



MARCH 2024

Coming in April: Transitions® Gen S™

Get ready for the all new Transitions GEN S lens coming April 9th! Your patients deserve the best with the ultra-responsiveness to light, spectacular color palette and HD vision at the speed of life.



Features of Transitions® Gen S™

GEN SPEED™

ULTRA-RESPONSIVE TO LIGHT

Transitions GEN S is the fastest dark lens in the clear to dark photochromic category.

< 2
MIN

- Fadeback in less than two minutes
- Up to two times faster to fadeback
- Only 25 seconds to sunglasses dark (category 3)
- The fastest dark lens

GEN STYLE™

Spectacular Color Palette

With Transitions GEN S, your patients can express themselves through endless possibilities.

8
COLORS

- Widest range on the market: 8 vibrant colors
- New addition to the portfolio: the Ruby color
- Better color consistency at all stages
- Endless pairing possibilities



NEW! RUBY



SAPPHIRE



AMETHYST



EMERALD



AMBER



GRAY



BROWN



GRAPHITE
GREEN

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Coming Up

Can't Miss Webinars

Unity Portfolio Overview

March 22nd
11:00 AM CST

Unlocking the Power of Niche Optical Branding: Strategies to Compete and Drive Profit Margin

March 29th
11:00 AM CST

Introducing Transitions Gen S

April 2nd OR April 9th
10:00 AM CST 2:00 PM CST

Walman University 2024

Bloomington, MN

March 9th
7:30 AM - 5:00 PM CST

Seattle, WA

April 6th
7:30 AM - 5:00 PM PST

Walman U Business Excellence

Bloomington, MN

March 8th
8:00 AM - 5:00 PM CST

Virtual ABO Prep

Part 1: All Knowledge Review Except Prism

April 24th
12:00 - 3:00 PM CST

Part 2: The In's and Out's of Understanding Prism

April 25th
9:00 AM - 12:00 PM CST

Register for any courses above at www.ecpadvantage.com.

GEN SMART™

HD VISION AT THE SPEED OF YOUR LIFE

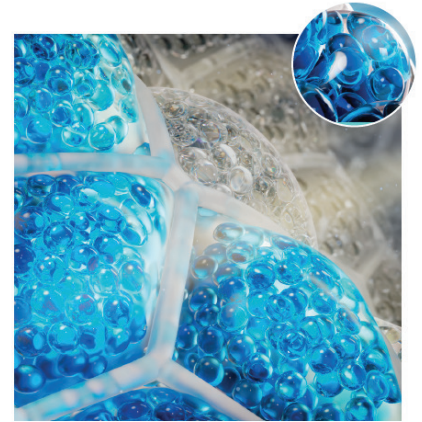
Transitions GEN S offers better vision quality, faster.

UP TO
40%

- 39% faster vision recovery from intense bright lights vs. clear lenses
- 40% faster vision recovery during fadeback vs. previous generation.
- 39.5% improved contrast sensitivity during fadeback vs. previous generation.

A Giant Leap of Technology

Transitions® GEN S™ uses advanced symbiotic technology where the dyes and matrix are specifically designed to seamlessly interact together. The new matrix architecture strikes the right balance between soft and hard spaces, facilitating dye performance while maintaining robustness. The new super-charged dyes absorb more energy, improving the kinetics inside the matrix and providing the right balance between vivid colors and seamless responsiveness.



Want to Learn More? Join Us For Product Training

Choose between two different dates:

- Tuesday, April 2 at 10:00 A.M. CST
- Tuesday, April 9 at 2:00 P.M. CST

Register today on www.ecpadvantage.com



View the Full Product Flyer

Scan the QR code below to view the full Transitions® GEN S™ product flyer.

Want to Become ABO Certified in 2024?

Join us for a 2 part series on ABO exam review.

Part 1: All Knowledge Review Except Prism

Date: Wednesday, August 16

Time: 12:00 - 3:00 PM CST

Part 2: The In's and Out's of Understanding Prism

Date: Thursday, August 17

Time: 9:00 AM - 12:00 PM CST

Register for one or both days!

Each course costs \$20. If you plan on attending both days, please register for each course individually. Exam Prep binder will be mailed to the address you provide at registration.

Learn more and register today on www.ecpadvantage.com today!