

# Transitions®

## NEW GENIUS Gen S™

### ULTRA DYNAMIC LENSES



# ALL 8 COLORS NOW AVAILABLE THROUGH VSP!



Life is dynamic, filled with constantly shifting light scenarios that challenge vision. In this dynamic reality that ranges from dim indoor lights to bright sunlight, traditional clear lenses struggle to meet daily visual demands.

With 9 out of 10 wearers wanting or interested in lenses that enhance their vision beyond correction<sup>1\*</sup>, *Transitions® GEN S™* steps in as the new lens standard, going beyond the ordinary and offering a dynamic, fantastic and love-wear experience that aligns with the everchanging rhythm of life. **And now, VSP members can get any of the *Transitions GEN S* colors, including the new Ruby!**

\*Tests carried out on gray lenses. Photochromic performance may vary across colors and lens materials and is influenced by temperature and UV exposure.

1. 93% want or are interested in lenses that enhance their vision beyond vision correction. Transitions Optical, Consumer study on the link between Vision & Protection, external research agency (CAWI) U.S., Q4 2021, N = 1,000.

*Transitions* and the *Transitions logo* are registered trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. *GEN S* is a trademark of Transitions Optical Limited. ©2024 Transitions Optical Limited. Photochromic performance is influenced by temperature, UV exposure and lens material. Lens colors simulated for demonstration purposes. Frames by Ray-Ban® — Lenses *Transitions® GEN S™ Ruby*.