

NEW

Transitions® Vantage™ ADAPTIVE LENSES

Introducing revolutionary Transitions® Vantage™ lenses

They darken. They polarize. They are your everyday lenses, reimagined. There are clear lenses that can darken. There are sunglasses that are polarized. But never before have **everyday eyeglass** lenses been able to darken **and** polarize in bright, outdoor light. Until now.

Breakthrough variable polarization technology

We took the traditional Transitions lenses you know and love and added variable polarization - polarization that increases as the lenses get darker. It's something brand new. Groundbreaking.

As Transitions Vantage lenses get darker, the polarization increases. And that means your vision gets crisper and sharper. Alternatively, as the lenses get lighter, the polarization decreases at the same time.

Perfect choice for everyday lenses

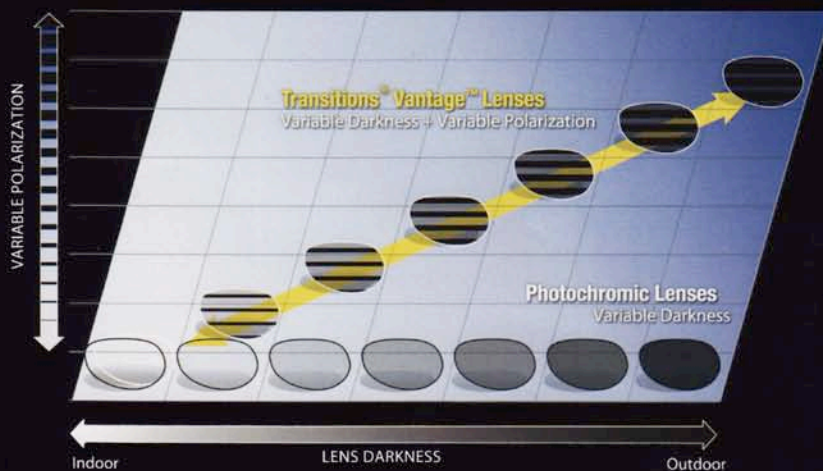
Transitions® Vantage™ lenses are designed for everyday wear as they conveniently adapt from virtually clear indoors to darker and increasingly polarized outdoors.

Noticeably crisper, sharper vision

Bright sunlight can cause glare when light scatters off reflective surfaces, which causes discomfort and dull, washed-out images. Polarization filters this light, so you get better clarity.


See for yourself:

- Outdoor vision is noticeably crisper
- Glass and water look more transparent outdoors
- Glare is reduced - even in the brightest sunlight



From virtually clear indoors to darker and increasingly polarized outdoors



INDOORS  DARKENS AND POLARIZES OUTDOORS



Ordinary clear lenses



Simulation

Transitions Vantage lenses



It's not just about light or dark.

Enhance your vision.

Transitions® lenses continuously adapt to changing light, bringing out the best in everything you see.



Optimizing the amount of light your eyes receive also reduces glare, eye fatigue and strain, for more effortless sight. They also block 100% UVA/UVB light.

FIND THE TRANSITIONS® LENSES THAT FIT YOUR LIFE.

Transitions® Everyday Adaptive Lenses

Inside and out, all day, every day—see life in the best light.



Transitions®

Optimal balance between outdoor darkness and indoor clarity
Clearest indoors with the fastest fade back speed.

Transitions® XTRActive

Superior darkness outdoors
Activation behind the windshield of a car.



Transitions® Vantage

Virtually clear indoors then darken and polarize outdoors

The only everyday lenses with variable polarization for crisper, sharper vision.

Transitions® ADAPTIVE LENSES



Transitions® Performance Sunwear

Find out how our line of adaptive sunwear provides a visual advantage for your outdoor activities.

Course



Trail



Water



Pedal



Road



Ride



Range



Transitions®
PERFORMANCE SUNWEAR





It's about everything
in between.



Transitions lenses adapt indoors
and out all day, every day.



9 out of 10 people who try
Transitions lenses love them.

Transitions #1 RECOMMENDED

Experience a life well lit™ at
Transitions.com

Ask your eyecare professional
what's new with Transitions®
lenses today.

Make sure you receive your
certificate of authenticity.
Register your lenses for a chance
to win the Ultimate Sightseeing
Dream Vacation.



- Each month 20 instant winners will win \$500
- One grand-prize winner will win the Ultimate Dream Vacation valued at \$10,000
- Offer valid through December 31, 2012
- Visit www.transitions.com/coa for official rules.

Giving Back

For every COA registration, Transitions Optical makes a donation to preserve the future of healthy sight through the *Transitions Healthy Sight for Life Fund*.*



Transitions

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Live life
well lit.

Transitions
ADAPTIVE LENSES