



FOR IMMEDIATE RELEASE

Contact

Robert Lee
Younger Optics
310-783-1538
marketing@youngeroptics.com

Courtney Myers
Havas PR
412-512-6542
courtney.myers@havasww.com

**Transitions® Signature® VII Polycarbonate Composite Flat Top 28 Bifocal Lenses
Now Available in Brown**

Torrance, Calif., June 2016 – *Transitions Signature* Flat Top 28 polycarbonate composite lenses are now available in both gray and brown. This means even more bifocal wearers can enjoy the unsurpassed photochromic performance of *Transitions Signature* VII lenses.

Why is this expansion important for eye care practices? *Transitions Signature* brown is the color of choice for many patients, both for fashion and to enhance contrast. This new lens provides an opportunity for eye care professionals to significantly heighten the satisfaction of patients who wear polycarbonate bifocals. Eight out of 10 patients prefer *Transitions Signature* lenses to clear lenses, and now eyecare professionals don't have to find another option when bifocal wearers request a *Transitions* brand lens. They can dispense authentic *Transitions Signature* lenses in a polycarbonate composite material.

Just how significant is the market for bifocal lenses? Approximately one in five pairs of lenses sold today are segmented multi-focals, and a majority of those are bifocals. "Despite growing demand for progressive and digital designs, there is still a significant demand in the market for segmented lenses," said Catherine Rauscher, global director for lenscaster partners, Transitions Optical. "Offering patients a choice of color in the leading photochromic technology will allow eyecare professionals to meet this demand and enhance their patients' satisfaction."

What is unique about this product? "Younger Optics and Transitions Optical have developed a polycarbonate composite lens that incorporates a thin photochromic front surface bifocal layer made of Trivex®—resulting in a lens delivering *Transitions Signature* VII performance and superb segment cosmetics in a product that is surfaced, polished, edged and dispensed just like a clear polycarbonate lens," said David Rips, president and CEO of Younger Optics.

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Transitions Signature polycarbonate composite flat top 28 lenses are now available in both gray and brown exclusively from Younger Optics. Contact Younger Optics customer service at 1-800-366-5367 to find a distributing optical laboratory. Technical specifications can be referenced at youngeroptics.com/transitions.

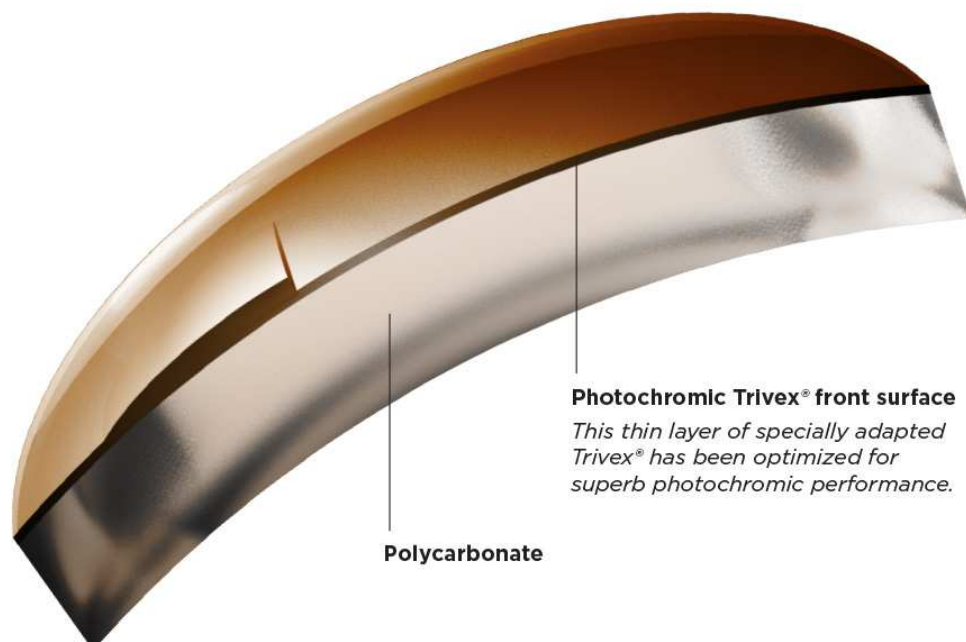
About Younger Optics

Younger Optics is headquartered in Torrance, Calif., and is recognized as the world leader in prescription polarized lenses with its NuPolar® brand. Younger Optics also introduced the first polarized photochromic lens to darken behind the windshield of a car (*Transitions® Drivewear®* sun lenses). For more information about Younger Optics, visit www.youngeroptics.com.

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.com.

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