



# Five Patient Questions You Should Be Ready For

A survey, sponsored by Transitions Optical, revealed the five most common questions patients ask their eyecare professional about photochromic lenses.

## 1: Do photochromic lenses work in the car?

Photochromic lenses react primarily to UV light. That's why they change when you're in the sun yet remain clear indoors. The glass in car windshields blocks most UV light. That's why most photochromic lenses do not provide sufficient darkening in the car.

However, the special photochromic molecules in Transitions® XTRActive® lenses responds to both UV light and natural (visible, clear or white) light, so they are able to darken in the car - something no ordinary lens can do!



## What you can say:

*"Most photochromic lenses do not sufficiently darken in a car. If that is important to you, I would recommend Transitions XTRActive lenses. They are designed to activate while driving by reacting to both UV and visible light. For many of our patients this is enough to help with glare while driving. Or, you may want to have a pair of polarized sunglasses for the times you are driving directly into blinding glare."*

## 2: How dark do photochromic lenses get?

Photochromic performance varies by the amount of light available and temperature. Much progress has been made in Transitions® photochromic dyes to provide more consistent darkening even in hot climates and even in the shade. Transitions® Signature® lenses with Chromea7™ technology darken to an average range of 73% to 88% tint depending on conditions including UV levels and temperature. Transitions XTRActive lenses are the darkest Transitions lens especially in high temperatures.



## What you can say:

*"Outdoors in sunlight, Transitions lenses can get as dark as sunglasses. If the level of darkness is important to you, I'd like to tell you about Transitions XTRActive lenses - the darkest Transitions lens available. The nice thing about all Transitions lenses is they automatically adjust their level of darkness as the conditions change. Many of our patients appreciate the mid-tint on cloudy days or in the shade compared to a sunglass which is too dark or a regular lens that doesn't darken at all."*

### 3: How quickly do photochromic lenses fade back to clear?

Much faster than they used to! For *Transitions* lenses, most of the fadeback occurs in the first 5 minutes. For example: a *Transitions Signature* gray lens, coming indoors to a 72 degrees room will fade back from 12% transmittance (or 88% tint) to 60% transmittance (or 40% tint) in about 5 minutes. This can vary depending on temperature and UV exposure. The best way to handle this question is often by showing patients the product – particularly if you are wearing *Transitions* lenses yourself – and explaining how *Transitions* lenses have come a long way since they were first introduced.



#### What you can say:

*“Transitions lenses will start to fade back to clear as soon as UV rays are no longer present. I want to point out that Transitions lenses are not the same as they were five years ago. The newest Transitions Signature lenses with Chromea7 technology allows the lenses to fade back twice as fast as the previous generation. They get very clear indoors. Look how clear mine are!”*  
*(Demonstrate your own lenses or demo lens.)*

### 4: If I wear photochromic lenses, does that mean I don't need a separate pair of sunglasses?

Some patients may believe they will never need sunglasses if they have *Transitions* lenses. It's good to reinforce that *Transitions* will seamlessly adapt to many different lighting conditions throughout their day while also blocking UV and reducing exposure to harmful blue light. There are occasions when patients may want a second pair, like polarized sunglasses for driving or reducing blinding glare on water and snow.



#### What you can say:

*“Transitions lenses will be replacing your regular everyday clear lenses. They will always help protect against UV and harmful blue light – especially if you don't have your sunglasses handy. How do you spend your days? I think an additional pair of polarized sunglasses would serve your needs and provide added benefits for you so no matter what environment you find yourself in – indoors or outdoors – you'll be comfortable and protected.”*

### 5: Aren't they expensive? Does my insurance cover them (photochromic lenses)?

Remember, price is what you pay, value is what you get! Your patients don't know what is special about their purchase and what the benefits are to them. Every vision insurance plan varies. It is important to review the benefit with your patients (after making a full recommendation) and position any benefit provided as a discount off the overall cost of their lenses.



#### What you can say:

*“I encourage you to think about the value of the lenses. Considering that you will be wearing them every day, and the added protection and comfort they provide, I think they're worth it. It's great that you have a vision plan that is going to serve as a discount towards the lenses. With your specific vision insurance plan, \_\_\_% of your Transitions® lenses will be covered. Keep in mind that you may also have some flex dollars that you can put toward the purchase. My priority is to help you find the best solution for your health and visual comfort – and I believe this includes Transitions lenses for you.”*