

**Transitions® won the Silmo d'Or with its next technological revolution Transitions® GEN S™**

Charenton-le Pont, France 21<sup>th</sup> sept 24 – Industry, gathered in Paris at SILMO 2024, the 2<sup>nd</sup> largest trade optical fair in Europe - with 31,300 international visitors from 42 countries - just awarded Transitions® GEN S™ with a Silmo d'or in Vision Category.

The jury recognized the superiority of the new ultra dynamic lenses Transitions® GEN S™.

Nicolas Barbier, Global Head of Transitions Optical, declared: *“Transitions® Gen S™ is the result of over 30 years of passion & commitment for light responsive lenses. Over the past five years, our research & development teams have been pushing the boundaries of every dimension of a dynamic lens to create a modern solution, leaving static for dynamic, to meet all eyeglass wearers’ expectations. It is a giant leap of technology and I am very proud of our teams and thankful for all the support and insights we have received from our customers for this collective achievement. I would like to thank warmly the Silmo d’Or jury for their recognition”.*

**THE NEW STANDARD FOR PRESCRIPTION LENSES**

Transitions® GEN S™ introduces a new standard in eyewear, offering a dynamic, adaptive experience that aligns with the shifting demands of modern life. By advancing light adaptive technology, these lenses enhance performance, delivering unmatched adaptability, speed, and aesthetics, making them the perfect solution for today’s wearers seeking more than just vision correction.



**Responsive** - Time is no longer a constraint with Transitions® GEN S™. Engineered for seamless adaptation, these lenses darken in seconds<sup>1</sup> upon exposure to sunlight and fade back with unprecedented speed. This ultra-responsive behavior ensures that wearers can navigate their day with a newfound freedom from adaptation, solidifying Transitions® GEN S™ as **the fastest dark lens in the clear-to-dark category**<sup>2</sup>.

<sup>1</sup> For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C

<sup>2</sup> For grey lenses in the clear to dark (category 3) photochromic category. Transitions SALT F lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C.

**Beautiful** - Colors have never been so vibrant. With Transitions® GEN S™, wearers are invited to express their unique style through a selection of **8 vibrant colors**, including the striking new addition of Transitions® GEN S™ Ruby. This rich palette provides infinite pairing possibilities for personalization and style while delivering an unmatched performance. Dark and vibrant under sunlight and clearer than ever indoors<sup>3</sup>, Transitions® GEN S™ lenses deliver the promise of dynamic vision with style, making them a compelling choice for all.

• 8 BEAUTIFUL COLORS:



**Seamless** - Going beyond vision correction, Transitions® GEN S™ integrates into a wearer’s lifestyle, supporting vision even under challenging lighting conditions. The lenses work in perfect harmony with the eyes, supporting natural adaptive processes and ensuring a smooth, effortless visual experience. This synergy brings about a new vision experience, offering **better vision quality, faster**<sup>4</sup>.

## GIANT LEAP OF TECHNOLOGY

Transitions® GEN S™ is the result of a five-year research journey in photochromic technology. With over 450 prototypes created and 100 000 lenses tested to develop the final patented formula, Transitions® GEN S™ brings a vision to life of a lens that breaks boundaries of performance.

*“We need to open everybody’s eyes to the importance of diving deeper and prescribing dynamic lenses - not the static ones from the past”* stated Chris Lievens, Director of Research and Professor, Southern College of Optometry, Memphis, Tennessee, USA.

## About the Transitions® Brand

Transitions®, part of EssilorLuxottica group, has been pioneering light management for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand

<sup>3</sup> For grey polycarbonate lenses compared to the previous generation.

<sup>4</sup> Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment (source B, Transitions SALT F compared to Transitions Signature GEN 8), in bright to very bright light situations (source A, Transitions SALT F compared to clear lenses) and in low light with peaky stray light (source A, Transitions SALT F compared to clear lenses).

Source A: Subject-masked cross-over randomized controlled investigation performed in 2023 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 SALT F 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal Investigator Prof Billy R. Hammond.

Source B: Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fade-back with grey Transitions SALT F 1.6 index lenses with a premium anti reflective coating compared to grey Transitions Signature GEN 8 1.6 index lenses with a premium anti reflective coating. 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.

of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors.

For further press information, please contact [insert details].

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