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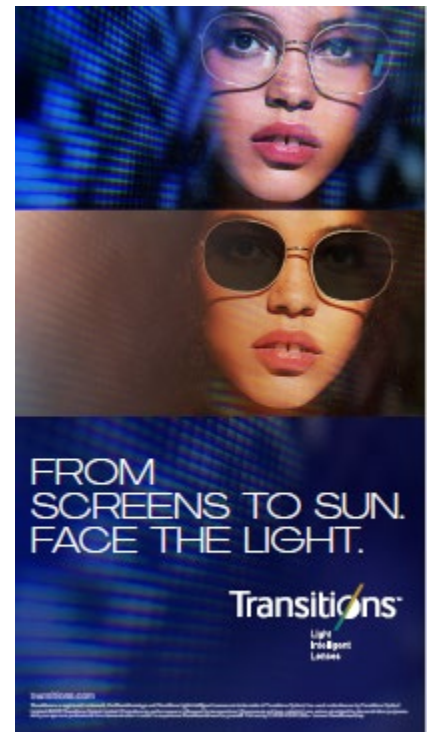
Transitions Optical Announces New “From Screens to Sun. Face the Light.” Campaign

From ultraviolet to harmful blue light¹, Transitions lenses help to protect the eyes across light situations.

PINELLAS PARK, Fla., June 21, 2022 – As screen time and exposure to harsh lighting, both indoors and out, continues to rise for eyeglass wearers, Transitions Optical’s new campaign—“From Screens to Sun. Face the Light.”—aims to reinforce the superiority of its lenses in helping to enhance the vision experience and protect the eyes from ultraviolet rays and harmful blue light¹, indoor and outdoor.

Need for Dynamic, Light Protective Eyewear Amplified

A recent Transitions Optical study found that since the beginning of the COVID-19 pandemic, 66% of prescription eyeglass wearers said they spend more time in front of digital screens and 22% of



¹ “Harmful blue light” is calculated between 380nm and 460nm.

-more-

consumers report spending more time going outside into bright sunshine².

As a consequence, eyeglass wearers are becoming more aware of the important role lenses play in helping to protect and preserve their eye health—with 75% agreeing that lenses should help to protect from both ultraviolet light and harmful blue light¹.

Eyecare professionals have also taken note of the pandemic's effect on their patients' eye health. In fact, more than 70% of eyecare professionals agree that their patients have become more focused on eye care and protection since the pandemic began².

“Increased exposure to ultraviolet rays and harmful blue light¹ emitted by the sun, harsh indoor lighting and electronic devices are putting consumer's eyes into overdrive,” said Brian O'Neill, Global Vice President Innovation, Technology & Operations, Transitions Optical. “Our new campaign is reinforcing the superiority of *Transitions* lenses when it comes to helping eyeglass wearers to face the intense light situations they encounter in their daily lives.”

The new campaign assets—including static and animated visuals, videos and social media posts— will communicate how the entire portfolio of *Transitions* lenses:

- **Block 100% of UVA and UVB rays**
- **Help protect against the sources of harmful blue light¹** from digital devices and screens indoors to bright sunlight outdoors
- **Help to reduce glare** by optimizing the amount of light consumers' eyes receive

To receive the free marketing resources, please contact Customer Service Experience at cscanada@transitions.com

About the *Transitions*[®] Brand

Transitions[®] eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light¹ protection, while always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the *Transitions*[®] brand one of the most

² Transitions Optical, Global Consumer Sentiment and Behavior, Multi-country survey (AR, AU, CO, FR, IT, SG, ZA, UK, US), Q4 2020, People Research, N=6,403/N=700 per country. Eyeglasses wearers agree to say Top2Boxes.

recognized consumer brands in optics. For more information about *Transitions® Light Intelligent Lenses™*, visit Transitions.com or TransitionsPRO Canada.

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