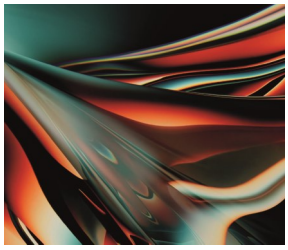
ADVANCE NOTICE

VOLUME 43—NUMBER 1 APRIL 2024

NEW TRANSITIONS® GEN S™ LAUNCHING APRIL 9TH

Transitions® GEN S™, launching on April 9th, sets a new standard that pushes the boundaries of traditional lenses. With 9 out of 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 everchanging rhythm of life.

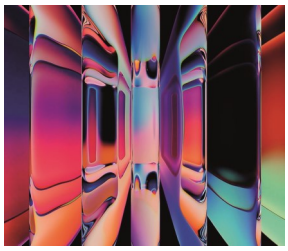


GEN SPEED™: ULTRA-RESPONSIVE TO LIGHT

<2 MIN

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

*Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.



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**

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

UP TO 40%

- ✓ **39% faster vision recovery from intense bright lights vs. clear lenses.[7]***
- ✓ **40% faster vision recovery during fadeback vs. previous generation.[8]***
- ✓ **39.5% improved contrast sensitivity during fadeback vs. previous generation.[8]***

With Transitions GEN S, experience a better vision quality, faster[9].

*Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.

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 and providing the right balance between vivid colors and seamless responsiveness.

For more info & availability, visit the Transitions folder at advanceoptical.com/library

Tests carried out on gray 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, external research agency, (CAWI), U.S., Q4 2021, N= 1,000. 2. For graypolycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 3. For gray polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C, compared to the previous generation. 4.For gray polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 5. Compared to gray lenses in the clear todark (category 3) photochromic category. Transitions GEN S Gray lenses fade back faster to 70% transmission while achieving less than 14%transmission when activated at @ 23°C. 6. For gray polycarbonate lenses, compared to the previous generation. 7. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare,photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. 8. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. 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 fadeback. 9. Vision quality improved in challenging light conditions, notably in bright to very bright light situations. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. 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 fadeback.

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