

ESSILOR PODCAST TRANSCRIPTION

EPISODE #1 Shining a light on Transitions®

Name, Last Name, Role	Transcription
Generic Intro, Olivier Lasselle, Host	Welcome to Essilor's Eye Pod Canada, a podcast for ECPs where we talk vision care with industry experts and discuss the latest from the world of eyeglass lenses.
Intro, Olivier Lasselle, Host	Good morning everyone. Today we'll be talking vision tech and specs with our Transitions' certified Essilor Experts. We're going to be shedding some light on Transitions lenses. Joining us is our optometrist, Doctor Kiran Ramesh, owner of Vision Care Center located in Scarborough, Ontario. Good morning, Kiran.
Dr. Kiran Ramesh, Optometrist	Good morning, Olivier.
Olivier Lasselle, Host	We'll be talking with Kiran about the technical side of Transitions lenses. We're also joined by Wael Yassein, optician and owner of The Eye Shoppe in Oshawa, Ontario for more than 30 years. Good morning, Wael.
Wael Yassein, Optician	Good morning, Olivier.
Olivier Lasselle, Host	Wael will be telling us about the latest styles, some of the interactions he has in store with customers and those looking to update their eyewear. So we'll start with you Kiran. Once again, thanks for joining us. Before diving into the latest from Transitions, we'd like to briefly go back in time to the development of photochromic eyeglass lenses. Firstly, what was Transitions' role in the development of these lenses and when did they first bring them to market?
Dr. Kiran Ramesh, Optometrist	What's interesting is, photochromic lenses came onto the market in about the 1960s and they were just glass lenses. At that point, the problem was if someone had a prescription where one eye or one lens was thicker than the other lens, they would change at different speeds. So someone would have a darker lens and a lighter lens. So, there was a lot of innovation in the 1980s. A lot of companies tried to come out with plastic versions of this to try and get rid of the issues that we were having with the glass lenses. But it wasn't until the 1990s that Transitions actually came out. And even though there were still some problems with, you know, yellow tinting and then not changing fast enough, Transitions did something that was really interesting. They gave a satisfaction guarantee. And can you guess how many people actually return them? What percentage would you think? What would you guess?
Olivier Lasselle, Host	Wildest guess, I'd say maybe 10%?
Dr. Kiran Ramesh, Optometrist	So, there is only a 1% return rate. And that's what Transitions did, and that's how they brought it onto the market, with a really good satisfaction guarantee. Which means a lot of people were actually interested in Transitions lenses.

Olivier Lasselle, Host	It's interesting that you mention the satisfaction guarantee has been around for so long. It sounds like even in the early days Transitions really did believe in the product they had. So I guess my question is how would consumers benefit from these improvements today?
Dr. Kiran Ramesh, Optometrist	So that's no longer an issue. They are clear when you're indoors. As long as you're not in front of any UV light, which when you're indoors, you should not be. And they transition three times faster and they clear up three minutes faster than they have in the past. So, Transitions has done a phenomenal job of really updating their technology.
Olivier Lasselle, Host	Now you mentioned the technological aspect of Transitions. Obviously, they've come a long way since the early days and feedback from the consumers has clearly played a role in developing the technology. So keeping that in mind, how would you say the technology has changed over the years?
Dr. Kiran Ramesh, Optometrist	There's so much that they've done. I mean, they've made it faster, which is, I think the number one thing. And they've engineered the technology so that it actually changes and adapts the way your eyes adapt to light. So right when you walk into a dark room or a bright room, your eyes don't automatically adapt, and that's sort of what Transitions do as well. But some of the other things that they've done, is they've made it so when you are outside, the lens actually gets darker, so it wasn't always dark enough and people would complain that the sunglass portion of it wasn't dark enough. One of the other things that they had issues with, was that there were problems with transition time and temperature sensitivity. And so they decrease the amount of issues that are related to the temperature.
Olivier Lasselle, Host	So when you say temperature, do you mean like in the winter time? Are they more likely to get affected than, say, in the summertime by the heat?
Dr. Kiran Ramesh, Optometrist	Well, even in the summer when there's extreme heat, they weren't always getting as dark. If it's 45 degrees or 40 degrees, they don't necessarily get as dark. But they decreased the amount of issues they were having with that in the past. Because in the past it was a lot worse.
Olivier Lasselle, Host	And it's not just light and dark, there is a range depending on the amount of light there is?
Dr. Kiran Ramesh, Optometrist	It's definitely more affected by the UV light. So it's a UV light that actually causes the transition. However, in extreme heat and extreme cold, the temperature can cause a little bit of a variation on how quickly they do change colours. But in general, I mean very, very few people would ever come back and say anything with regards to that. We don't ever really actually have a return based on that, but that's something that we definitely educate our patients on.
Olivier Lasselle, Host	Now you say temperature affects it. So when it's hot, it transitions faster and when it's cold it transitions a bit slower?
Dr. Kiran Ramesh, Optometrist	When it's extremely hot, it's still transitioning fast. However, it's not getting as dark.
Olivier Lasselle, Host	OK. Interesting. Now, for example, say you're inside and you're in a room with neon lights. Is that going to affect it in any way?

Dr. Kiran Ramesh, Optometrist	No. (laughs) So if you're in a room where there are windows and there's not proper UV protection on your windows, which is I guess a good gauge on whether you need to replace your windows or not, then yes, your lens might have a slight tint to it. So same thing in the car, because your windshield has UV protection on it, they will not turn darker. But if you're indoors, same thing, they should not turn darker unless your windows are actually penetrating the UV light. So I mean, to me that would be a gauge. "Hey, I need to get some new windows done."
Olivier Lasselle, Host	Essentially, the lenses are a bit more intuitive than we would think. You know it's not just, "OK when there's a light, they go dark, and then when there's not, they go clear."
Dr. Kiran Ramesh, Optometrist	Exactly. They only go dark when they see UV light. When they're exposed to UV light.
Olivier Lasselle, Host	Well, now we're going to turn over to the style side of things with our expert, optician Wael Yassein. What kind of questions are customers asking about Transitions, and how are you guys equipped to answer these questions?
Wael Yassein, Optician	Well, in our office, I'm involved in an eye clinic. So in our waiting room we have brochures, we have samples and we have a big-screen TV with a video loop of all our lens options, including the Transitions family of lenses. And of course, all the staff wears Transitions, the ophthalmologist, the optometrist. So by the time the patient is in the refracting lane getting their eyes examined, they've already seen a little something about Transitions and they feel a little more comfortable asking their eye surgeon, who is about to have their cataracts or they've had their cataracts. And it just starts a conversation with them. So by the time they come to the dispensary, the seed's been planted, let's just say, for Transitions and they just feel more comfortable having that conversation. So to answer your question, I don't think a lot of them would know very much about it, but the fact that we initiated it in the waiting room during their eye exam really helps to educate the patient.
Olivier Lasselle, Host	And I mean, would you say you've ever been surprised by, say, a client's knowledge of them? I mean, are there some that come in knowing quite a bit about the product? Or do they all just kind of know the bare minimum?
Wael Yassein, Optician	Absolutely. It shocks me sometimes. Not just how much the patient knows. Obviously, you can Google anything. But, how they've even initiated the conversation with the ophthalmologist. Which is, from what I understand, very rare, but not so rare in our office. But when they know that the person that just finished their eye surgery and had a diamond knife to their eye was wearing Transitions lenses, it really helps them to talk about it openly.
Olivier Lasselle, Host	Kiran in your experience, you know people that come into the store, how well do they seem to know Transitions?
Dr. Kiran Ramesh, Optometrist	I think I would agree with him. We do something similar, plant the seed. But otherwise, it's people that come in and they say right off the bat. You know, we'll say "OK, we're going to pass you off to the optician" and they'll say "I want to make sure my lenses transition." And we always say "for sure" because it's something that we add on to every lens. But those people that know, they want, and they will make sure they express it. And I'm quite surprised at how much people know more about Transitions versus even just regular lenses like

	<p>progressives and stuff. So, they're pretty adamant, and they really like it. Once people have it, I think about 87% will love them once they've tried them.</p>
<p>Olivier Lasselle, Host</p>	<p>So those who buy, you know, initially, usually tend to come back and ask for the same.</p>
<p>Dr. Kiran Ramesh, Optometrist</p>	<p>100%.</p>
<p>Olivier Lasselle, Host</p>	<p>And so, Wael in your case, when you're selling the lenses to customers, what's your point of focus? Do you tend to focus more on how they look or more on the functionality?</p>
<p>Wael Yassein, Optician</p>	<p>Well, given that we're part of an eye clinic, three ophthalmologists, three optometrists. Our main goal is ocular health and maximizing vision. That's very important to us. In all the years that I've been an optician, I have never had anybody come into the office and say to me, "I need to have this prescription filled, but just don't make me see quite as good as I'm capable of." (laughs) You know, that just doesn't happen. So our main concern is ocular health and maximizing vision. And how Transitions family can play a part in that.</p>
<p>Dr. Kiran Ramesh, Optometrist</p>	<p>But it's always fun to do the fashion part of it! I think to his point, we all talk about the health benefits. And that's an easy sell. But then it's fun to say, you know what, here's all these different colours. People get really excited that they've got that health benefit, and they're getting a fashion benefit.</p>
<p>Olivier Lasselle, Host</p>	<p>Well, I mean that kind of leads us to the latest. The latest styles I mean. Obviously for those who do show interest, how do you usually get them through the range of choices available from, say the new Style Colors Gen8 lenses.</p>
<p>Wael Yassein, Optician</p>	<p>Once the patient picks out a series of frames that they may be interested in, we show them all the different style colours. What's best for that particular frame colour. But one thing we also do is, you know having a video, having a brochure, all that's great. But nothing beats putting a pair on. Having them go outside, look around. Some people like to look through an amber lens more so than the Transitions brown lens, and some people like to look through the sapphire. So it's nice that they're given a choice, but it's even better that they can actually put it on and walk outside. Walk outside on a cloudy day. Walk outside on a sunny day, and experience it. And with the UV lamp there they can also see how quickly it comes back, and it just makes it that extra step of satisfaction when choosing the Style Colors. And yes, Kiran, it is kind of fun too.</p>
<p>Dr. Kiran Ramesh, Optometrist</p>	<p>It is fun. We created an actual style bar, so we've got every frame or every Style Color in different frames. And so whatever colour you're thinking, you can go and try it on in a unique frame. So, it's fun because, rather than going to a bar and getting some drinks, you get to go to a bar and get some different glasses. (laughs)</p>
<p>Wael Yassein, Optician</p>	<p>It always surprises me how that seems to be more exciting than picking out the actual frame. I mean, we're so used to it, but when someone says "you mean I can get a sapphire colour to match my..." like they just look so shocked and so happy almost that, it would have been boring if they got a regular colour. You know, it really brings out something that they never thought of when they walked in.</p>

Dr. Kiran Ramesh, Optometrist	And especially the kids. The kids really enjoy that which is great, so it's good to start them young.
Olivier Lasselle, Host	Well, and that's the other interesting thing, you know, you see a lot of people from, say, older generations wearing Transitions lenses, but you don't see it as often with people from the younger generations. Would you say that's changed recently with some of the latest offerings from Transitions?
Wael Yassein, Optician	Absolutely. I think that an older demographic is what Transitions was more geared to initially. But with the latest Style Colors is it really has opened up the demographics. And really has attracted that fashion-forward younger audience. It's really broadened our demographics considerably. And like Kiran said, with kids, I mean, kids don't make a lot of choices regarding their health and to give them free rein to pick a colour, I mean that doesn't happen too often for kids.
Olivier Lasselle, Host	Well, I imagine there's more interest in Transitions now that they do have lenses like the Style Colors that offer a range, whereas before it was, you know, either light and dark. Now there's a whole range of them, so they can really kind of go in and customize them.
Wael Yassein, Optician	Absolutely!
Olivier Lasselle, Host	Interesting. Well, thanks to both of you for joining us today, where we've taken a first glance at Transitions lenses with some insights from our optometrist, Doctor Kiran Ramesh and our optician Wael Yassein. Next episode, we'll be continuing our conversation by taking a closer look at some of the misconceptions surrounding Transitions. In the meantime, go to the section for professionals at essilor.ca and stay tuned for upcoming episodes of Essilor's Eye Pod Canada.