Defy the Bright Transitions XTRActive New Generation Lenses – Audio Transcription

Thank you for taking some time to join me today to talk about a product that I love, and that's Transitions. I remember my time in practice. I was in practice for 14 years and I didn't necessarily do the best job in talking to my patients about Transitions. I made certain assumptions, and that's what today is about, to talk about the exciting innovations in Transitions. And after I got better at that conversation, I could meet my patients' needs in a more effective way.

Today, we are going to talk about Transitions XTRActive, and we're going to talk about XTRActive new generation. And it's amazing some of the changes that this lens has gone through. We're going to explore the new generation of the XTRActive lens. We're going to understand the ideal patient. Now, we'll talk about certain patients, but really I love this product. I've seen it in action.

And I think the product will meet so many patient needs that you are going to be amazed with how these conversations go. And we're going to learn some tips and tricks along the way to make this as simple as it possibly can be for you. When we get into this, we need to understand and we need to think about light. We take light for granted. We take light for granted every day.

Light is essential for our vision. We have to have light to be able to see. If we didn't have light, we would not be employed, and that would not be a good thing. But here's the thing to think about, folks, not all light is good light. I'm going to push you today to be thinking about light in a different way. Not all light is good. And there's actually some negative aspects around light.

We have intense, bright light. There's too much light that affects us. And there's a cumulative effect over time that can happen with our health. The thing that we want to talk about here is can we deliver better vision under any variety of lighting conditions, also protecting our patient's health.

And once we start having that conversation, the way that Transitions will integrate in our lives and our practices will drastically change. Here's the thing I want you to think about right now, wearers right now are more aware than ever of protecting their eyes. And that's because of the pandemic we went through. There was a lot of time inside.

There was a lot of time on digital devices and a lot of time to research. Seven out of 10 are thinking about protecting their eyes and their eye health more than ever before. Well, when they're thinking about that, what are they going to do? They're going to go search for solutions. 62% search for optics information online.

And the information they get online is not necessarily what you want them to get. As their eyecare provider, you need to be the source of information for them. Transitions at as a whole has evolved. The technology is amazing now. This product works great. It is the best thing on the market for light protection. It empowers your patient. What does that mean by empowered? It means they're in control of their vision no matter what lighting situation they're faced with.

They can also take the lens component and match it with the stylistic frame component. I mean, for years, we've talked about how much fun it is to pick out frames because frames are sexy. Frames are amazing. Frames of the fun part. Oh, we've got to put some lenses in there. But now it's different because there are things that we can do with lenses to add style.

It makes your patient have effortless vision throughout the day. You put the glasses on and you forget it. It used to be a late night show on a Ronco food dehydrator thing, set it and forget it, right? It's similar with this as well. You put the glasses on, it provides great vision and also provides superior protection as well. The other thing that your consumer desires is the lenses to work over time. To have good, long lasting quality.

Those are the attributes of Transitions. And this product has evolved and done amazing things. Transitions itself is an amazing company. They are the pioneers in light protection. They've been doing this since the 1990s. They set the bar for technology and the competitors try to get as good as. But by the time the competitors even get close, Transitions is two steps ahead of them. That's why they're the number one global lens brand awareness.

The Transitions brand will resonate with your customers. Let's talk about Transitions and how XTRActive fits in the portfolio. Now, as we're talking today about Transitions XTRActive new generation, we can't forget about Transitions Generation 8. That product launched. It was amazing. I remember when I got my first set of Gen 8 lenses. It was one of the few times I can remember in my optical experience. It was a wow moment for me.

These lenses actually eclipsed the hype that I thought they were going into. These products were great. If we think about Transitions Gen 8, remember from clear to dark, really for all wearers out there. Now, if we need a little bit of extra darkness, that's where XTRActive new generation comes in. These still go from clear, but they go to extra dark.

Think about your more light sensitive patients. XTRActive new generation is in three colors, as you can see there. And there is a product that is out there called XTRActive Polarized, that is very exciting as well based on the same platform. Here's a thing, folks, I want you to think about. Nine out of 10 of your patients are light sensitive.

90% are light sensitive. Do 90% of your patients bring that up to you? Of course, not. The answer is no. Why? Well, they think it's normal. They think there's no solution. Why would they bring up a problem if they don't believe that there's a solution. But 90% of the people that you are going to see tomorrow, the next day, whenever it is, are light sensitive.

Three out of 10 of those are what we determined to be very light sensitive. All right. What does very light sensitive mean? You know these patients. These patients come in and you have no doubt that they are light sensitive because they feel the real and painful symptoms 2.2 times more than others. But please don't think about Transitions XTRActive new generation just for this patient demographic.

Because as will show throughout the content, that it can meet the needs of numerous patients. But if you have this patient in front of you, you need to start thinking XTRActive new generation. These people are suffering and need a solution. Our modern lifestyles that we live though, really makes this problem worse. They amplify the struggle we have with light. We're indoors. We're outdoors. We're exposed to different artificial light sources indoors.

Remember, the sun emits 100 times the intensity of electronic devices and screens. A lot of our time energy is focused on, oh my gosh, these screens are causing damage. And that's what our patients are thinking. They're not necessarily wrong in that, but they're not 100% correct either. What they're missing is the fact that if they're worried about devices, they need to be really worried about going outside without protection on.

But 22% of the people out there declare they spend more time going outdoors in bright sunshine than before the pandemic. Makes sense. We don't feel well. We're inside. What do we want to do? We want to go outside and get some of that beautiful sun? But if they're outside without correction on, that creates an issue. 66% of the people declare they spend more time indoors in front of a screen.

All right. How is the story coming together? We're more aware of it. We have more of exposure to digital devices, which do emit some harmful blue light, but the amount that you get when you go outside for that two minutes can really outdo the amount that you've been exposed to for eight hours being indoors. It's cumulative exposure over time.

We have to think about how our consumers function indoors and how they function outdoors, and how many times they go outside for 10, 15 minutes without any sunglasses on because all they want to do is just go outside, get a little bit of fresh air. But if they're outside unprotected-

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... side, get a little bit of fresh air. But if they're outside and not protected, that sun is emitting much more blue light and damage could be occurring. And so of course we want to talk to them about a product that adapts to their busy lifestyle. It's an easy thing. How can we create a product that adapts to the amount of light that they're faced with, provides great protection and great vision, no matter what the circumstance? And that's what we're going to talk about with Transitions' Xtractive New Generation.

We're going to really hit on what's different and why it's a new generation. And ladies and gentlemen, the differences are amazing. Once again, the people that are going to come in wanting this product, but will not know how to ask for it, because they don't even know there's different types of Transition lenses, like we've already talked about. They're the very light-sensitive people, or they could be people that aren't necessarily perceived by you as super light sensitive, but yet they lead an active lifestyle where they're exposed to high intensity lighting situations, or it could be the double whammy there, and it's both of them.

Think about how light is functioning throughout the day and the different levels of illumination that we are exposed to. If you step back for just a minute, it's really crazy on what happens. You can go all the way from outside, intense light, with reflections, coming off a building, snow, sand, water, hopefully all the fun places we get to go. Could be 80,000 plus looks.

And then all of a sudden we start going back indoors, maybe into the grocery store, maybe back to our office, and we come down to somewhere between 500 and 2000 [inaudible 00:09:33]. Or we're inside of our house, we're on screens, we're driving at night, my gosh, that's a lot of adaptation throughout the day. Are they in lenses that adapt to that? Or are they not? If we can put them in lenses that do that, we make their vision effortless and we empower them.

What are some of the reasons that people search for extra light protection? Why are they getting out there saying, "Oh man, I have a problem, how do I solve it?" Well, day driving is a big thing. A lot of people, that's when they're really become aware of intense light, glare and those type things when they drive in the morning. There's more light that bothers them in the afternoon. Maybe they're in front of the screens a lot. They could be in artificial lighting indoors, or of course when they're outdoors. This is what our consumers and our patients are exposed to. And that's why they look for extra light protection.

We're going to hit on the fact that new generation dies, and Transitions' Xtractive New Generation is different. There's new technology there that is going to give you unmatched darkness and unmatched light protection. Keep thinking about extra. The best extra darkness. And we'll talk about all these things. And then we'll talk about the why, here in just a minute. 83% of consumers are very satisfied with the darkness of these lenses, with the darkness. That's like the number one thing in all situations.

I know what many of you that have been doing this for a bit like me are thinking, okay, what about the hot temperatures? If we remember how Transitions' technology works, something has to activate the molecule. But then in any chemical action, there's an action and a reaction. The reaction is to get it back to clear. What does that? Well, as we'll find out, ultraviolet radiation and visible light cause a molecule to change to its darkened state, but then heat, historically, has caused it to go back to its clear state.

And that's still the case, but that's why earlier generations were very temperature dependent. That's why earlier generations got darker when it was colder because the ultraviolet invisible light was there,

but the temperature wasn't there. So you had the molecules going one way, and not going back as fast the other way. The great thing about Xtractive New Generation is they found out a little trick in how they can make this work better. So even if heat is still present, the dyes are more activated than they used to be. And that's why 83% are satisfied with the darkness in all situations, including temperature.

Now this is the only photochromic lens that gets to category three levels at 35 degrees celsius, which if I do a quick math, that somewhere in the mid 90s. I never learned celsius very well. Somewhere in the mid 90s. That's hot, and the lens is still getting into category three. Maybe saying, "Whoa! Why just a category three, Dr. Parker?" Here's why. Once you get darker than a category three, you get into category four. That is classified as a special use and not an everyday lens. This is exciting right here. Even in the hot temperatures, this thing still gets to category three.

All right. Now the car. Oh, boy. This is a big one here. We talk about darkness in the car all the time. Xtractive New Generation is the only photochromic lens achieving category two levels in the car. 93% of the people that wear this, feel their eyes are better protected in the car than with sunglasses. Now that should make you scratch your head for just a hot second. And I'm like, huh? Are you sure? I got to reread this and take a look at the study again. But here's the thing that's magical about it. Because the lens changes, the patient has a perception that it does a better job of knowing the things that are out there that can damage them and adapting to them.

So there's variability in the lens, and it going from clear to tinted, actually is a technological advancement that the patient perceives that this lens is outperforming and outprotecting just a standard old pair of sunglasses. Pretty cool. It gets to a category two level in the car. I promise you, we will talk about the why behind that in just a moment.

The thing that's really great to know about photochromic lenses in general is, historically, there's always been a little bit of a trade-off. If the lens historically has gotten super dark outside, that's what the patient wants, consumer wants. It's taken a while to fade back indoors. So you had to kind of Rob Peter to pay Paul. If you wanted to get really dark outside, great, but it's going to take a few minutes to get clear indoor. As technology advance, in Transitions, that no longer is a trade-off there. That's why Xtractive New Generation get super dark outside, but is up to 35% faster fadeback.

Now, I know many of you're going, here is a question I get asked all the time, "What's the time, doc?" No, there's no stopwatch on this. Because there's so many variables that go into that, it's tough to put an exact timeline. But it is a noticeable difference in fadeback. So noticeable that 98% are overall satisfied versus wearing a clear lens.

Blue light protection. We've already talked about this earlier. If you are really focused, pun intended, on blue light, Xtractive New Generation should be your workhorse right here. And here is why. Because indoors, there's nothing better. It blocks 34%, 34% of harmful blue light indoors. And then when you go outside and it gets activated, it blocks up to 90% of harmful blue light. There's not a better product, aesthetically and functionally on the face of the earth for blue light than Xtractive New Generation. 34% harmful blue light blocked indoors. You go outside, it blocks 90%. This is an amazing product.

Wanted to do a study. Transitions studies are amazing on how they work because they use real life scenarios to understand how the product performs, not just in the lab, not just in boring laboratory settings, but how does it perform in the real world with real life modeling, real life testing? And is it going to perform under the varying circumstances that our patients subject their vision to day in and day out? And here's what they found. And what they did here is they had consumers wear Transitions' Xtractive New Generation-

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... is they had consumers wear Transitions XTRActive New Generation for a week and then also wear a pair of clear, premium single vision lenses for a week and compared. 97% saw quickly and precisely. 98% experienced amazing clarity of vision. 94% had a wider field of vision. You got to be thinking, "What in the world? The first two I got. The third one seems kind of weird."

Here's the thing. We find out that when we manage light better and protect the delicate photo receptors on the back of their eye gives them the visual stimulation they need, not an abundance of stimulation. They perform better, they're not bleached out. And if we have more retinal cells that aren't bleached out, we have a noticeable wider field of vision.

Here's what you should be concerned about. After comparing these to premium, clear single vision lenses, 96% would recommend them to their friends or family or co-workers. 98% want to buy them again. 98% satisfaction rate. Wow. But yet, around 20 to 25% of the population right now is in transition lenses. It's got to change. The technology has evolved. The technology's better. You can have confident confidence knowing that this lens is going to work from this study right here. 98% would re-buy the lens.

Now, if you want a great way to test your light sensitivity or your patient's light sensitivity to preset them up for success, scan this QR code. I'm going to give you a moment to do that. And what it does, it takes you to Transitions' site and it does a really quick light sensitivities test. And then they come in armed with some information. This QR code you can add to your website, add the patient communication that you send out. And that way they can already come in thinking about the fact that, "Hey, I've got this problem and this amazing practice that I go to has a state-of-the-art solution for that."

Now we get into my favorite part of this presentation and that's the innovation stuff. I never thought I would be a techy nerdy dude when it came to innovations. And many things I'm not, but the transition stuff is great. And I got to set this up with my mindset. I want you to be in the same mindset with me. I've never gotten the privilege to go over and see like Transitions headquarters before. But I think here's what R&D looks like.

I think it's a bunch of people that are in white lab coats with an Einstein haircut that are just sitting around on a crazy desk trying to figure things out and make things work better. Now, I'm sure it's not like that, but every time I study and go over these presentations, this is what I think about. I think about a lot of Einstein-looking folks stuck in like a really weird secret laboratory somewhere trying to toy with molecules that they've been messing with for years and they figure something out and it's amazing, but they are always pushing innovation, technology.

And really what they do is they lead the industry here. And when they come out with something new, the competition's going, "Oh my gosh. Now, how do we compete with that?" All right, let's get into here. There's really a couple things to think about in a photochromic lens. You have really a couple of components. One you have the dye. Think about what does the dye react to? You're thinking, "Well, you already told me, ultraviolet radiation." Not so fast. There's some other things there.

How does the dye react and then in what environment can that dye do its thing in? And that's the lens. Cracking the code here or cracking the challenge is, "All right, how can we make the lens activate better and not fade back as quickly?" How can we make the lens activate and get darker no matter what the temperature is, but then also not have to sacrifice that faster fade back? And folks, that's not easy

What they were able to do is take the molecules that they've worked with for years and start to change things around just a little bit and extend the molecular structure and see some amazing things that can happen. They increase the darkness. They made the color even truer through its various phases because the competitors don't do that. Sometimes if you have a gray photochromic in the competitor products, when it goes from zero to whatever they classify as dark, it goes through a little funny phase where it's not gray. It's actually a blue or a smokey haze.

The consumer doesn't want that. They want consistency. And then, of course, they also want speed. They don't want the lens to be dark indoors forever. These things are extra dark even in hot temperatures, because they were able to change the molecular structure of this dye to increase the bandwidth that it reacts to. Well, you may be wondering, "What is that? What are you talking about here?" It's improved solar spectrum absorption, meaning they're still very reactive to ultraviolet radiation.

But what they've done is they've been able to extend the band of wavelength in the visible spectrum that the lens reacts to and this is exciting. Because once you start are adding ultraviolet radiation and now you put more visible light activity, that's how we're able to activate more dyes than temperature is able to deactivate. So this constant tug, yin and yang, back and forth, how do we get there? And what the folks have Transitions have been able to do is embrace and enhance more of the visible light to make the lens extra powerful and extra dark.

What this leads to is enhanced performance. Now you should understand why the lens actually activates in the car. Because remember, inside of the car, there's no ultraviolet that radiation. How in the world could the lens get to a category two if it doesn't react to ultraviolet radiation? Because it now reacts to more visible light and can get to a category two. And will do better than other generations because these dyes are new. These dyes function more effectively because they're more sensitive to visible light.

Also, once again, hot temperatures because you now have more of the stimulus that changes the product to dark, then you have the stimulus that changes it back to light. It's all about in this plane with the molecules to get it to react to more visible light than before. Now to switch over a little bit. You got to think about these dyes. These dyes are enhanced. They have better molecules on them, but the dye still has to work into some type of matrix. And it's this nanocomposite matrix and Transitions has pioneered this matrix.

It started with the Transitions GEN 8 and they've evolved it since then. And what they're able to do, this is like the playground that the molecules get to play in. What happens, what needs to happen is the molecules and the dyes they have to change shape, which means the matrix that they're in needs to be soft so they can do that. But your consumers don't want a soft lens because it's going to scratch easily. So there has to be areas that the matrix is very, very hard for durability and there's got to be areas that are soft so the lens can do what it needs to be able to do.

And they're able to do that in this kind of this really cool crystal lattice-looking thing that you see here, and this is how we're able to no longer have to compromise anymore. That's how the lens can get dark really fast because remember that's the molecular change. It's reacting to more stimuli, more visible light and ultraviolet radiation. Now to flip back, it's got to be able to move more effectively. And it does that because the matrix is much more forgiving. The matrix is much softer so it can flip back quicker. So that's how it can have that quick fade back without having to sacrifice any darkness.

And if we take a look at XTRActive New Generation and compare it to other competitors' products A, B and C that are on the market, take a look here. Remember the XTRActive one is the cool little orange-y looking thing. And let's take a look at how it stacks up indoors under how clear are they? Right there with everyone else. There is a hint, a hint of tint inside. Now here's the thing, folks, I did this for years too and I would-

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Here's a thing, folks. I did this for years too and I would do what everyone else does and I would take something white and I would take my transitions lenses off and I'd put them up there and go, "Oh, okay." What's the problem with that? Now I haven't been outside lately, but does my face look like this?

This is where y'all should say no. Please. Hopefully I'm a little bit more tan than this. Stop doing this. This is artificial.

What's better, is this. You can take the lens and put it up on my skin and see what it looks like. That's what it's going to look like right here. And that's what matters. It doesn't matter what it looks like on something white. Who cares about that? What matters is how it's going to look like on our skin. And I'll tell you, if we say that there's a little bit of extra tint, it's tough to see. I mean, it's tough to see.

I have multiple pairs of glasses, some with Gen Eight and some with Xtractive New Generation and I can't tell the difference. I have to go down to our optician Chloe and say, "Hey, by the way, which frames do I have and which product in?" Now I can't tell when I go outside. And then I remember that because they do get super dark and they definitely activate in my car, which my Gen Eight don't.

So think about this for a little bit. Indoors, there they're at, that cute little orange say let's get in the car. It's 73 degrees, 73 degrees. Look at where we're at, close to that category two level already leaving other products that are out there in the dust.

Let's also take a look at 95 degrees. You can see how we increase. We've gotten even darker in that area right there. And then let's take a look at that highest level when we're outside, when we're outdoors and it's that beautiful temperature of 73 degrees. You will see a little bit of enhanced darkness there. And the reason you will is remember, heat still makes the lens go back to its clear state quicker. But the difference between 95 degrees and 73 degrees is a big, big difference with New Generation. Like I said, not as sensitive, not as noticeable. That's why we're able to achieve that category three level at 95 and 73. Now technically yes, the lens will be a little bit darker at 73 degrees Fahrenheit, but the difference is not that noticeable.

We take a look at this product and really what I want you to remember, the take home points, this is the darkest lens on the market no matter what the temperature is. It's the darkest lens in the car. Why does it do that? It does that because the mad scientists, the Einsteins, that transitions figured out how to play with the molecules and make a more reactive to visible light, expand the spectrum that the lens reacts. So now it's ultraviolet radiation and it's visible light working together to get that lens dark, no matter what temperature. As always transition products do an amazing job blocking 100% of UVA and UVB.

Xtractive New Generation, not a better product on the face of the earth when it comes to blue light. Remember 34% indoors, 90% outdoors. It is a very, very clear lens indoors. I would tell you if you do the skin test, not the white paper test, almost impossible to tell it's got an inner protection. Remember, 35% faster to fade back because of that enhanced, amazing, nano composite matrix.

What your patients and what your wearers need to hear from you is this, this New Generation... I mean, so dark. It does an amazing job. It's the darkest photochromic lens in hot temperatures and in the car. The best light protection, no matter if they're inside or outside. They feel actually more protected than sunglasses. Remember, it's a mental thing because the lens is changing. More technologically advanced. They do report better vision in that test. Remember the week on, the week... And just a regular... Well, not regular, a premium pair of single vision solutions, they report better vision. And once again, the best blue light protection that you can get if they're worried about screens, they're worried about digital devices, LED lights. Remember, it's our job though to educate. Indoors, definitely an issue. But outdoors, the sun is the single biggest emitter of harmful blue light.

The great thing about Xtractive, remember I talked about the style earlier? The Xtractive base product is the one that is available in iconic colors and the style mirrors. You haven't experienced style mirrors? You should. They're cool. They add a coolness factor to lenses. Now there are some things you need to educate your consumers about because it is a mirror, it's going to increase the reflections. Not necessarily the best thing for an everyday pair, but I have a pair of these and when they activate and I'm

outside, multiple people come up to me and say, "What sunglasses are those? What lenses are you wearing?" Because they just look flat out amazing.

Remember, also this Xtractive base, if you will, with the New Generation dyes is also another new product that you hear about, Xtractive Polarized, very exciting product. Not only does it get extra dark, but it also has more dyes in there that do, oh yes, you guessed it, variable polarization. This saying is the only and the best ever photochromic polarized lens. This is a loud product. I hope you had a chance to learn about it. If not, take some time, learn about it, amazing new product. Being able to do things we've never been able to do before because of the R&D team at Transitions.

Key takeaways for this, start talking about transitions to your consumers, understand the difference of Gen Eight and what patient base may benefit from that and Xtractive New Generation. Remember, meaningful changes in the molecules that make up the dyes for the lens and also meaningful changes in the matrix that those lenses get to play in. It means the lens gets darker. It means the lens gets darker in the car than ever before. It's got faster fade back and great protection. This product I can guarantee will meet the needs of numerous patients that you will encounter, specifically, those that are really light sensitive, but don't stop there. This product is amazing for anyone that does a lot of stuff outside, is on digital devices a lot. You can't go wrong with Xtractive New Generations. You will notice a big difference in performance. Your consumers will notice it as well. And they'll be very happy that you took the time to have the conversation.

I appreciate your time and attention in today's webinar. And I look forward to hopefully our paths will cross very soon in the near future. Thank you very much.

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