

Younger Transitions Cycle Plan Messages April-September 2018

Key Messages for period:

1. Transitions® XTRActive® lenses, DriveWear® lenses and Transitions Composite Technology (Primary message)
2. Blue light protection (Secondary message)
3. Engaging with millennial patients (Secondary message)

1. Transitions® XTRActive®, DriveWear® and Transitions Composite Technology lenses:

● Key messages Transitions® XTRActive®

- Younger offers More Choices for prescription sun protection. *Transitions XTRActive* lenses are the fastest growing part of the product line. Don't miss this opportunity!

● Recommend *Transitions XTRActive* lenses for patients who:

- Are highly concerned about sun protection (bright light/glare/UV/blue light)
 - Like the convenience of one pair for indoors/outdoors.
 - Currently wear photochromic lenses
- Younger (your Younger lab) offers *Transitions XTRActive* lenses in both gray and brown, bifocal and trifocal options-- including 1.67 and Trilogy



● Key messages DriveWear

- Younger offers More Choices for prescription sun protection. *DriveWear* lenses are engineered specifically for driving with the benefits of Transitions Light Intelligent Technology™ and Nupolar polarization AND the unique benefit of changing color to adjust to current driving conditions.

● Recommend *DriveWear* lenses for patients

- Whose number one reason for wearing sunglasses is driving
- Who drive a lot (commuters, professional drivers —delivery, transportation etc.)
- Who currently wear sun protection while driving



Key Messages for Target Accounts

- **Key messages Transitions® Composite Technology**

- Younger offers More Choices for multifocal patients looking for the benefits of *Transitions Light Intelligent Technology*. **Exclusively from Younger Optics**

- **Recommend Composite Technology for multifocal patients who want:**

- *Transitions* technology in FT polycarbonate lens. Exclusively from Younger Optics!

- **Recommend Composite Technology for multifocal wearers who want:**

- The unsurpassed photochromic performance of Transitions® Signature® VII in FT28, FT35, 7X28

- **Recommend Composite Technology (lab message) in Trivex:**

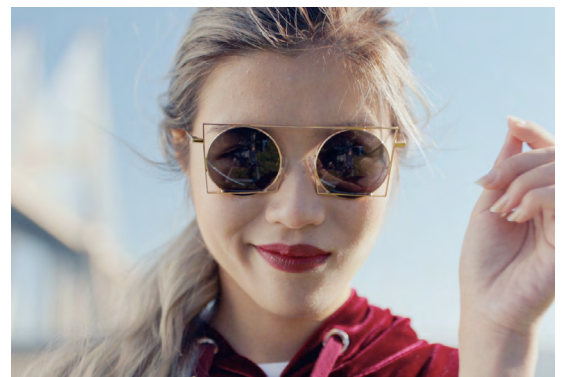
- Processes just like polycarbonate,
- 1.59 index
- Superb segment cosmetics: integral chemical bond will not separate
- Excellent impact resistance.

- ***Transitions XTRActive, DriveWear* and *Transitions Composite Technology* lenses resources:**

- **Resources:**

- **Product education:**

- [XTRActive Training video](#)
- [XTRActive Customizable Training Preso](#)
- [Photochromic Dye Chemists' Challenge](#)
- [Behind the Windshield Activation video](#)
- [DriveWear Education video](#)
- [DriveWear Color Optimization](#)
- *Transitions* Portfolio of Smart Solutions



Key Messages for Target Accounts

- Sales Aids:

- [XTRActive Sell Sheet](#)
- [XTRActive Availability Guide](#)
- [DriveWear Availability Guide](#)
- [DriveWear Brochure](#)
- [More Choices Booklet](#)

- Point of sale:

- [More Choices dispensing mat](#)
- Composite Sell in Sheet

2. Blue Light Protection

- Key messages:

- All *Transitions* lenses protect from blue light everywhere patients need it—inside and outside!
- While awareness of blue light from digital devices is well known, most patients don't know the greatest amount of harmful blue light comes from the sun! When patients know this, their interest in *Transitions* lenses increases

- Blue Light Resources:

- Product education

- [Transitions lenses and Blue Light Brief Training preso](#)
- [Blue Light training video for family of brands](#)
- [Blue Light white paper](#)
- Science of Light and Sight



Key Messages for Target Accounts

- Sales aids
 - [Transitions lenses and Harmful Blue Light Tech Notes for ECPs](#)
 - [Transitions lenses and Blue Light Trade FAQs](#)
- Point of sale
 - [Live the Good Light in store video](#)

3. Engaging with millennial patients

- Key messages:
 - Millennials are now the largest population group (ages 22-37) and many are entering the eyeglass market. Social media is key to reaching this group—some tips from *Transitions*
 - *Transitions* ad campaign is heavily targeting this group!
 - Millennials have high purchase interest in *Transitions* lenses
 - Lenses can play into style!
- Millennial Resources:
 - Product education
 - [Jump Starting Social Media Marketing](#)
 - [Finding the Style in Lenses](#)
 - [Through the Generational Looking Glass](#)



Key Messages for Target Accounts

- [Millennial Mindset](#)
 - [Observing Generations](#)
 - Recruiting Further/Light Under Control
- Sales aids:
 - [Snap Chat Sell Sheet](#)
 - [Trade video \(brand campaign\)](#)
 - [Consumer Plan](#)
- Point of sale
 - [Order Snap Chat lens kits for accounts](#)



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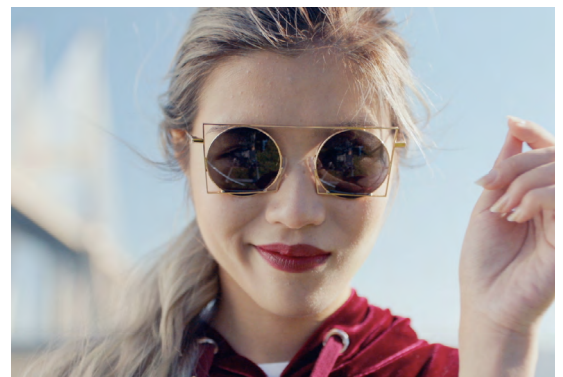
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- **Resources:**

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- [XTRActive Customizable Training Preso](#)
- [Photochromic Dye Chemists' Challenge](#)
- [Behind the Windshield Activation video](#)
- [DriveWear Education video](#)
- [DriveWear Color Optimization](#)
- *Transitions* Portfolio of Smart Solutions



Key Messages for Target Accounts

- Sales Aids:

- [XTRActive Sell Sheet](#)
- [XTRActive Availability Guide](#)
- [DriveWear Availability Guide](#)
- [DriveWear Brochure](#)
- [More Choices Booklet](#)

- Point of sale:

- Quad Lenses Demo Card (Connect)
- [More Choices dispensing mat](#)
- Composite Technical Guide

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- Blue Light Resources:

- Product education/how to access:

- [Transitions lenses and Blue Light Brief Training preso](#)
- [Blue Light training video for family of brands](#)
- [Blue Light white paper](#)
- Science of Light and Sight



Key Messages for Target Accounts

- Sales aids/how to access:
 - [Transitions lenses and Harmful Blue Light Tech Notes for ECPs](#)
 - [Transitions lenses and Blue Light Trade FAQs](#)
- Point of sale/how to access:
 - [Live the Good Light in store video](#)

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 - Consumer campaign sell in sheet
 - Consumer video
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- Millennial Resources:
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