

Transitions®
XTRActive®



*Extra protection from light outdoors,
indoors and even in the car*

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

Barriers to recommendation **Opportunity to meet needs**

Not available in lens types needed

Don't think to offer

Don't know enough to recommend

Patients won't be satisfied by performance

- No in-car activation/ not dark enough in car
- Not dark enough outdoors
- Don't work as well in extreme temperatures
- Clarity isn't good enough indoors

Increased availability

Driving consumers to ask

Proven dispensing tips

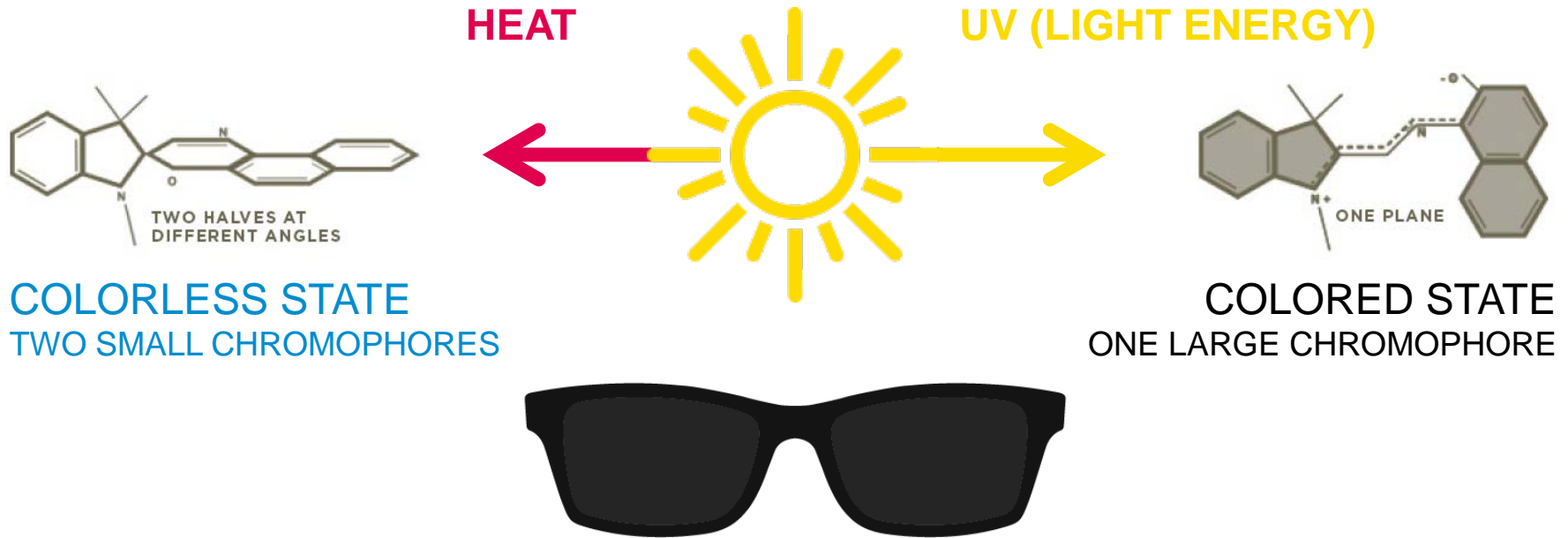
Unique product benefits



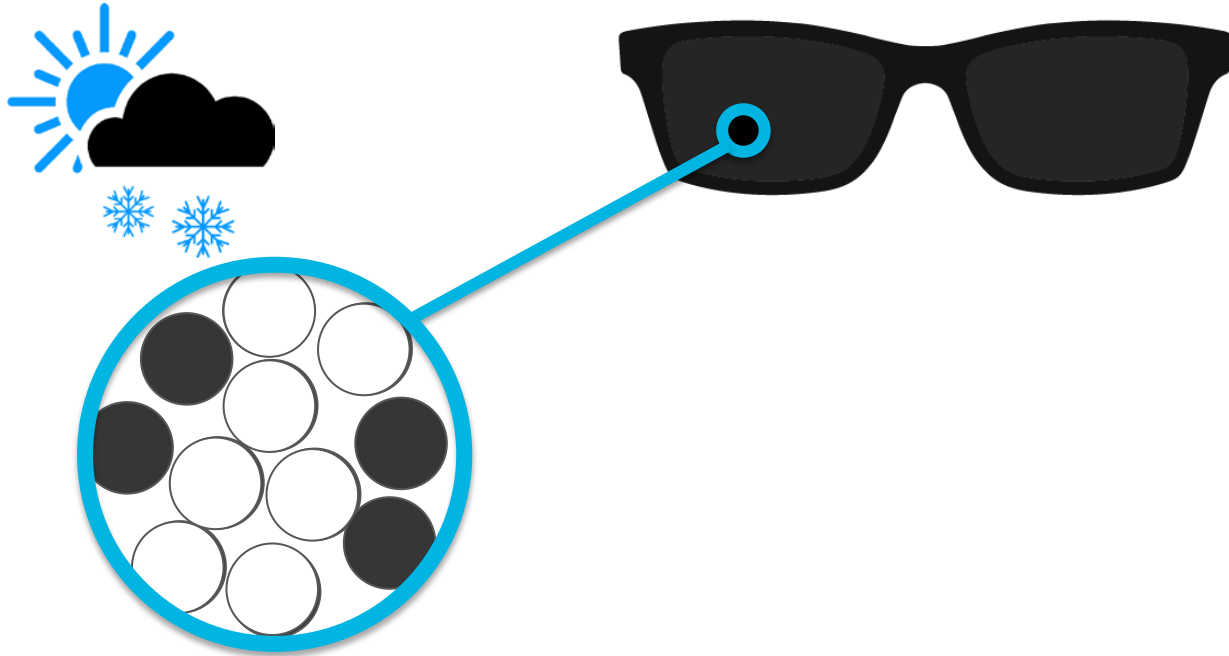
OVERCOMING PERFORMANCE BARRIERS

HOW PHOTOCHROMICS WORK

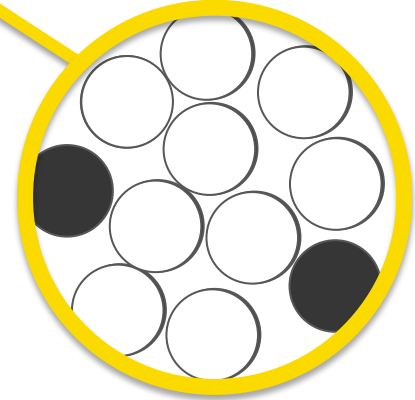
The typical photochromic molecule



Darkness vs. temperature challenge



Darkness vs. temperature challenge



Behind the windshield challenge



Transitions® XTRActive® lenses, a unique solution





BROAD SPECTRUM DYES
REACT TO UV AND LOW VISIBLE LIGHT

UV

Visible light



OUTDOORS



Uniquely designed for extra light protection, even in the brightest sun and hottest conditions.

WINDSHIELD



IN THE CAR



Achieves up to category 2 darkness behind the windshield to protect eyes from sunlight while driving.

WALL/WINDOW



INDOORS



A hint of tint helps protect eyes from harsh indoor lighting, helping to reduce eyestrain and fatigue.

Why do these benefits matter to the patient





*Laboratory
Measurements*



*Live Wearer
Testing*



*Real World
Measurements*



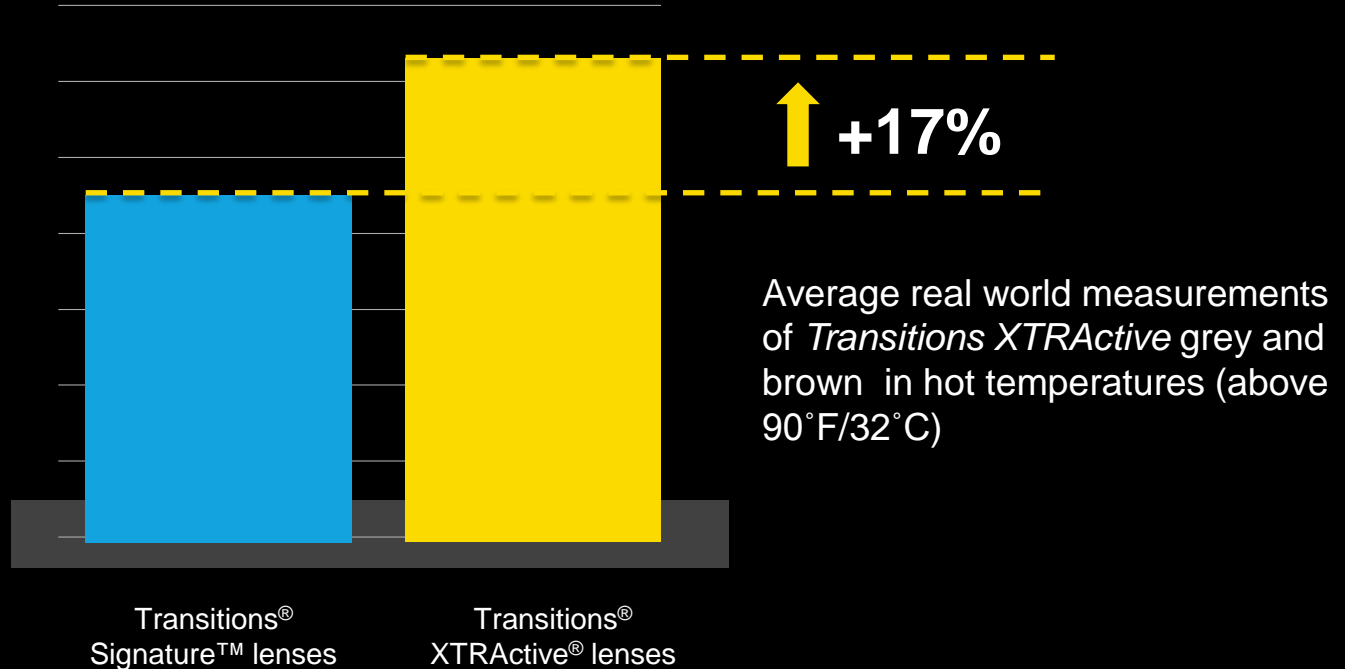
Transitions®
XTRActive®

OUTDOORS



Darker in hot climates

Average darkness in 90°F/32°C



OUTDOORS

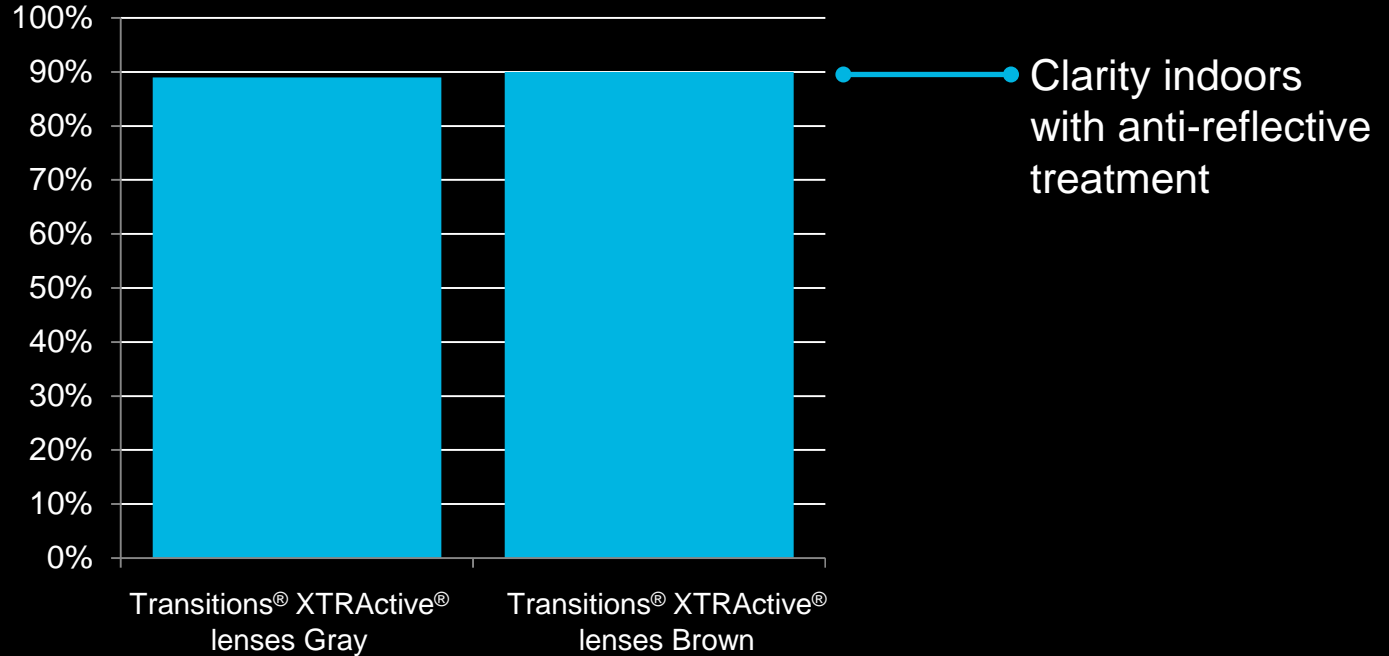


**4 out of 5
satisfied with
darkness
outdoors**



INDOORS

Hint of tint good for indoor use



INDOORS



3 out of 5 perceive
the hint of tint



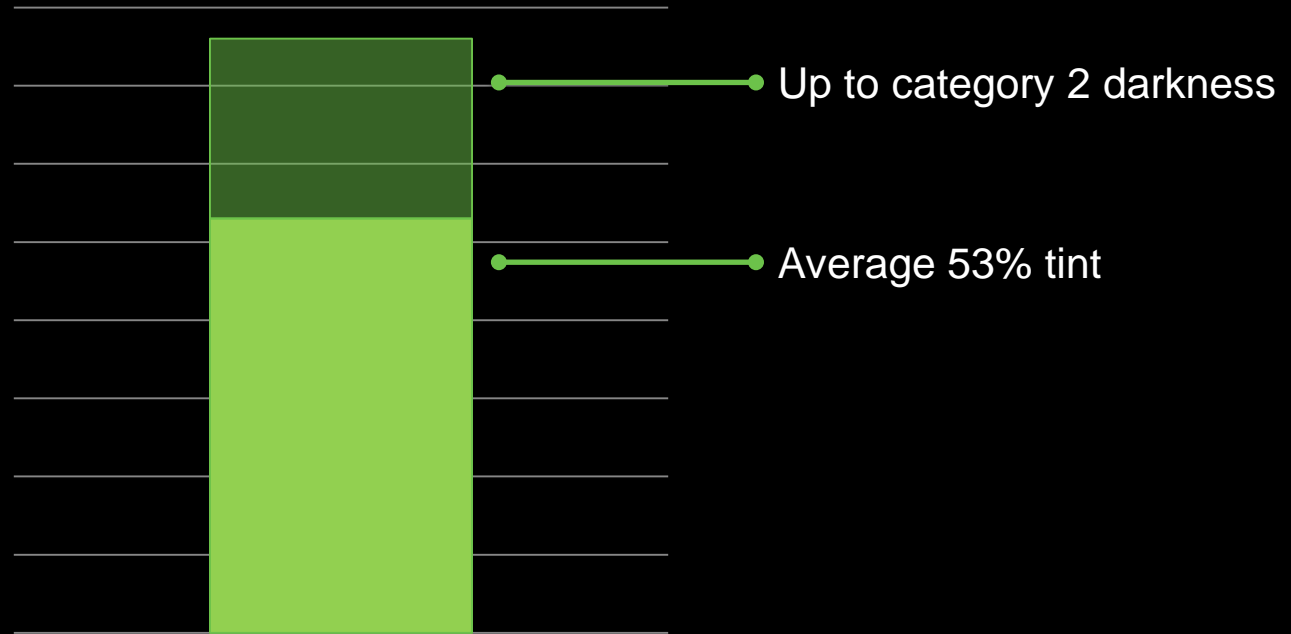
3 out of 4 satisfied
with indoor clarity

IN THE CAR



Darkness behind the windshield

Average of real world measurements when driving



IN THE CAR



4 out of 5 satisfied when driving in sunny conditions

2X as many compared to Transitions[®] Signature[™] lenses!



IN THE CAR



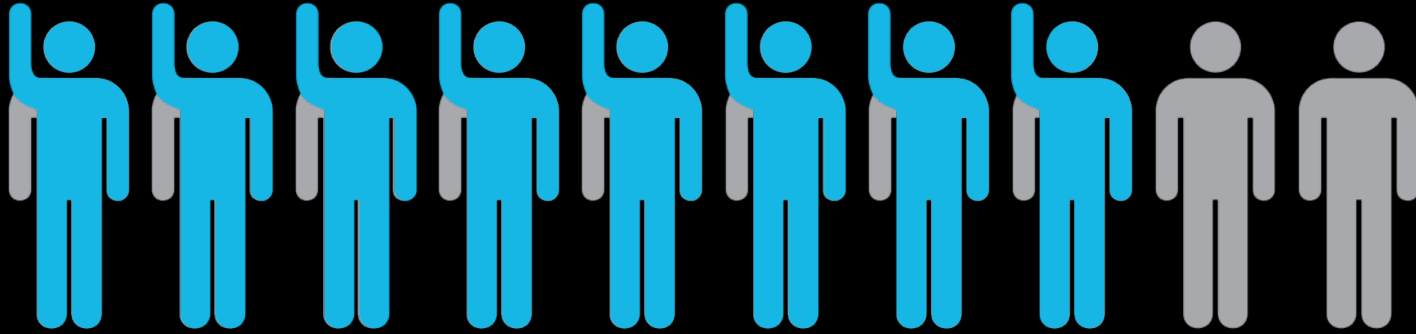
9 out of 10 ECPs agree

– even though Transitions® XTRActive® lenses don't block blinding glare behind the windshield – they would still benefit patients more than a clear lens would.



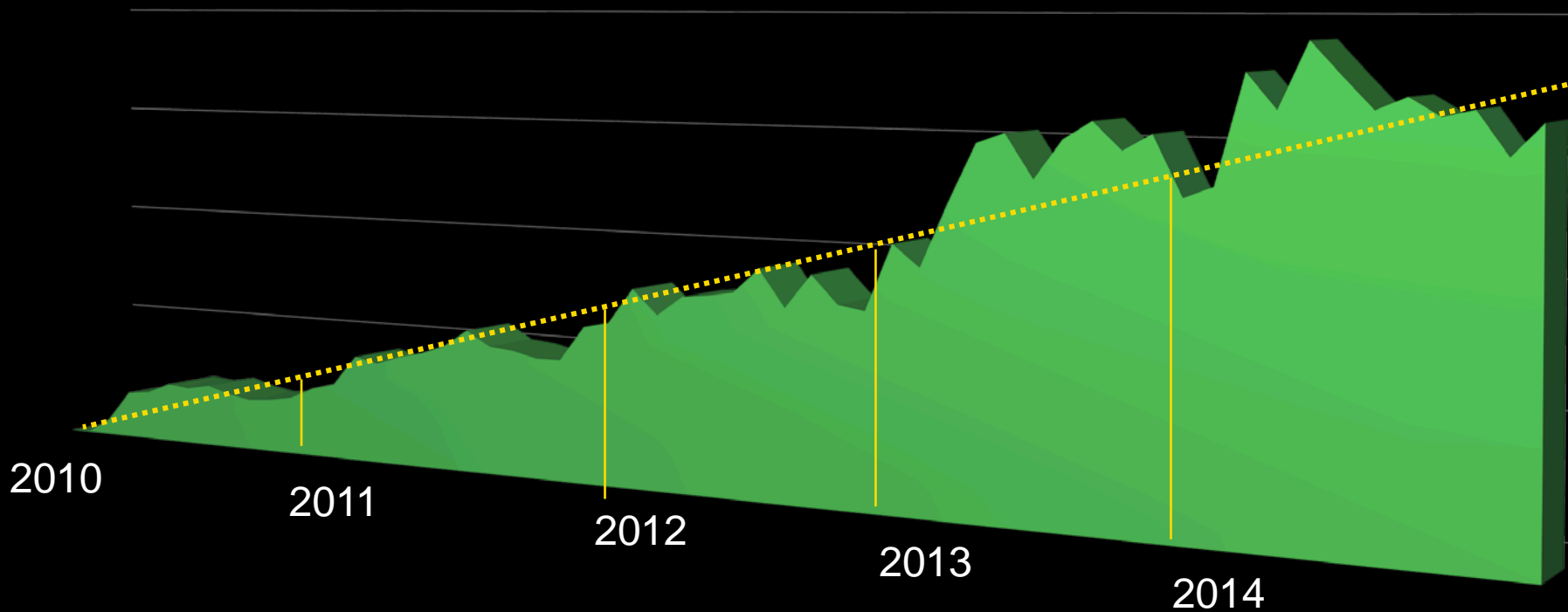
Transitions[®] XTRActive[®]

OPPORTUNITY



More than 8 out of 10 ECPS
are likely to recommend Transitions®
XTRActive® lenses after seeing the product

Transitions® XTRActive® lens sales



New availability, new color



EXPANDED
AVAILABILITY
GRAY



NEW COLOR
AVAILABILITY
BROWN

3 out of 4 ECPs

agree multiple color options will enable them to dispense the product to more patients

Driving consumer consideration



OPTICS TEST FORCE



Extra protection from light outdoors, indoors, and even in the car.

Anytime you see, Transitions® XTRActive™ lenses are smartly working to protect your eyes from the brightest sun and travel lights at night.

Transitions
XTRActive
ADAPTIVE LENSES

See our opticians test these lenses for the best at transitions.com/whatifs

Additional features and benefits are available on certain models. ©2014 Transitions Optical, Inc. All rights reserved. Transitions Optical, Inc. is a registered trademark of Transitions Optical, Inc. All other trademarks are the property of their respective owners.



DISPENSING TIPS

HOW PRACTICES ARE
SUCCESSFULLY DISPENSING
TRANSITIONS® XTRACTIVE® LENSES



Offer “choice” as a proactive strategy

Strong dispensers use “choices” proactively

Make a recommend based on personal experience

Guide the patient through their options using POS tools

Low Transitions® XTRActive® dispensers mention choice defensively

“I mention the others [*Transitions XTRActive* lenses, *Transitions*® *Vantage*™ lenses] are available, but do not recommend them.”

Leverage the unique benefits: Darkness

Strong dispensers appreciate the **extra darkness**

ECPs believe that
extra darkness =
extra protection
everywhere their
patients experience
harsh lighting
conditions



Leverage the unique benefits: Indoor protection

Strong dispensers appreciate the **indoor benefits**

*“We do tell them the light tint, when inside, **softens the world, takes some of the strain off.**”*

*“Good for those **sensitive to light**; helps those with **headaches**”*



*“I like the way it [the brochure] talks about the **indoor tint protecting against indoor light...** it’s a great way to think of it because **people might not consider the benefit with harsh light**, might only be worried about dim light.”*

Leverage the unique benefits: In the car

“When it came out we started telling patients **there is a new one that works in the car and gets darker outside** than regular Transitions® lenses... this is one of the biggest selling points, because one of the biggest complaints is that they don't work in the car.”



Leverage the family of products

Strong dispensers see
Transitions® XTRActive® lenses
as great for lapsed and new
wearers

3 in 4 ECPs agree
Transitions XTRActive
lenses are a great option
for patients new to the
photochromic category



“[Some] patients stopped buying Transitions® lenses ... because they didn’t get dark enough. When a patient says ‘No, I didn’t like them’ ... **I say ‘Now they have *Transitions XTRActive* lenses’** ... Most of the time they are willing to give it another try.”

Everyday – Indoor to Outdoor Lenses

Transitions® Signature™ VII

Patients who:

- Are indoors and outdoors frequently
- Are interested in outdoor comfort
- Value fully clear lenses indoors



Transitions® XTRActive™

Patients who:

- Spend more time outdoors, and in the car
- Are light sensitive or especially concerned about eye health
- Interested in products with increased functionality



Transitions® Vantage™

Patients who:

- Spend a lot of time outdoors
- Are interested in the latest technology
- Appreciate vibrant visual experiences



Sun Lenses

Transitions® DRIVEWEAR™

Patients who:

- Want a second pair of sunglasses
- Want to enhance their vision while driving



Opportunity to meet unmet needs

- ✓ Increased availability and new colors
- ✓ A choice appealing to clear lens wearers
– driving consumers to ask
- ✓ Proven dispensing tips
- ✓ Unique product benefits – extra protection from light outdoors, indoors, and even in the car – to overcome barriers

Thank you!

Transitions®
XTRActive®

