



Press Release

April 9th 2024
Nikon Optical Canada
Montreal, Canada

Nikon Optical Canada Launches *Transitions® GEN S™* - Pushing innovation even further

Nikon Optical Canada is proud to introduce *Transitions® GEN S™* the latest innovation on the market to provide eyeglass lens wearers more than just correction. This new innovation elevates the consumer's vision experience from static, basic and must wear to a dynamic, spectacular and love-wear experience that addresses their ever-changing and versatile lifestyle.

Transitions® GEN S™ offers GEN SPEED™ making the lens ultra-responsive to light, GEN STYLE™ offering a spectacular color palette to pair your patient's look with their frame and style, and GEN SMART™ providing better vision quality, faster¹.

Transitions® GEN S™ is available in a wide variety of Nikon products including Single Vision, E-Life Pro, and Progressive lenses in 1.50, 1.60, 1.67 and 1.74 indexes and replaces the previous *Transitions® Gen 8™* lenses. Eye care professionals will be receiving marketing assets directly from Transitions Optical.

To learn more about Nikon lenses *with Transitions® GEN S™*, visit Nikon's [Professional Hub](#) or contact your Nikon Business Development Partner at 1-800-663-8654.

Precision is at the heart of what we do at Nikon. Now you can let your patients enjoy the latest innovations, see every detail and enjoy every moment.

1. Better vision quality, faster Sources: A - Subject-masked cross-over randomized controlled investigation performed in 2023 at the University of Georgia, 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 Grey Transitions GEN STM AR coated lenses compared to clear AR-coated control lenses. Principal Investigator Prof Billy R. Hammond. B – Subject-masked cross-over randomized controlled investigation performed in 2023 at the 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. Tested on Grey Transitions GEN STM 1.6 index lenses with premium AR coating compared to clear 1.6 index lenses with premium AR coating (source B). Tested on Grey Transitions GEN STM 1.6 index lenses with premium AR coating compared to Grey Transitions GEN8 1.6 index lenses with premium AR coating (source A) Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (source B), in bright to very bright light situations (source A), or in low light with peaky stray light (source A).

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Photochromic performance is influenced by temperature, UV exposure and lens material