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Transitions Optical and Essilor Canada Announce New Transitions® Signature® Style Colors and New Transitions® XTRActive® Style Mirrors

New Transitions Colour Choices and Fashionable Mirror Effect Designed to Appeal to Younger, Image-Conscious Consumers

PINELLAS PARK, Fla., June 22, 2018 – Transitions Optical and Essilor Canada have announced *Transitions® Signature®* lenses in four new style colors, and new *Transitions® XTRActive®* style mirrors in five colours to offer patients more opportunities to express their personal style while enjoying the benefits of the flagship photochromic brand. The new lens offerings will be available to order from Essilor Canada this summer.

"The *Transitions Signature* style colors and *Transitions XTRActive* style mirrors open the door to a new, fashion-conscious wearer, who wants to create a unique, personalized look with their lenses and frames," said Chrystel Barranger, president of Essilor Photochromics and Transitions Optical. "These new colour and style choices will help consumers see Transitions® Light Intelligent Lenses™ as a product that can help enhance their level of self-expression, while still helping to protect their eyes from UV and Harmful Blue Light¹."

¹ Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

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New Transitions Signature Lens Style Colors

Consumers are increasingly trending toward bold, personalized fashion choices, and the new *Transitions Signature* lens style colors reflect this trend. Along with the existing *Transitions Signature* lens iconic colours of grey, brown and graphite green, the new colours offer a palette with a choice for virtually every consumer. The new colours are:

- **Sapphire** – a bright, exciting hue that brings a cool factor
- **Amethyst** – a sophisticated shade with a contemporary twist
- **Amber** – for a vintage look that is both timeless and of-the-moment
- **Emerald** – trendy and versatile, matching a variety of styles



The new style colors are an extension of the *Transitions Signature* lens portfolio and offer the same world-class features and benefits of *Chromea7™* technology: optimal comfort, protection and indoor clarity. The seven total *Transitions Signature* lens colours will allow wearers to create their own unique look, and empower eyecare professionals to recommend *Transitions Signature* lenses to a broader patient base.

New Transitions XTRActive Style Mirrors

Mirrored glasses continue to be in style, and the new Transitions XTRActive style mirrors create an on-trend mirror finish with a hint of colour. The new mirror colours are:

- **Gold** – all skin tones
- **Silver**
- **Copper**
- **Violet Blue**
- **Blue Green**



Outdoors these lenses have a mirror finish, and provide intelligent visual comfort and hassle-free protection from UV and Harmful Blue Light, thanks to the advanced

Transitions XTRActive technology. Indoors the mirror fades to a light reflection with a hint of colour. *Transitions XTRActive* style mirrors are a compelling second pair offering for clear and existing *Transitions* lens wearers.

"These new colour and mirror choices are an opportunity to bring new energy and excitement to eyecare professionals when thinking about *Transitions* lenses, and to help give them more ways to bring up *Transitions* lenses to more patients," added Barranger. "Pairing modern frames with these lens choices will help take their style to the next level."

By optimizing the amount of light your eyes receive, *Transitions* lenses also help reduce glare, eye fatigue and strain, for more effortless sight. All *Transitions* lenses block 100% of UV rays and help filter Harmful Blue Light from digital devices, screens and especially bright sun.

Availability

The *Transitions Signature* style colors will be available in a variety of materials, including 1.50, polycarbonate and 1.67 in single vision and progressive designs. The *Transitions XTRActive* style mirrors will be available in polycarbonate in single vision and progressive designs.

Marketing efforts and materials aligned with the new [Light Under Control™](#) campaign will be made available to maximize consumer awareness of the new lens offerings, and position the *Transitions* brand as modern, stylish and relevant.

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

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

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information about the company and Transitions® Light Intelligent Lenses™, visit Transitions.com or TransitionsCanadaPRO.ca.

About Essilor Canada.

Because Canadians have visual needs that impact their lives, and because we care about their vision, Essilor Canada's mission is to *Improve Lives by improving sight*. It translates into everything we do: our products, services, technologies, trainings, philanthropic initiatives, as well as in our involvement in health, environment and safety.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country's economy with over 1000 employees, 3 digital surfacing laboratories and 40 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic optical products that invests heavily in research and development to create new products always better adapted to the needs of wearers. Essilor creates, manufactures and personalizes a wide range of corrective lenses and coating that are distributed through eyecare professionals and help prevent visual health issues, correct and protect vision. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@havas.com.