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Transitions Optical Launches New Consumer Website in Canada

Dynamic site features light sensitivity quiz and product resources

PINELLAS PARK, Fla., January 7, 2020 – Transitions Optical today launched updated French and English consumer websites in Canada, with new tools to help consumers better understand their eyecare and eyewear needs. Transitions.com features dynamic video content showcasing product functionality and provides an overview of the technology behind the company's newest product, *Transitions® Signature® GEN 8™* lenses.



"Our website is a critical channel to communicate with consumers, as we know that many like to do online research before visiting their eyecare professional," said Patience Cook, director, North American marketing, Transitions Optical. "The new site is

simple, vibrant and intuitive, to help the visitor easily understand the product benefits of *Transitions* lenses, as well as conditions like light sensitivity, that may be affecting them."

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New or updated site content includes:

- **Transitions Signature GEN 8** – information about the technology breakthrough and product improvements in the newest generation of *Transitions® Signature®* lenses
- **Product information** about the full family of *Transitions®* lens products – including *Transitions® XTRActive®*, *Transitions® Vantage®*, *Transitions® Drivewear®*, *Transitions® Signature®* lenses style colors, *Transitions® XTRActive®* lenses style mirrors and the new contact lens in partnership with Johnson & Johnson Vision ACUVUE® OASYS with *Transitions™ Light Intelligent Technology™*
- **A Light Sensitivity Quiz** to help patients learn how light impacts their eyes and life daily – the quiz offers suggestions for products that may help lessen sensitivity to light
- **An ECP locator** for consumers to find a provider of *Transitions®* lenses nearby.

For additional information, visit [Transitions.com](https://www.transitions.com).

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

Product leadership, consumer focus, and operational excellence have made the *Transitions®* brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions® Light Intelligent Lenses™*, visit [Transitions.com](https://www.transitions.com) or [TransitionsPRO.com](https://www.transitionspro.com).

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or christina.gregory@redhavas.com.