



The color
you want.
The technology
you need.

BE FASHIONABLE.
BE SMART.
BE YOU.

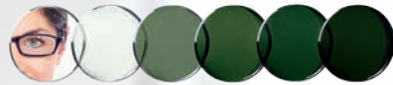
Advanced technology that puts your
best look forward. Graphite Green lenses
perfectly complement many frame
styles and colors.

WHAT WILL YOUR LOOK BE?
ASK YOUR EYE CARE PROFESSIONAL
ABOUT TRANSITIONS® SIGNATURE™
GRAPHITE GREEN LENSES TODAY.

Choose your favorite look...

TRANSITIONS® SIGNATURE™
HAS YOUR EYES COVERED

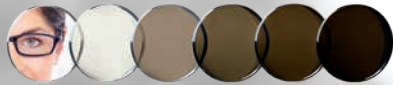
Graphite Green - NEW!



Gray



Brown



Whether it's NEW Graphite Green, gray
or brown...the choice is yours to find the
Transitions lens that best suits your
frames, skin tone and personal style.

YOU CARE ABOUT YOUR LOOK AND
PROTECTING YOUR EYES. GET THE
BEST OF BOTH WITH TRANSITIONS
GRAPHITE GREEN LENSES.

TALK TO YOUR EYE CARE
PROFESSIONAL TODAY.

Transitions®
Signature™
Graphite Green



SMART
FASHION.
SMART
TECHNOLOGY.

©2014 Essilor of America, Inc. All Rights Reserved. Unless indicated otherwise, all trademarks are the property of Essilor International and/or its subsidiaries. Transitions and the swirl are registered trademarks and Transitions Signature is a trademark of Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure, and lens material. LTRN200402 SHK/REV 4/14

LOOK GREAT
AND SEE BETTER
EVERY DAY

Transitions®
Signature™
Graphite Green

SEE FOR YOURSELF
WHY PEOPLE LOVE
TRANSITIONS® SIGNATURE™
GRAPHITE GREEN LENSES

With Transitions® Signature™
Graphite Green lenses, see life
in the best light with lenses that
automatically adjust from clear to
dark and every shade in between.

SEE LIFE THE WAY IT WAS INTENDED TO BE SEEN

Chromatic Color Adaptation
Technology to experience more
natural vision without compromise.

For truer color perception and
enhanced contrast.



TRANSITIONS® SIGNATURE™
GRAPHITE GREEN LENSES

TRUE COLOR
PERCEPTION



REGULAR TINTED
LENSES

COLOR
DISTORTION

8 out of 10

clear lens wearers **love**
Transitions Signature lenses

9 out of 10

people who wear Transitions Signature
lenses **are satisfied**

2 out of 3

patients are **willing to purchase**
Transitions Signature Graphite Green
lenses after trying them on

A color you love with superior
technology in a Transitions® lens

**WHAT BETTER WAY TO
SHOW OFF YOUR STYLE?**