lenses ever developed by Transitions Optical, including in hot temperatures. At 95° F (35° C), Transitions XTRActive lenses have a light transmission of only 20%, which makes them significantly darker than Transitions VI lenses. However, the actual performance attributes (especially the level of darkness and speed of deactivation) of all photochromic lenses are limited by the laws of chemistry, and are normally affected somewhat by extreme hot and cold temperatures.

What about cold temperatures?

As with any other photochromic technology, Transitions XTRActive lenses are influenced by temperature—the colder the temperature, the darker the lenses will get. In cold temperatures, the level of light transmission is similar to Transitions VI lenses—4% light transmission at 50° F (10° C).

What is the fade back speed of Transitions XTRActive lenses in cold temperatures?

In terms of fade back time, at 73° F (23° C), after 15 minutes of activation, Transitions XTRActive lenses fade back to 70% transmission after 14 minutes, compared with nine minutes for Transitions VI lenses. Please refer to the chart in the Technical Product Notes for more information regarding activation and fade back speeds.

WHAT IS THE LIFE EXPECTANCY OF TRANSITIONS XTRACTIVE LENSES?

As with all everyday Transitions lenses, the performance life of Transitions XTRActive lenses will generally last for as long as the prescription is effective. While it is normal for there to be a small loss of photochromic performance over time, with normal usage, this change is generally not perceptible by the wearer. Because most Transitions lens wearers become loyal, repeat customers, chances are you will sell them a new pair long before their Transitions lenses have any perceptible change in performance.

ARE TRANSITIONS XTRACTIVE LENSES COMPATIBLE WITH PREMIUM ANTI-REFLECTIVE COATINGS?

Absolutely. Transitions XTRActive lenses are compatible with all premium AR coatings and hardcoats. And the hardcoat on Transitions XTRActive lenses can easily be removed in a lab for AR application or proprietary hardcoats, if necessary. Labs can continue to run multiple passes, thereby increasing their yields.

CAN TRANSITIONS XTRACTIVE LENSES BE TINTED?

Yes, they can be tinted. However, Transitions XTRActive lenses already have a slight indoor tint, due to the photochromic package developed for these lenses. Patients who are looking for darker tinted lenses may want to consider Transitions® **SOL**FX™ lenses.

ARE TRANSITIONS XTRACTIVE LENSES LIMITED TO ANY PARTICULAR EYEGLASS FRAMES?

Absolutely not. One of the benefits of all Transitions lenses is that they are available for virtually any frame suitable for prescription lenses.

WHAT COLORS ARE TRANSITIONS XTRACTIVE LENSES OFFERED IN?

Transitions XTRActive lenses are available in an attractive gray tint, with a slight green undertone when activated.

ARE TRANSITIONS XTRACTIVE LENSES SUITABLE FOR NIGHT DRIVING?

Yes. Transitions XTRActive lenses are suitable for any activity that would normally require clear lenses, which includes driving at night. Adding an anti-reflective coating to Transitions lenses may make driving at night even more comfortable for your patients, as the treatment reduces distracting glare. Transitions XTRActive lenses are suitable for night driving as per the ISO 14889 standard.

CAN TRANSITIONS XTRACTIVE LENSES HELP MY BUSINESS GROW?

Definitely. With Transitions XTRActive lenses—in addition to Transitions VI lenses—you now have a wider choice of everyday lens options, and can serve patients with different lifestyles. Now, you can help wearers who want a really dark lens outdoors and a little bit of tint indoors—patients for whom Transitions VI lenses are not the optimal choice.

WHAT IS THE MATERIAL AND DESIGN AVAILABILITY OF TRANSITIONS XTRACTIVE LENSES?

Transitions XTRActive lenses are currently available in a select number of materials (polycarbonate, 1.67 and Trivex®), in single-vision lenses and in some Progressive Addition Lenses. Please check with your laboratory or lens manufacturer for more details or go to **www.transitionsXTRActive.com** for an updated list.

SHOULD I RECOMMEND TRANSITIONS XTRACTIVE LENSES AS A SUNGLASS REPLACEMENT? WHAT ABOUT SECOND PAIR SALES?

Even though they are the darkest everyday Transitions lenses available, Transitions XTRActive lenses are not intended to replace sunglasses. Rather, Transitions XTRActive lenses are everyday (and all day) primary prescription lenses. They are meant to be worn in most indoor and outdoor situations, especially for patients who spend a lot of time outdoors.

Sunglasses (such as Transitions® **SOL**FX™ lenses), including polarized lenses, are specialty eyewear for specific, sustained outdoor use and blinding glare situations. Most patients should be open to the idea of Transitions lenses as a primary pair of lenses, in combination with polarized sunglasses as a second pair. In fact, research indicates that wearers of Transitions lenses are more likely than clear lens wearers to own sunglasses as their second pair.

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