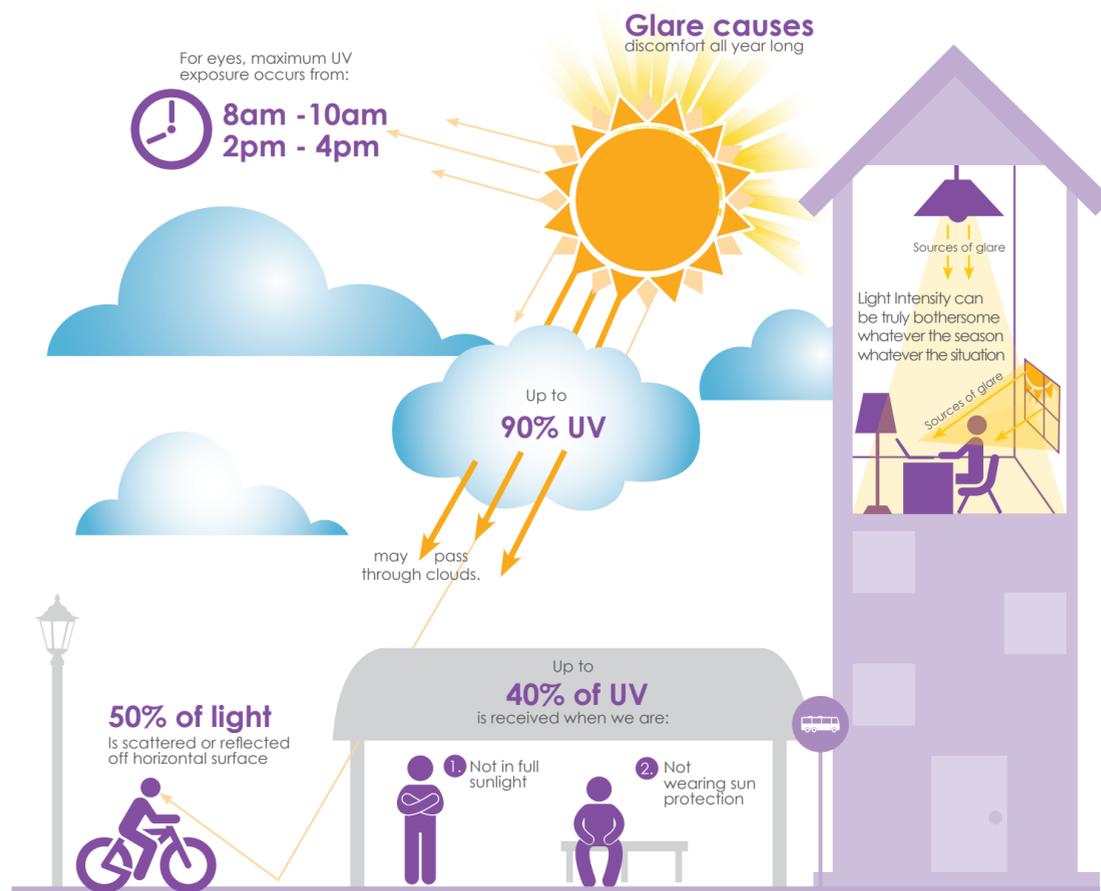


UV AND GLARE ARE ALL AROUND US

Spectacle wearers are constantly exposed to UV and bright light conditions all year round. Without adequate protection, UV exposure may result in irreversible damage to the eyes while glare (indoors and outdoors) caused by bright light can induce visual discomfort.



Spectacle wearers will require a daily lens solution, which provides them the adequate UV and glare protection in order to experience unsurpassed visual comfort and protection.

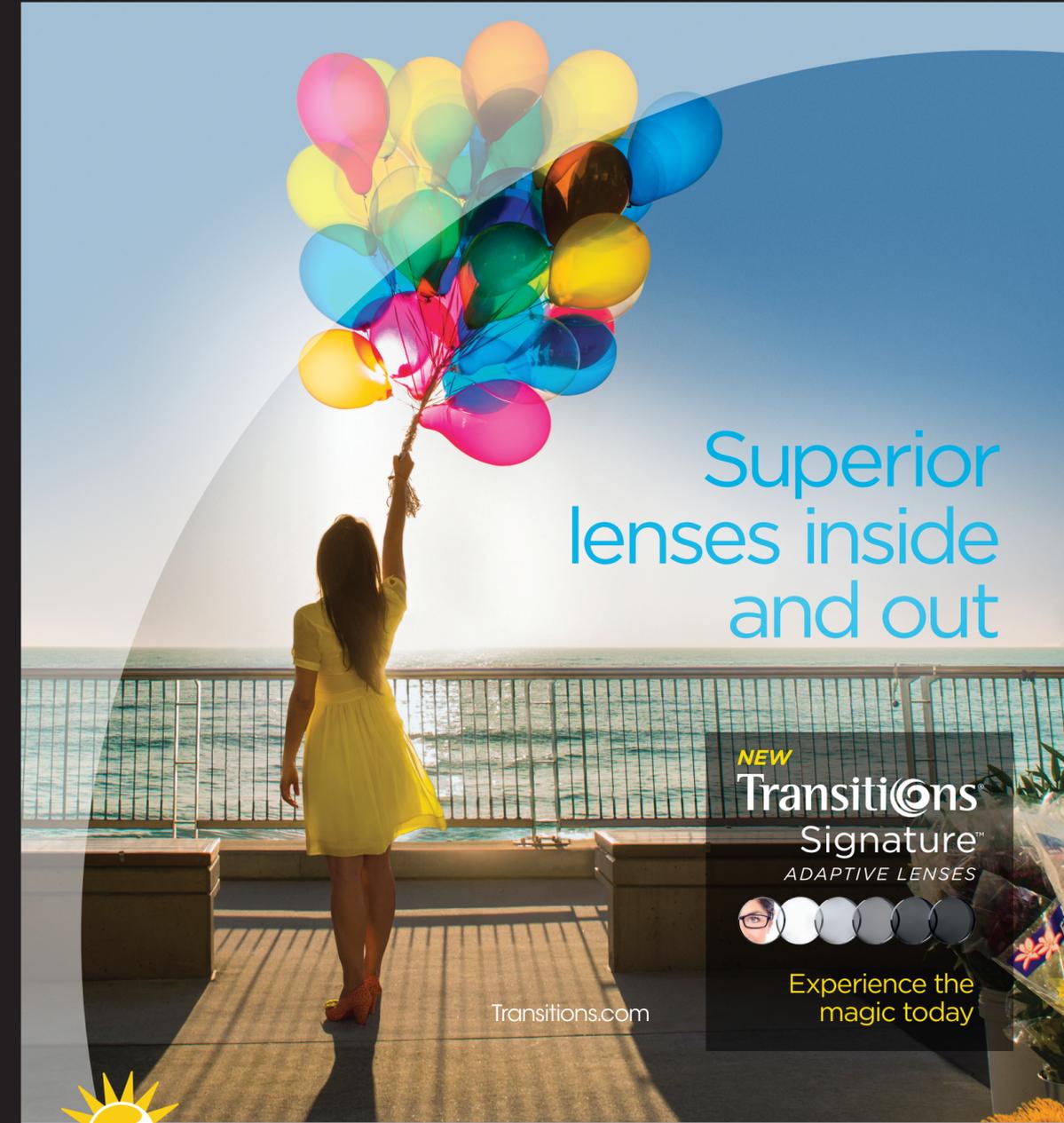
PRODUCT AVAILABILITY

Boost the performance of your chosen Crizal® Transitions® Signature™ VII lenses with a wide range of Essilor® materials and Varilux® progressive lens designs.

	CRIZAL® TRANSITIONS® SIGNATURE™ VII			
	Orma® 1.5	Airwear®	1.6	1.67
Single Vision Stock (Grey only)				
Spherical	✓			
Aspherical		✓	✓	
Single Vision Grind (Grey/Brown)				
Spherical	✓			
Aspherical		✓	✓	
Nikon SeeMax			✓	
Nikon Life (Aspherical)				✓
Progressive (Grey/Brown)				
Varilux® S series	✓	✓	✓	✓
Varilux® Physio NE	✓	✓	✓	✓
Varilux® Comfort NE	✓	✓	✓	✓
Varilux® Liberty NE	✓	✓	✓	✓
Nikon Presio Power 12,13,14	✓		✓	✓
Nikon SeeWide 12	✓		✓	✓
Nikon Presio Advance 10,12,14	✓		✓	✓
Nikon Presio-i 13	✓		✓	✓
BiFocal (Grey/Brown)				
Flat Top 28	✓			

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Superior lenses inside and out

NEW
Transitions®
Signature™
ADAPTIVE LENSES



Experience the magic today

Transitions.com



CRIZAL® TRANSITIONS® SIGNATURE™ VII

Crizal® Transitions®
High performance adaptive lenses

01

BREAKTHROUGH TECHNOLOGY

LIFE 360™ PERFORMANCE

Transitions® Signature™ VII lenses are developed using a new proprietary methodology – Life 360™ – tested in more than 200 different real life conditions, representing over 1,000 scenarios combining temperatures, angles of light, UV, weather conditions and geographies. These ensure that the new lens is now more responsive in more situations.

CHROME7™ TECHNOLOGY

The revolutionary lens, powered by the new Chromea7™ Technology, is a new molecular breakthrough that utilises an exclusive 8-dye formulation that allows the lenses to be more responsive in more lighting conditions across temperatures.



Transitions® Signature™ VII vs Transitions® VI

More reactive to indirect sunlight	Up to 20% more	Less sensitive to temperature change	Up to 19% more
Optimal outdoor performance	Up to 21% darker	Indoor clarity at clear state	Up to 95%
Superior fade back speed	+20% faster		

Based on Life360™ Methodology
*With Crizal Forte UV

Transitions® Signature™ VII is:

- Powered by the new Chromea7™ Technology
- Developed through the revolutionary testing – Life 360™ in real world conditions
- Now more reactive to indirect / reflected sunlight and even darker

02

BEST PROTECTION

AGAINST UV AND GLARE WITH ENHANCED CLARITY

Combined with Crizal® Forte UV, the new Crizal® Transitions® Signature™ VII now offers the best UV and glare protection for spectacle wearers' daily use. The broad spectrum technology of Crizal® Forte UV virtually eliminates UV reflection directed into the eyes while maintaining premium transparency and enhancing performance.

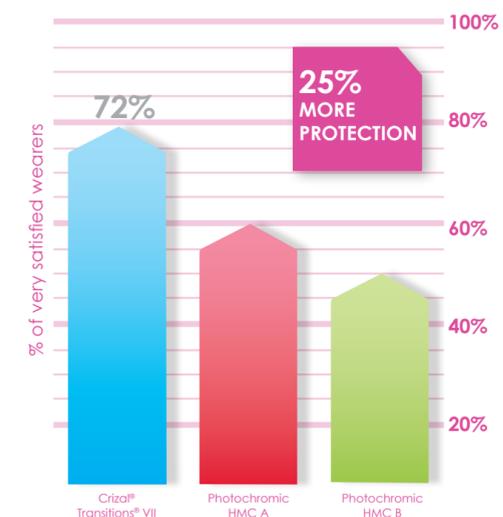
Best UV Protection with E-SPF 25⁽¹⁾ that is:

- 5X better than any other brands
- Highest over any clear and photochromic lenses

Crizal® Forte UV Transitions® Signature® VII	E-SPF Value™
Brand A Transitions® Premium AR	5
Brand B Transitions® Premium AR	5
Brand C Transitions® Premium AR	3

Your eyes are 25 times better protected than without any lens. E-SPF excludes direct eye exposure from around the lenses.

Best Protection against Glare⁽²⁾



Best enhanced clarity

Most complete resistance against 5 enemies of clear vision:



Crizal® Transitions® Signature™ VII offers wearers unmatched benefits:

- Best UV protection with highest E-SPF25
- Best adaptive glare protection
- Best enhanced clarity against 5 enemies of clear vision

⁽¹⁾Best UV protection for Crizal® Forte® UV Transitions over standard clear and photochromic lenses with AR. Measured with E-SPF, the new index is developed by Essilor®, and endorsed by an independent 3rd-party, certifying global UV protection of a lens. E-SPF is not applicable to certain external factors (wearer's morphology, frame shape, position of wear, etc.). Log on to www.crizal.com for more information.
⁽²⁾Wearer test conducted by independent 3rd-party – Crizal® Transitions® Signature™ VII and main competitors' photochromic lenses from the same category available – 120 wearers - France – 2012 – base: clear lens wearers (n=60/120). Percentage of very satisfied wearers based on evaluations superior or equal to 7 on a 10 points scale.

03

APPROVED BY WEARERS

Crizal® Transitions® Signature™ VII lenses have been tested extensively by both Essilor & Transitions Optical to ensure that the new generation will continue to provide eyeglass wearers with the highest level of satisfaction against the previous generation and competition.

More wearers preferred Crizal® Transitions® Signature™ VII:

PREFERRED BY 8 OUT OF 10



clear lens wearers



High level of satisfaction with Crizal® Transitions® Signature™ VII⁽⁴⁾:

9 OUT OF 10 WEARERS ARE SATISFIED



with the indoor / outdoor / fade back performance

04

EXPERIENCE THE BEST

Crizal® Transitions® is now available in various offers to meet the demanding needs of all wearers:

	Transitions® Signature™ VII	Transitions® XTRActive®	Transitions® Vantage™
Key Attributes	Most balanced & responsive	More activation for extra protection. Also activates behind a windscreen	Variable polarisation for crisper, sharper, vision outdoors
Ideal for wearer who	Treasures indoor clarity	Spends a lot of time outdoors	Enhanced contrast & glare reduction outdoors



- Wearers were highly satisfied with Crizal® Transitions® Signature™ VII and preferred it over their previous lenses as well as over Transitions® VI
- Choices available to meet the different wearers' needs

⁽³⁾ Wearer test conducted by independent 3rd-party - 157 wearers - US - 2012 - Percentage of preference based on selecting one of the two products worn.
⁽⁴⁾ Wearer test conducted by independent 3rd-party - Crizal® Transitions® Signature™ VII - 120 wearers - France - 2012 - Percentage of very satisfied wearers based on evaluations superior or equal to 7 on a 10 points scale.