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Transitions® Lenses Help Protect Eyes From Harmful Blue Light

New educational resources address increased concerns over prolonged exposure

ORLANDO, Fla., Feb. 4, 2016 – With discussion of the dangers of harmful blue light at the public forefront due to the increased use of digital devices, Transitions Optical, Inc., educates customers and eyecare professionals that its full line of Transitions® eyeglass lenses help to provide blue light protection indoors and outdoors.

Educational materials have been developed to equip eyecare professionals with the knowledge they need to understand the implications of blue light exposure, how harmful blue light is actually present both indoors and outdoors, and how *Transitions* lenses can provide a measure of protection.

“Often associated exclusively with electronic devices and screens, what most people don’t realize is that the sun is the single largest source of blue light, scattering it through the atmosphere and emitting over 100 times the intensity of electronic devices and screens,” notes John Ligas, vice president, R&D, Transitions Optical. “In fact, depending on the time of day, a majority of outdoor visible light you receive is blue light, which explains why the sky itself is blue.”

All *Transitions* lenses help protect against blue light under any and all conditions. Indoors, *Transitions* lens products safeguard eyes against harmful blue light emitted by artificial sources like digital devices and LED lights, while outdoors they help provide extra protection from the sun by shielding eyes from glare, intense harmful blue light and UV rays. As Ligas notes,

"*Transitions* lenses darken outdoors when you need more protection to keep the harmful light out, thus helping to provide optimal protection and superior health benefits."

Transitions® Signature™ VII lenses block at least 20 percent of the harmful blue light indoors, which is up to 2 times more than standard clear lenses,*[1] and they block over 85 percent outdoors. Transitions® XTRActive® lenses are even more effective – they provide extra protection against blue light everywhere by blocking at least 34 percent*[2] of the harmful blue light indoors and 88 percent to 95 percent of harmful blue light outdoors. Transitions® Vantage™ lenses are also effective – blocking at least 34 percent*[3] of the harmful blue light indoors and over 85 percent outdoors.

Ligas points out this feature isn't new to his company's products. "*Transitions* lenses have always blocked a percentage of blue light indoors because the photochromic molecules in the un-activated indoor state still absorb some light without compromising indoor vision clarity. Because we can control the structure of the photochromic molecules, we can, in turn, provide the benefit of blue light blocking while the lenses are still seen as clear."

New blue light educational resources will be released throughout 2016.

About Transitions Optical

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit Transitions.com or TransitionsPRO.ca.

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[1] *Transitions® lenses block 20% to 36% of harmful blue light indoors excluding CR607 Transitions® Signature™ VII products which block 14% to 19%. The 2 times comparison refers to typical clear 1.50 and polycarbonate hard-coated lenses.

[2] *Transitions® XTRActive® lenses block 34% to 36% of harmful blue light indoors excluding CR607 Transitions® XTRActive® products which block 27% to 31%.

[3] *Transitions® XTRActive® lenses and Transitions® Vantage™ lenses block 34% to 36% of harmful blue light indoors excluding CR607 Transitions® XTRActive® products which block 27% to 31%.

NOTE: For high resolution images, please contact Alexis Marina at 609-460-1014 or Alexis.Marina@havasww.com.