

# Transitions™

Light  
Intelligent  
Lenses

## HOW TO RECOMMEND TRANSITIONS® TO EVERYONE

Frames by PERSOL® - Lenses Transitions® Sapphire

Did you know that **60% of patients consider their eye care professional the most influential person when choosing spectacles<sup>1</sup>**? Therefore your recommendation is key in helping them understand the benefits of wearing these lenses.

### DISCOVER THE NEW WINNING ROUTINE

So, today we're pleased to share with you an **impactful 3 step pitch to support your conversation**, and to make sure you're offering them a unique experience.



#### 1. DARE TO START THE CONVERSATION ON LIGHT MANAGEMENT

## 9/10

OF WEARERS  
ARE  
LIGHT SENSITIVE<sup>2</sup>

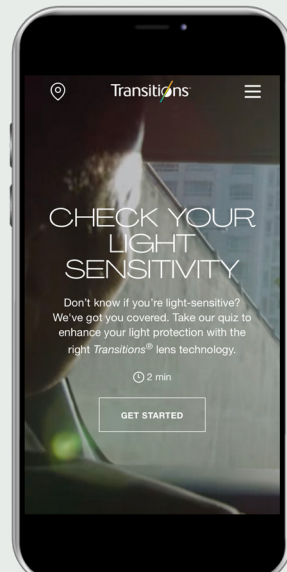
## 3/10

OF WEARERS  
ARE **VERY**  
LIGHT SENSITIVE<sup>3</sup>

However, they will rarely share this information with you. Therefore, the first step is to ask the right questions to discover more about their lifestyle and needs.

For example:

- When are you bothered by light?
- How do your eyes feel after working all day on computers and using different screens?
- In which situations do you wear sunglasses?



SCAN ME!

To make the conversation more interactive, take advantage of our Light Sensitivity Test.

[TAKE ME TO THE LIGHT SENSITIVITY TEST](#)



#### 2. GET A WOW!

The second step is where the fun starts. Simply place the *Transitions®* demo lenses or frames under the UV lamp, and wait for the magic to happen.

*"In real life, Transitions® Light Intelligent Lenses™ seamlessly adapt to changing light situations, responding to the light around you."*



#### 3. CREATE UNIQUE COMBINATIONS

*Transitions®* lenses always create stunning looks! Encourage your patients to try different combinations of frames and colour lenses to find the best match for their preferred frame, personality, and style.

#### GAME OF CONTRASTS:



Frames by Persol® - *Transitions®* Sapphire



Frames by Ray-Ban® - *Transitions®* Emerald

#### TONE ON TONE:



Frames by Versace® - *Transitions®* Amber



Frames by Ray-Ban® - *Transitions®* Grey

#### JUST PLAY:



Frames by Versace® - *Transitions®* Grey



Frames by Ray-Ban® - *Transitions®* Amethyst

For an online experience you can direct them to our Virtual Try On.

Patients will be able to choose from the wide range of frames and colours and experience how well they could suit them!



SCAN ME!

[TAKE ME TO THE VIRTUAL TRY ON](#)

### ARE YOU READY?

Dare to start the conversation on light, showcase the magic in store and satisfy all your patients with *Transitions®* lenses.

**Please get in touch with your *Transitions®* representative if you have any questions about the *Transitions®* routine.**

All the best,

**The *Transitions®* team**

#### References:

1. The Center for Generational Kinetics and Transitions Optical. (2018). The Eyeglass Consumer: Generation Shopping Behaviors toward *Transitions Lenses*. N=1,263. 2. Transitions Optical consumer research, U.S., Dynata, January 2019, N=9933. 3. Transitions Optical, Quality of vision and visual experience, Testing in situations (Carrier Laboratory Tests), U.S., Eurosyn, Q4 2019, N=135.

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