



FOR IMMEDIATE RELEASE

Contact

Courtney Myers

Red Havas

412 512 6542 tel

courtney.myers@redhavas.com

Patience Cook

Transitions Optical

813 997 2574 tel

pcook@transitions.com

Transitions Optical Launches “Get the Real Thing” Contest in Canada

Patients can win prizes through registration of the Transitions® Certificate of Authenticity

PINELLAS PARK, Fla., September 11, 2020 – Transitions Optical has launched a promotion to drive awareness about the importance of making sure patients receive authentic *Transitions*® lenses when purchasing *Transitions* photochromic lenses. The “Get the Real Thing” promotion rewards select eyecare professionals and patients for registering their lenses using the *Transitions* lens Certificate of Authenticity (COA) after receiving their lenses. The promotion will run from September 1st through December 2020.

“We know the vast majority of people who tried *Transitions*® *Signature*® GEN 8™ lenses were satisfied with them,” said

Patience Cook, director, North America marketing. “It’s important that when patients ask for *Transitions* brand lenses, they receive the authentic product. The certificate of authenticity helps provide confidence to both patients and ECPs that they are getting the high-quality product they have asked for.”

Additional Contest Details

Transitions Optical 9251 Belcher Road, Suite B Pinellas Park, FL 33782
727-545-0400 tel 727-546-4732 fax www.Transitions.com



The contest asks eyecare professionals to give patients a COA when dispensing their *Transitions* lenses. The eyecare professional should show the patient the registration field and instructions, including the ECP's location ID number on the back of the COA. The patient should register their lenses on the *Transitions* Certificate of Authenticity [page](#), including their ECP's location ID. Once registered, patients are eligible to receive one (1) monthly prize, including Bose® SoundLink® II wireless headphones. Eyecare professionals are eligible to win *Transitions* lens branded gift packs.

ECPs interested in receiving additional marketing resources to promote the contest, including a flyer, small posters and social media visuals, can contact *Transitions* customer service at cscanada@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.

Contact *Transitions* Customer Service Experience at cscanada@transitions.com for any questions or to find out more about free marketing tool resources.

#

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