

RECOMMEND NEW

Transitions® Signature™ VII Graphite Green lenses:

**THE SHADE THAT FASHION-CONSCIOUS PATIENTS HAVE LOVED FOR MORE THAN 60 YEARS.**

With

**CHROMATIC COLOR ADAPTATION TECHNOLOGY**

FOR TRUER COLOR PERCEPTION, ENHANCED CONTRAST

and all the benefits of Transitions® Signature™ VII lenses.

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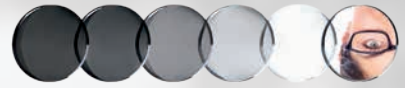
For more information, visit [EssilorTransitions.com](http://EssilorTransitions.com).



Brown



Transitions Signature VII  
Graphite Green - NEW!



Gray

**RECOMMEND TODAY**

NOW WITH MORE COLORS AND STYLES AVAILABLE, YOU CAN REACH ALL OF THESE PATIENTS WITH EXCITING NEW OPTIONS TO SATISFY THEIR PERSONAL TASTES AND NEEDS.

Do you have patients who may not have wanted Transitions lenses before? Are your existing Transitions® lenses patients ready for new lenses?

**and change minds.**

**The color and performance to turn heads...**

**NEW TRANSITIONS® SIGNATURE™ VII GRAPHITE GREEN LENSES**

An  
**iconic  
style**  
just met  
**substance**



**NEW**  
Transitions®  
Signature™ VII  
Graphite Green

# NEW TRANSITIONS® SIGNATURE™ VII GRAPHITE GREEN LENSES

## ICONIC STYLE AND ADVANCED TECHNOLOGY TO EXPAND YOUR TRANSITIONS® OPPORTUNITIES

Smart fashion that is a smart recommendation  
Could this be the most popular Transitions lens yet?

In a recent survey of 225 patients, Transitions Signature VII Graphite Green lenses had the highest preference rating of any Transitions® color.

**2 out of 3** would purchase  
after trying on

Your colleagues recognize the tremendous opportunity  
Transitions Signature VII Graphite Green lenses represent.  
What will it mean for you?

We gave 120 ECPs a preview of Transitions Signature VII Graphite Green lenses and the response was overwhelmingly positive.

ECPs anticipate  
**21% increase**  
in patients wearing Transitions

**96%** excited to  
**dispense  
immediately**

## CHROMATIC COLOR ADAPTATION TECHNOLOGY TO SEE THE WORLD THE WAY IT WAS INTENDED TO BE SEEN.



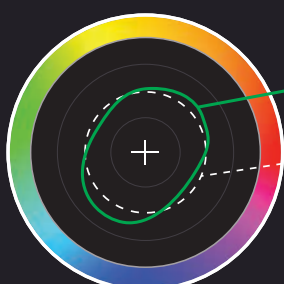
TRANSITIONS® SIGNATURE™ VII  
GRAPHITE GREEN LENSES



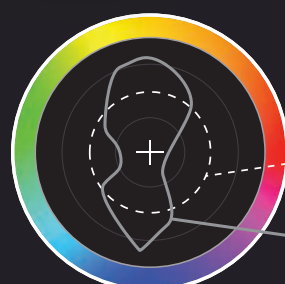
REGULAR TINTED  
LENSES

Transitions Signature VII Graphite Green lenses give patients superior, more natural vision without compromise.

### COLOR DISTORTION INDEX



CLEAR LENS  
perfect color representation



Transitions Signature VII Graphite Green lenses for exceptional color representation with minimal distortion.

## A NEW OPPORTUNITY TO SATISFY MORE PATIENTS