

# NEW TRANSITIONS® SIGNATURE® STYLE COLORS

**Transitions™**  
light intelligent lenses



DID YOU  
KNOW?

Style is #1 driver\* to increase trials  
among non-users, especially those under 45 years

## Style COLORS

Introducing **Transitions Signature Style Colors**  
Now with four more STUNNING lens colors to personalize any frame  
**Now you have the perfect opportunity to recruit new, young, style-conscious wearers to try Transitions® lenses**



### AVAILABILITY

Available in Single Vision Plastic, Airwear®, and Thin & Lite® 1.67 materials



### RETAIL PRICE

As part of the *Transitions Signature* portfolio, the recommended retail price\*\* will remain the same



### TECHNOLOGY

Designed with Chromea7™ technology that makes it more responsive even to indirect light, and in hotter climates

### NEW STYLE COLORS:

SAPPHIRE



AMBER



AMETHYST



EMERALD



### ICONIC COLORS:

GRAY



BROWN



GRAPHITE GREEN



\*2016-2017 Transitions ECP Brand Health Tracking (MSW-ARS)  
\*\*Please note that this is a recommendation only and ECPs are completely free to set their own retail pricing.

# NEW TRANSITIONS® XTRACTIVE® STYLE MIRRORS

**Transitions™**  
light intelligent lenses



DID YOU  
KNOW?

Mirrored lenses are THE  
hot optical trend

## Style MIRRORS

Help your younger, style-conscious patients stay on top of this new trend with **Transitions XTRActive Style Mirrors**

**Offer as a compelling 2nd pair to your patients to increase patient satisfaction and to drive up your average sales for clear AND existing Transitions® wearers**



### AVAILABILITY

Available in *Transitions XTRActive* Gray and Brown lenses in Single Vision Airwear® and Thin & Lite® 1.67 material



### RETAIL PRICE

The recommended retail price\* is the same for all flash mirror colors



### TECHNOLOGY

All XTRActive lenses have Broad Spectrum Dye technology for extra darkness and activation in the car

SILVER SHADOW



GOLD



BLUE



GREEN



RED



PINK



Start recommending *Transitions* lenses to ALL your patients and now with these new products, feel confident to bring *Transitions* up with younger patients in a **NEW & EXCITING** way!

\*Please note that this is a recommendation only (\$90 above clear) and ECPs are completely free to set their own retail pricing.

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