

# Transitions Vantage Lens FAQs

## **Q: What is variable polarization?**

A: Transitions® Vantage™ lenses will have a variable level of polarization efficiency (how well a lens transmits vertical light relative to how well it blocks horizontal light) depending on the amount of UV exposure. Until now, polarization only existed as a static film embedded in conventional lenses. Variable polarization is a new-generation technology that adapts to UV exposure, orienting to the angle at which light reaches the eyes. In other words, polarization increases and decreases when exposed to UV outdoors and goes away altogether, indoors.

## **Q: Do they replace original Transitions® VI lenses?**

A: No, they represent another choice in everyday lenses for your patients, an additional alternative to the balanced photochromic performance of Transitions VI lenses and superior darkening and in-car performance of Transitions® XTRActive™ lenses.

## **Q: Why should I recommend Transitions® Vantage™ lenses?**

A: They are the only lenses that offer the additional benefits of variable polarization outdoors along with the adaptive-lens benefits millions of patients have come to know and love about Transitions® lenses. Also, wearer test results illustrate just how much patients love this new combination of truly breakthrough technologies.

## **Q: To whom should I recommend Transitions® Vantage™ lenses?**

A: Does your patient currently own and enjoy photochromic lenses? Spend a lot of time outdoors? Is he or she interested in new technologies? Do they see the value of innovative and premium features for everyday eyewear and perhaps even currently wear premium lenses? If the answer is yes to any of these, you've probably found a patient who will most likely enjoy Transitions® Vantage™ lenses.

## **Q: How dark do Transitions® Vantage™ lenses get?**

A: Wearers in user testing perceived Transitions® Vantage™ lenses to get darker than Transitions VI lenses. We attribute this to the addition of variable polarization and the fact that Transitions® Vantage™ lenses afford more comfortable, crisper and sharper vision, while also helping to reduce glare.

## **Q: Are they designed to be worn indoors?**

A: Yes. Because they're virtually clear indoors – and are not polarized in the absence of UV rays – they can be worn as a replacement for ordinary clear lenses for everything from reading and cooking to watching television, working on the computer and beyond.

**Q: Do they activate behind the windshield of a car?**

A: No. Similar to original Transitions VI lenses, the fact that automotive glass blocks UV rays prevents them from working in a car. But then again, ordinary clear lenses don't change in a car either. Many of your patients may still benefit from a pair of sunglasses. Another alternative is Transitions XTRActive™ lenses which do activate in the presence of visible light behind the windshield. Ask your patients about those specific features most important to them: variable polarization, in-car activation, outdoor darkness etc. Then recommend the right choice for your patients accordingly.

**Q: So they're not a sunglass replacement?**

A: They are not. Everyday Transitions® lenses are designed to replace ordinary clear lenses and to be worn both indoors and outdoors. However, we feel many of your patients will see a benefit from a pair of sunglasses as well. The Transitions line of adaptive performance sunwear is designed to adapt by darkening and changing color to enhance performance during specific outdoor activities.

**Q: What about performance under extreme temperature conditions?**

A: As with all photochromic technology, Transitions® Vantage™ lenses are influenced by temperature. The colder the temperature, the darker and more polarized they become when fully activated.

**Q: Can Transitions® Vantage™ lenses be recommended with premium anti-reflective treatments?**

A: They should be recommended in all cases with a premium anti-reflective treatment. Combined, the technologies are ideal for patients looking for the best in enhanced vision.

**Q: Can Transitions® Vantage™ lenses help me grow my business?**

A: Absolutely. You'll be providing your patients with a wearer experience like no other while meeting their vision needs at the same time. Like with all Transitions® lenses products, your patients will be quite satisfied which reflects on you and helps you to turn customers into patients and current patients into long-time repeat visitors to your practice.

**Q: What about color availability?**

A: Transitions® Vantage™ lenses are available in a gray tint only.

**Q: What is the best way to demonstrate Transitions® Vantage™ lenses to my patients?**

A: As with all Transitions® lenses, your wearing the product – your associates wearing the product – as well as being able to properly demonstrate the product in action, are essential!

Contact Luzerne Optical Laboratories LTD at 800-233-9637 or  
on the web at [www.LuzerneOptical.com](http://www.LuzerneOptical.com)