



Seeing the world better

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kristan Willingham  
Essilor of America  
214.496.4463  
kristan.willingham@essilorusa.com

**ESSILOR OF AMERICA PARTNERS WITH TRANSITIONS OPTICAL TO LAUNCH  
REVOLUTIONARY PHOTOCROMIC LENSES**

*The Power of 3 Offers Patients Maximized Digital Performance in One Dynamic Lens*

**DALLAS – Jan. 7, 2014** – Essilor of America, the nation’s leading manufacturer of optical lenses, is partnering with Transitions Optical to launch *Transitions® Signature™ VII* lenses, the darkest photochromic lenses with full indoor clarity. With this launch, Essilor introduces *The Power of 3* initiative which includes three innovative brands – Varilux®, Crizal® No-Glare, and *Transitions Signature VII* lenses, to provide the sharpest and most comfortable vision at every distance and light condition. With *The Power of 3*, patients receive maximized visual performance in one dynamic lens.

*Transitions Signature VII* lenses feature a groundbreaking technology, Chromea7™, a new proprietary photochromic dye formulation that absorbs more light to allow the lenses to be more responsive to UV than ever.

“The new *Transitions Signature VII* lenses provide a superior visual experience by being more reactive to varying outdoor light conditions,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “When offered with Varilux and Crizal lenses, it is truly a dynamic lens with unmatched quality of vision.” *Transitions Signature VII* lenses also have the best true-to-life color of any photochromic technology on the market giving patients better color perception.

*Transitions Signature VII* lenses were developed as the result of a new proprietary testing methodology, Life360™, which includes live wearer analysis and real world testing in more than

## **Essilor of America Partners with Transitions Optical to Launch Revolutionary Photochromic Lenses / Page 2 of 2**

200 real life conditions, in addition to the traditional laboratory measurements. The results are best possible products with a superior wearer's experience. Moreover, eight out of ten clear lens wearers preferred *Transitions Signature VII* lenses to the visual experience of their regular clear lenses.

For more information about *Transitions Signature VII* lenses and the Power of 3, please visit [EssilorTransitions.com](http://EssilorTransitions.com).

### **About Essilor**

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX®, CRIZAL®, XPERIO®, DEFINITY®, THIN&LITE® and other Essilor brand names. Essilor Laboratories of America, Inc. is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange (Reuters: [ESSLPA](http://www.essilpa.com)).

###

### **About Transitions Optical**

Since Transitions Optical, headquartered in Pinellas Park, Fla., was founded more than 20 years ago, the company has been driven by an innovative spirit and a commitment to partnership. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers state-of-the-art light management technology in virtually every major lens design and material encompassing a family of everyday adaptive lenses and performance sun lenses.

Everyday lens options include Transitions® Signature lenses, which provide indoor clarity and are more responsive to UV outdoor; Transitions® XTRActive® lenses which offer more activation for extra protection; and the revolutionary Transitions® Vantage™ lenses, the first and only photochromic lenses to darken and polarize for even crisper sharper vision.

The Transitions® adaptive sunglass line includes a range of products customized in partnership with other best-in-class brands. These products are all designed to provide a visual advantage by increasing contrast, sharpening colors, reducing glare and improving distance and depth perception.

Transitions Optical is dedicated to promoting healthy sight worldwide and to supporting its partners and optical professionals with tools, programs and resources to aid in their individual efforts and help strengthen industry growth. For more information, visit [TransitionsPRO.com](http://TransitionsPRO.com).

###

©2014 Essilor of America, Inc. All rights reserved. Unless indicated otherwise, all trademarks are the property of Essilor International, S.A. and/or its subsidiaries or affiliates in the United States and in other countries. *Transitions* and *the swirl* are registered trademarks, and Chromea7, Life360 and Transitions Signature are trademarks of Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure, and lens material.

13555 North Stemmons Freeway  
Dallas, Texas 75234  
1-800-Essilor