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Transitions Optical in Canada Introduces the 2023 Transitions Certified Live Events

Industry professionals can earn their Transitions Specialist certification during in-person events.

MONTREAL, Feb. 14, 2023 – Transitions is hosting Transitions Certified Live events for eyecare professionals to earn their Transitions Specialist certification during in-person training events. Transitions Certified Live will begin in the United States and later be hosted in various cities across Canada. The events will offer attendees the opportunity to learn from experts and the Transitions R&D team, interact with technical specialists, and experience *Transitions*® lenses firsthand through product demonstrations.

Transitions Certified Live will begin in New York, N.Y. on Saturday, March 18 at Vision Expo East*. Additional tour dates across Canada will be announced following the first event in New York.



In addition to growing their expertise in light management and *Transitions*® *Light Intelligent Lenses*™, attendees will also earn access to materials designed to better prepare them to interact with patients. Materials include:

- A certificate delivered on site recognizing their Transitions Specialist status
- A lapel pin to wear in the office

- A social post to utilize on practice social channels
- And more...

Attendees that bring two additional team members from their private or independent practice will also become a Transitions Certified Provider with special status on Transitions “Where to Buy” online locator and receive access to exclusive resources to share with patients.

“The Transitions Certification Program has been reimagined as Transitions Certified Live, which provides all of the program's advantages in person,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “Attendees will get the opportunity to interact with Transitions experts and products while learning more about light management and *Transitions* lenses at the unique learning events.”

Eyecare professionals interested in attending the Transitions Certified Live event in New York can learn more and register for the New York event at [Transitions.com/CertifiedLive](https://www.transitions.com/CertifiedLive).

About the *Transitions*® Brand

Transitions® *Light Intelligent Lenses*™ and shields set 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 *Transitions Light Intelligent Lenses*, visit [Transitions.com](https://www.transitions.com) or [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

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* Must be registered for Vision Expo East to attend.

Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests.

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.

