



TRANSITIONS® COLOR TOUCH™ ARRIVES: The ultra-dynamic lens with an always-on touch of color.

Eyewear is about to get a whole lot cooler. Meet **Transitions® Color Touch™**, the ultra-dynamic lens that delivers subtle, always-on colour—now officially launching in May.

Originally revealed at **Transitions Academy 2025**, this cutting-edge innovation instantly captured attention. Industry insiders are still buzzing: “It takes Transitions to a whole new level”.

2 years after the Gen S(TM) launched, the revolution continues with Transitions® Color Touch™," notes Tim Precious, General Manager UKI at EssilorLuxottca.

"Where colour becomes a true signature: subtle indoors, vibrant outdoors, and always seamlessly on. This next chapter reimagines dynamic lenses with personalised style, introducing always-on subtle tints that transform eyewear into the ultimate fashion statement."

THE ULTIMATE STYLE STATEMENT

Why settle for ordinary when lenses can elevate every look? Transitions® Color Touch™ brings a whisper of colour that's always on—blending seamlessly with one's lifestyle, and outfit, from morning to night.

- Indoors, choose from **soft gradient or washed tints** that feel as light as they look—suitable for daily wear¹ and provide soft sensation for your eyes throughout the day.
- Outdoors, these lenses activate in seconds, revealing **vibrant, sunlens-level dark tints** when fully activated².

Inspired by the stunning tones of **Transitions® GEN S™**, the ultra-dynamic lenses come in five dazzling colours—**Ruby, Amber, Sapphire, Amethyst, and Emerald**— ready to pair with any frame and match any style. Whether embracing minimal elegance or making a bold style statement, Transitions® Color Touch™ empowers everyone **to create a look that is uniquely their own.**

Transitions® Color Touch™ marks the moment where fashion meets function. In fact, 83% of 18–25 year-old wearers told us they want their eyewear to be both fun and functional³. Transitions® Color Touch™ delivers exactly that—more than just a lens, it's the **next revolution in self-expression!**

SMART MEETS STYLISH: THE LENS THAT DOES IT ALL

Tim Precious, adds: “Transitions® Color Touch™ delivers our most seamless fusion of style and performance. Crafted with our most advanced technology to date, these lenses are designed to move with you and elevate your look every step of the way.”



- **Ultra-responsive to light:** adapts instantly, giving you the freedom to move in any light;
- **Effortless vision in all lights:** offers comfortable vision experience that keeps up with your world;
- **Two stunning effects - Gradient & washed:** designed to suit every look and style;
- **Beautiful soft colors for ultimate self-expression:** delivering a new level of personalization;
- **Subtle tint for everyday¹ wear:** gentle on the eyes with a natural polished finish outside;
- **Always-on tint for superior light protection⁴:** a stylish filter against bright sunlight, UV rays and blue-violet light.

Transitions® Color Touch™ brings together high-performance vision correction, elevated style, and all-day effortless vision — wrapped in a soft, soothing experience for the eyes. Engineered to meet the needs of modern wearers in ever-changing light conditions, it delivers superior light protection⁴ that helps you feel good and look good, no matter where the day takes you. Learn more about Transitions® Color Touch™ at www.trade.transitions.com/CanadaPro/en/TransitionsColorTouch

For further Transitions information, please contact:

Jacqi Richardson
jacqi.richardson@essilorusa.com

Arnaud Rajchenbach
arnaud.rajchenbach@transitions.com

Transitions®, part of Essilor Luxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of dynamic light lenses that seamlessly adapt to changing light situations, from clear indoors to dark outdoors.

1. May not be suitable for low light conditions.

2. For CR39 lenses across colors achieving 18% transmission @23°C.

3. Transitions Optical, Consumer Sentiment and Behaviour, U.S., Q4 2024, Independent panellist, N=1,005 Rx wearers (N=335 age 18-34). Totally/somewhat agree.

4. Block 100% UVA & UVB rays, darken outdoors and filter 26-51% of blue violet light indoors and 78-93% outdoors across colors. Test done on CR39 lenses. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018).