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## Transitions Optical Reveals a New Generation of *Transitions*® *XTRActive*® Lenses with Cutting-Edge Photochromic Technology

PINELLAS PARK, Fla., February 12, 2021 – Transitions Optical unveiled *Transitions*® *XTRActive*® new generation lenses, the latest innovation from Transitions Optical, which will offer the best extra darkness and the best light protection in the clear to dark photochromic category. *Transitions XTRActive* new generation includes features that enhance the wearer's life in all settings.

Offering the best extra darkness in the clear to dark photochromic category, *Transitions XTRActive* new generation lenses are the darkest photochromic lenses in hot temperatures and the only photochromic lenses achieving category 3 levels of darkness at 35 degrees Celsius<sup>i</sup>. In addition, *Transitions*

*XTRActive* new generation lenses are the only photochromic lens achieving category 2 levels of darkness in the car<sup>ii</sup>, offering maximum darkness at 23 degrees Celsius with no driving restriction<sup>iii</sup>. The technology also offers the best harmful blue light protection across more light situations<sup>iv</sup>, including the best blue light protection indoors<sup>v</sup>. As with all *Transitions* lens technologies, they block 100% of UVA and UVB.

Compared to the *Transitions XTRActive* lenses on the market today, this new generation is darker overall<sup>vi</sup>, darker in hot temperatures and in the car, and up to 35% faster to fade back<sup>vii</sup>. These advances are possible thanks to the new nano-composite matrix



technology combined with new, extra powerful broad spectrum dyes which activate in both the UV and visible light spectrum.

“People are experiencing increased symptoms of eye strain and discomfort whether inside from screens or outdoors, and *Transitions XTRActive* lenses were designed with this issue in mind. In fact, three out of ten eyeglass wearers are very light sensitive<sup>iv</sup>” said Brian O’Neil, Ph.D., global vice president, Innovation, Technology & Operations, Transitions Optical. “Wearers of Transitions Optical technology want flexibility between indoors, outdoors and driving to be better protected at all times. The new generation of *Transitions XTRActive* provides light protection regardless of the situation.”

*Transitions XTRActive* new generation lenses will be available in the U.S. and Canada in the third quarter of 2021 in grey, brown, graphite green and in five style mirrors in Canada. Additional details on the timing of availability across materials and designs will be provided by the lens manufacturer partners of Transitions Optical. Availability in other markets will be announced at a later date.

In addition to this new generation, Transitions Optical began the rolling launch of *Transitions® XTRActive® Polarized™* in the US and Canada in January 2021. Both products provide extra protection for eyeglass wearers who are frequently in intense light situations or who are very light sensitive. *Transitions XTRActive Polarized* is an extension of the *Transitions XTRActive* range bringing the additional benefits of polarization to the extra dark photochromic category, while *Transitions XTRActive* new generation lenses offer the best extra darkness<sup>viii</sup>. *Transitions XTRActive Polarized* lenses are designed for patients who want extra protection in high-glare situations. The unique polarization technology reduces glare outdoors, providing sharper vision, a larger field of view and bright, vivid colours.

Eyecare professionals (ECPs) will be able to learn more about the benefits *Transitions XTRActive* new generation and *Transitions XTRActive Polarized* lenses on a new virtual learning platform that will be available in April 2021.



## 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*<sup>®</sup> brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions*<sup>®</sup> *Light Intelligent Lenses*<sup>™</sup>, 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>i</sup> In the clear to dark photochromic category. Tests across polycarbonate and 1.5 grey lenses at 35°C achieving <18%T using Transitions Optical's standard testing method.

<sup>ii</sup> Clear to dark photochromic category. Polycarbonate and 1.5 grey lenses tested at 23°C behind the windshield achieving between 18%T and 43%T.

<sup>iii</sup> Clear to dark photochromic category. Tested on grey lenses across materials at 23°C outdoors achieving >8%T (Category 3 Darkness Levels) using Transitions Optical's standard testing method.

<sup>iv</sup> Protection from harmful blue light (380nm-460nm) across the following light situations: indoors at 23°C, behind the windshield and outdoors at 23°C, among polycarbonate and 1.5 grey lenses in the clear to dark photochromic category.

<sup>v</sup> From harmful blue light (380nm-460nm) at 23°C among polycarbonate and 1.5 grey lenses in the clear to dark photochromic category.

<sup>iv</sup> Transitions Optical, Quality of Vision and Vision Experience Test in Controlled Lab Situations (Lab Wearer Testing), U.S., Eurosyn, Q4 2019, N=135.

<sup>vi</sup> Compared to the previous generation, across materials tested on grey lenses at 23°C and 35°C.

<sup>vii</sup> Compared to the previous generation, across materials tested on grey lenses fading back to 70% transmission at 23°C.

<sup>viii</sup> In hot temperatures and in the car in the clear to dark photochromic category. Tests across polycarbonate and 1.5 grey lenses at 23°C and 35°C using Transitions Optical's standard testing method.