



## Press Release

July 18<sup>th</sup> 2022  
Nikon Optical Canada  
Montreal, Canada

### Nikon Launches TRANSITIONS® XTRACTIVE® NEW GENERATION & XTRACTIVE POLARIZED™ lenses

Did you know that 9 out of 10\* patients are light-sensitive and 3 out of 10\* patients are very light-sensitive? The simple transition between indoor lighting to outdoor light can irritate their eyes and create dry eyes, itchy eyes, headaches and eyestrain.

Nikon Optical Canada is happy to announce that **Transitions XTRActive New Generation** and **Transitions XTRActive Polarized** lenses will be available as of July 18<sup>th</sup>. By combining Nikon state-of-the art designs with innovative *Transitions* technology, you are offering patients an optimal visual experience and increasing their level of satisfaction while generating more sales and future sales for your clinic.

**Transitions XTRActive New Generation** and **Transitions XTRActive Polarized** feature a 35% faster fade back time compared to previous generations. They are ideal for your patients who frequently move from indoors to outdoors and are looking for an optical solution that perfectly matches their dynamic lifestyles.

- **Transitions XTRActive New Generation** lenses protect against bright lights, provides 100% UVA and UVB protection, offers blue light protection and is the darkest photochromic lens in hot temperatures and in the car.
- **Transitions XTRActive Polarized** lenses are specially designed for very bright light and reflective glare exposure. They become extra dark and polarized at the same time when they are activated outdoors. **Transitions XTRActive Polarized** lenses do not activate indoors, neither for darkness nor for polarization. As a result, the wearer can use their digital devices without having to worry about a polarized lens blocking their view of the screen and still receive the benefit of **Transitions XTRActive Polarized** lenses.

Available in Nikon progressives SeeMax™ Ultimate, Presio Power Infinite and Presio Inspire, Nikon single vision lenses SeeMax™ Infinite and NL ViewFit, and with SeeCoat™ Next, HCC ICE and H coatings.

**Precision is at the heart of what we do at Nikon.** Now you can let your patients enjoy the latest innovations in *Transitions* technology coupled with Nikon designs while enjoying the simplicity of recommending and dispensing these lenses.

Nikon is offering eye care professionals a wide range of marketing tools from customer training to in-store patient experience. At all times, we are able to provide our partners visibility on their order status thanks to our **Customer Dispatch Date** available online. And lastly, with our new **I See Without Compromise** multi-pair promotion, this is the perfect occasion to recommend Nikon lenses suitable to patients in various circumstances.

To learn more, visit the Nikon Professional Hub of [www.nikonlenswear.ca](http://www.nikonlenswear.ca) or contact a Nikon Business Development Partner.



\* Sources: *Transitions Optical, Marketing Value Proposition & Light Management, Consumer research, U.S., Dynata, Q1 2019, N=993*;  
*Transitions Optical, Quality of Vision and Vision Experience Test in Controlled Lab Situations (Lab Wearer Testing), U.S., Eurosyn, Q4 2019, N=135*.