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**TRANSITIONS PHOTOCHROMIC LENSES AVAILABLE IN NEW GRAPHITE GREEN**

*Essilor and Transitions Optical Partner to Launch Exclusive Lens Color*

*Enhancing Natural Vision in Various Light Conditions*

**DALLAS – April 23, 2014** – Essilor, the world’s leading manufacturer of optical lenses, and Transitions Optical have partnered to develop and launch the new Transitions® Signature™ VII lenses in a graphite green color. Using a special dye formulation, these new lenses provide natural vision and true color perception in a variety of light conditions.

Eyecare professionals and patients around the world might recognize the iconic green color of the lens, as it dates back to the 1930s when the color was applied to sunglasses worn by U.S. Navy pilots. The gray-green color was originally developed based on research that showed how human eyes respond differently to various colors in the visual spectrum. The gray-green lenses were then formulated to emphasize certain colors to help pilots locate and track objects against a variety of outdoor backgrounds such as earth, sky and water.

“Our Transitions Signature VII lenses in graphite green not only offer a new way to see the colors of the world naturally, but the iconic color also brings a sense of style to photochromic lenses,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “Essilor is proud to partner with Transitions Optical to launch the latest in photochromic lens technology and to bring a new option to Transitions with a traditionally

popular lens color that looks great and offers natural color perception in variable and bright light conditions.”

Transitions Signature VII lenses in graphite green were developed using two technologies: Chromatic Color Adaptation technology and Chromea7™ technology. Chromatic Color Adaptation technology is a method used to evaluate tinted and photochromic lenses. Chromea7 technology is a breakthrough molecular formulation which enables Transitions Signature VII lenses to be more responsive to changes in light outdoors, reduce glare and enhance contrast to reduce eye fatigue and strain and get even darker in higher temperatures.

This new color is part of the Transitions Signature VII lenses offering recently also introduced in brown and gray.

For more information about Transitions Signature VII lenses, 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](#)).

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#### **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.

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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).

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