



# The McLeod messenger

McLeod Optical—  
providing New England's  
Eye Care Professionals with  
"The Very Best in Rx"—since 1922

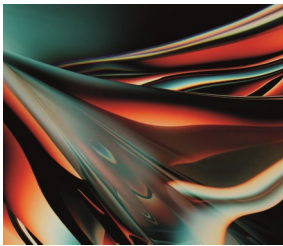
April 2024

mcleodoptical.com

## New Transitions® Gen S™ launching April 9th



Transitions® GEN S™, launching on April 9th, sets a new standard that pushes the boundaries of traditional lenses. With 9 out of 10 wearers interested in more than just vision correction from their lenses<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.

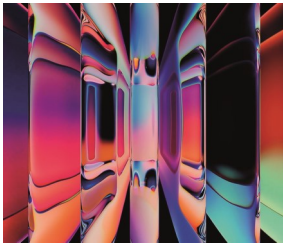


### GEN SPEED™: ULTRA-RESPONSIVE TO LIGHT

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- ✓ Fadeback in less than two minutes<sup>2\*</sup>
- ✓ Up to two times faster to fade back<sup>3\*</sup>
- ✓ Only 25 seconds to sunglasses dark (category 3)<sup>4\*</sup>
- ✓ The fastest dark lens<sup>5\*</sup>

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



### GEN STYLE™: SPECTACULAR COLOR PALETTE

8 COLORS

- ✓ Widest range on the market: 8 vibrant colors
- ✓ New addition to the portfolio: the Ruby color
- ✓ Better color consistency at all stages<sup>6</sup>
- ✓ Endless pairing possibilities

For more info & availability, visit the Transitions folder at [mcleodoptical.com/library](https://mcleodoptical.com/library)



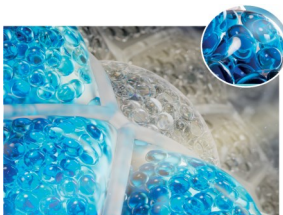
### GEN SMART™: HD VISION AT THE SPEED OF YOUR LIFE

UP TO 40%

- ✓ 39% faster vision recovery from intense bright lights vs. clear lenses.<sup>7\*</sup>
- ✓ 40% faster vision recovery during fadeback vs. previous generation.<sup>8\*</sup>
- ✓ 39.5% improved contrast sensitivity during fadeback vs. previous generation.<sup>8\*</sup>

With Transitions GEN S, experience a better vision quality, faster<sup>9</sup>.

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



### ADVANCED SYMBIOTIC 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.

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. 2. For gray polycarbonate & CR39 lenses with a premium anti-reflective coating fading back to 70% transmission @ 23°C. 3. For gray polycarbonate & CR39 lenses fading back to 70% transmission @ 23°C, compared to the previous generation. 4. For gray polycarbonate & CR39 lenses achieving 18% transmission @ 23°C. 5. Compared to gray lenses in the clear to dark (category 3) photochromic category. Transitions GEN S Gray lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C. 6. For gray polycarbonate lenses, compared to the previous generation. 7. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. 8. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al., A new photochromic lens improves contrast sensitivity during fadeback. 9. Vision quality improved in challenging light conditions, notably in bright to very bright light situations. Compared to clear lenses. Subject-masked cross-over randomized controlled investigation performed in 2023 on 30 healthy participants (19.2 ± 1.3 years). Testing light stress (discomfort and disability glare, photo-stress recovery) with the clear and darkest states of Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to clear 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Billy R. Hammond. Vision quality improved in challenging light conditions, notably when moving from a bright to a darker environment. Compared to the previous generation. Subject-masked cross-over randomized controlled investigation performed in 2023 on 10 healthy pre-trained participants (29.5 ± 4.0 years). Testing contrast sensitivity during fadeback with Transitions GEN S Gray 1.6 index lenses with a premium anti-reflective coating compared to Transitions Signature GEN 8 Gray 1.6 index lenses with a premium anti-reflective coating. Principal investigator Prof Pablo Artal. Accepted abstract at ARVO 2024. Duarte-Toledo R, Mompeán J et al., A new photochromic lens improves contrast sensitivity during fadeback.

**Varilux® XR series™ --powered by behavioral AI<sup>2</sup>**



EssilorLuxottica is excited to announce the recent launch of the NEW Varilux® XR series™ lenses, Varilux® XR design and Varilux® XR track, on June 27, 2023.

Varilux XR series, the latest generation of Varilux® lenses, is the first eye-responsive progressive lens<sup>1</sup> **powered by behavioral artificial intelligence<sup>2</sup>**.

Varilux XR series lenses are designed to meet the needs of today’s presbyopes, who live in an era of information overload, utilizing multiple devices and always on the go. They feature **NEW XR-motion™ technology** which, combined with the Varilux® X series™ exclusive Nanoptix® and Xtend™ technologies, provides wearers with instant sharpness, even in motion<sup>3</sup>. This breakthrough innovation makes Varilux XR series the BEST overall progressive lens<sup>4</sup>.

Beyond prescription and eye physiology, the design now considers **visual behavior**, a prerequisite for fast and precise eye movements. More than **1 million** data points from exclusive research, real-life wearer tests, wearer behavioral and postural measurements in store were computed and analyzed. The digital twin of the patient is created in its 3D environment, reproducing real life situations, to predict its visual behavior profile.<sup>5</sup> For every single wearer prescription, the visual behavior profile is established to design a progressive lens that respects their natural eye behavior.

**9 OUT OF 10 WEARERS<sup>6</sup>:**

*Felt adapted by the very first day<sup>7</sup>*



*Felt confident or very confident while in motion<sup>8</sup>*



*Perceived instant sharpness at all distances, even while in motion<sup>9</sup>*



**XR-MOTION™ TECHNOLOGY**

The XR-motion technology allows the optimization of both lenses according to the visual behavior profile of the patient through two major optimizations:

- Taking binocular vision to the next level
- Precise positioning of the focus zones

**Varilux XR series comes in a comprehensive personalized range:**

- **Varilux XR design**
  - ◊ PD and Fitting Height
  - ◊ Position of Wear measurements optional (vertex, panto, wrap)
- **Varilux XR track**
  - ◊ PD and Fitting Height
  - ◊ Position of Wear measurements
  - ◊ Near Vision Behavior Measurements<sup>10</sup>

**For more information on Varilux XR series, visit our Varilux folder at [mcleodoptical.com/library](http://mcleodoptical.com/library). Additionally you can take on-demand courses in our Leonardo learning center or a FREE live ABO course.**

**Visit [Leonardo.essilorluxottica.com](http://Leonardo.essilorluxottica.com), log in and scan this QR code**



<sup>1</sup>Eye-responsive defined as the consideration of two parameters in the design of the progressive lens: prescription & visual behavior. <sup>2</sup> Essilor uses Artificial Intelligence to go beyond prescription and eye physiology to understand individuals’ visual behavior using more than 1 million points of data from real wearers. <sup>3</sup>Varilux XR® series™ -in-life consumer study -Eurosyn-2022-France (n=73 high-end progressive lens wearers). 66/73 perceived instant sharpness at all distances while in motion. <sup>4</sup>Based on achieving the highest composite score among premium Progressive designs of leading U.S. competitors on 14 attributes identified as important by a survey of U.S. consumers. Measurements were the result of Essilor R&D state of the art avatar simulations 2022. <sup>5</sup>Objects distances defined in a 3D environment as a function of gaze direction thanks to gaze lowering and accommodation exclusive models. <sup>6</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). <sup>7</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers). <sup>8</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). In motion is defined as driving, walking, and biking. <sup>9</sup>Essilor-Varilux®XR series™ -in-life consumer study -Eurosyn-2022 -France (n=73 progressive lens wearers; 69/73). <sup>10</sup>Requires an Eye-Ruler™ 2 device to obtain measurement.