



PRESS RELEASE

TRANSITIONS® welcomes genius GEN S™ GIANT LEAP OF TECHNOLOGY, ULTRA-RESPONSIVE TO LIGHT: THE NEW STANDARD FOR PRESCRIPTION GLASSES.

Orlando, Florida - (February 2, 2024) - Transitions Optical has entered an exciting new chapter and embarked on a fantastic journey of innovation for better vision with the launch of a technological revolution - *Transitions® GEN S™*.

Transitions® GEN S™ sets a new standard in the future of the optical world that pushes the boundaries of traditional prescription lenses. Wearers want more from their eyeglasses than just correction and the research and development team behind the new lens has been working hand in hand with wearers to create a dynamic lens that will go beyond expectations.

GEN SPEED™: Ultra-responsive to light

Transitions GEN S is the fastest dark lens^{1*} in the clear to dark photochromic category. It is fully clear indoors and darkens in seconds² outdoors. It is ultra-responsive to light, reaching category three levels of darkness in 25 seconds^{3*} and fading back in less than two minutes^{4*}. In fact, when asked 88% of wearers agreed that Transitions GEN S lenses adapted so fast to light that they didn't or barely noticed the change^{5*}.

GEN STYLE™: Spectacular colour palette

Transitions GEN S is available in eight exclusive colours, including a brand-new addition: *Transitions GEN S Ruby*. All colours have been optimised to be true to tone at all stages, offering vibrant tints in any light. While being fully clear indoors, and beautifully coloured outdoors, *Transitions GEN S* provides endless possibilities of pairing to complement any look.

GEN SMART™: HD vision at the speed of your life

Transitions GEN S offers better vision quality, faster^{6*} to ensure a continuous visual experience in harmony with varied and changing light environments. Thanks to its responsiveness to light, it provides 39% faster vision recovery from intense bright lights^{7(A)*} versus clear lenses. During fade back, tests have shown a 39.5% improvement in contrast sensitivity^{7(B)*} and 40% faster vision recovery^{7(B)*} versus the previous generation.

Moreover, *Transitions GEN S* provides ultimate light protection, darkening outdoors, blocking 100% UVA & UVB rays and filtering up to 32% of blue violet light in the clear state and up to 85% when activated⁸.

Transitions GEN S innovation elevates the vision experience from a must wear to a 'love wear' experience that follows the ever-changing rhythm of life.

Patients deserve the best vision care we can offer, and light management is key. To achieve its mission Transitions Optical proposes a solution for comprehensive vision that goes beyond traditional correction. With *Transitions GEN S* we combine science and technology in a revolutionary product that is intuitive and smart, reacting so fast to light that it adapts to your every move. On top of that Transitions offers an elevated experience of complete pairing through a large color palette that enables wearers to personalize their looks with vibrant colors to match any frame. Today we have a real opportunity to improve patients' vision care and *Transitions GEN S* is set to become a key recommendation for ECPs.

Transitions GEN S will be available from April 2024.

For further press information, please contact us

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REFERENCES

***Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.**

1. For gray lenses in the clear to dark (category 3) photochromic category. Transitions® GEN S™ lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C.
2. For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C
3. For gray polycarbonate & CR39 lenses achieving 18% transmission @ 23°C.
4. For gray polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C.
5. Source: Wearers Test conducted by an external market research agency in the US in Q1, 2023 with 133 prescription lens wearers wearing 1.67 index lenses with a premium AR coating in clear and gray Transitions® GEN S™
6. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (source B, Transitions® GEN S™ compared to Transitions Signature GEN 8), in bright to very bright light situations (source A, Transitions® GEN S™ compared to clear lenses) and in low light with peaky stray light (source A, Transitions® GEN S™ compared to clear lenses).

Source A: Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photostress recovery) with the clear and darkest states of gray Transitions® GEN S™ 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal Investigator Prof Billy R. Hammond.

Source B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade-back with gray Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to gray Transitions Signature GEN 8 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al., A new photochromic lens improves contrast sensitivity during fade back.

7. A: Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photostress recovery) with the clear and darkest states of gray Transitions® GEN S™ 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal Investigator Prof Billy R. Hammond.

B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade back with gray Transitions® GEN S™ 1.6 index lenses with a premium anti reflective coating compared to gray Transitions Signature GEN 8 1.6 index lenses with a premium anti reflective coating. Principal Investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al., A new photochromic lens improves contrast sensitivity during fade back.

8. For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018)

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, 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 *Transitions® Light Intelligent Lenses™*, visit Transitions.com or TransitionsPRO.com.