



FOR IMMEDIATE RELEASE

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Transitions Optical Offers New *Transitions*® GEN S™ Training Program

Industry professionals can earn continuing education credits and become Transitions GEN S certified by completing the course

MONTREAL, Aug. 19, 2024 – Transitions Optical, in collaboration with the Opticians Association of Canada (OAC), is launching a new *Transitions GEN S* certification program. This initiative aims to support eyecare professionals' continuing education and equip them with the comprehensive tools and knowledge necessary to excel with *Transitions GEN S* lenses.



This new training course explores the latest innovation from Transitions by providing insights on the incredible new technology of *Transitions GEN S*, the features and benefits of the lenses, and the wearer experience and expectations for eyewear. Participants will also learn effective strategies for addressing common patient objections and how to answer frequently asked questions on topics such as lens activation and fadeback speed, indoor clarity, and colour consistency throughout activation.

Upon completion of the one-hour training course and final quiz, participants will earn one continuing education credit (Quebec one Non-professional, Optician) and their *Transitions GEN S* certification. NACOR 1 EG, activity number 110.674 Competencies are 4.4 1.7.2, 1.7.3, 3.13.12.

- Ontario will be 1 Self-Directed, quebec 1 Domaine Non-professionnel
- CCOA Credit, Ref code OAC-2024-173

There are 2 ways for eyecare professionals to participate in the training:

1. Individual Option: Participants can complete the certification at their convenience by selecting the individual option during registration. All necessary registration fields must be filled out.
2. Office Option: This option allows multiple staff members to complete the certification together on the same screen. Each participant will take the final quiz individually, and offices must complete all registration fields to identify their office.

Certified *Transitions GEN S* specialists will also receive access to Transitions' monthly newsletter, which shares the latest Transitions information, marketing tips, ideas, best practices, and exclusive content for your social media. If at least three individuals from the same office complete the certification process, either individually or together as an office, the office or clinic will become a Certified Transitions® Distributor with a special badge on the Transitions.com store locator.*

Eyecare professionals and practices interested in the new *Transitions GEN S* training can learn more and earn their certification at Opticians.ca/event/TransitionsGenS_Online.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, 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*® GEN S™ and the product line, please visit Transitions.com or Transitions.com/en-canadapro/.

* Independent eyecare practices only. Practices must carry all products and colors to be eligible.

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