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Transitions Optical Announces the Launch of *Transitions® Signature® GEN 8™*

Transitions Optical has announced details on the upcoming launch of the next generation of *Transitions Signature* lenses – *Transitions Signature GEN 8*. *Transitions Signature GEN 8* lenses are engineered with new proprietary technology, that delivers the bestⁱ overall photochromic lens performance.

The next generation of *Transitions Signature* lenses comes six years after the launch of *Transitions® Signature® VII* lenses with a new, breakthrough technology. The performance of photochromic lenses is linked to two components: the matrix in which the dyes reside and the photochromic dyes themselves. The *Transitions Signature GEN 8* lens technology incorporates a fully reinvented system, including a reinvented matrix and new photochromic dyes, which has not been done since the launch of *Transitions® V* lenses in 2005.



Technology

Transitions Signature GEN 8 lenses are the result of five years of research and development involving more than 100 people. *Transitions Signature GEN 8* lenses were developed using new, breakthrough technology that combines a disruptive

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nanocomposite matrix and a new generation of ultra-agile photochromic dyes. The nano-composite matrix in *Transitions Signature GEN 8* lenses is a nano-structured material which mimics a semi crystalline structure. This matrix creates free zones for improved dye mobility. Not only can the dyes move more freely, but it is also more stable and consistent in its performance.

Performance

The new *Transitions Signature GEN 8* lens technology allows a new frontier of performance, without compromise. Not only are *Transitions Signature GEN 8* lenses faster in activation and fadeback, they are even darker than previous generations. The lenses also block 100% UV and help protect from harmful blue light indoors and out. As a consequence, *Transitions Signature GEN 8* lenses are the bestⁱ overall photochromic lenses. A new multi-criteria methodology was developed to assess the overall performance of photochromic lenses. This methodology is based on market research done in the U.S. among 1,000 eyeglass wearers, defining the key criteria that matter most for consumers on photochromic lenses.

Aspiration

"As leader and champion of the photochromic category, our mission is to provide better vision and protection to everyone. We are proud to introduce a new technology, bringing a new level of performance, based on consumer's needs. With *Transitions Signature GEN 8* we are confident that we will recruit new wearers and grow the category," Chrystel Barranger, president of Essilor Photochromics and Transitions Optical.

Transitions Signature GEN 8 lenses will launch in the U.S. in July 2019 and in the Fall in Canada.

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

Transitions Announces *Transitions® Signature® GEN 8 – 3*

UVA and UVB rays. Superior product performance is why *Transitions® Light Intelligent Lenses™* are the most recommended, purchased, and worn adaptive lenses.

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® Light Intelligent Lenses™*, visit Transitions.com.

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



ⁱ Based on achieving the highest weighted composite score among main everyday photochromic lenses across measurements of key photochromic performance attributes weighted by their relative importance to consumers.