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## **Transitions Optical Announces *Transitions® XTRActive® Polarized™* Lenses will Begin Rolling Out in the U.S. and Canada in the First Quarter of 2021**

*New Technology for Darker Activation in a Clear to Polarized Lens*

PINELLAS PARK, Fla., November 12, 2020 – Transitions Optical has announced that *Transitions® XTRActive® Polarized™* lenses will begin rolling out in the U.S. and Canada in the first quarter of 2021. The product will expand the *Transitions® XTRActive®* product line with the additional benefit of polarization. *Transitions XTRActive Polarized* lenses start clear indoors, darken in the car, and achieve extra darkness and polarize outdoors in the sun. Along with *Transitions XTRActive* lenses and *Transitions® XTRActive®* lenses style mirrors, *Transitions XTRActive Polarized* lenses together represent the widest portfolio of extra dark lenses in the photochromic category.

Nine out of 10 people experience light sensitivity and 1 out of 3 are very light sensitive<sup>i</sup> demonstrating the need for constant light protection for all, and the need for extra protection for many. *Transitions XTRActive Polarized* lenses are designed for patients who need extra protection in high-glare situations. The unique polarization technology reduces glare outdoors, providing sharper vision, a larger field of view and bright, vivid colors.

“This is a key milestone for the company. Building on our experience in polarization technology, we have now engineered the world's only and best ever clear to extra

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dark photochromic polarized lens," said Brian O'Neill, Ph.D, global vice president, Innovation, Technology & Operations, Transitions Optical.

*Transitions XTRActive Polarized* lenses use a breakthrough, exclusive, multi-layer matrix which hosts new *Transitions XTRActive* broad-spectrum dyes for more darkness with new ultra-fast dichroic dyes that selectively absorb light waves in one direction for polarization. Outside, *Transitions XTRActive Polarized* lenses achieve a polarization efficiency of up to 90 percent, which is similar to polarized sunglasses. The lenses fadeback up to 2 times faster than *Transitions® Vantage®* lenses.

*Transitions XTRActive Polarized* lenses will begin rolling out in the U.S. and Canada in the first quarter of 2021. They will be available in iconic gray with additional details on the timing of availability across materials and designs to be provided by the lens manufacturer partners of Transitions Optical. Availability in other markets will be announced at a later date.

### **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 information about the company and *Transitions® Light Intelligent Lenses™*, visit [Transitions.com](http://Transitions.com).

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**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@redhavas.com](mailto:Christina.Gregory@redhavas.com).**

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<sup>1</sup> Source: Transitions Wearers Survey, Value Proposition & Light Management, US 2019, N=134 (self-declared very light sensitive to light)

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