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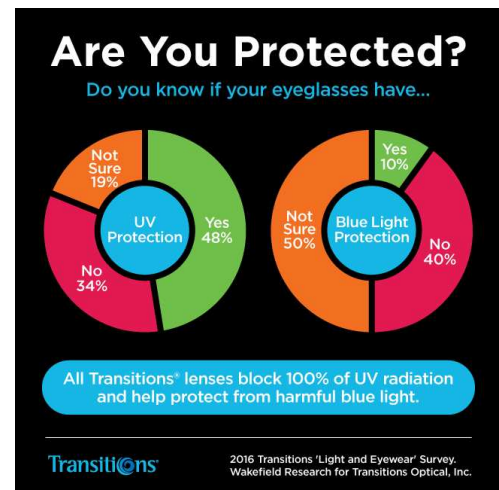
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Transitions Optical Survey Reveals How Canadians Prioritize Light Protection: From UV to Blue Light

NEW YORK, April 14, 2016 – Exposure to UV rays and harmful blue light are both on the minds of Canadians, but most people are more knowledgeable about UV, according to a new “Light and Eyewear” survey¹ from Transitions Optical, Inc.

When asked which types of light are harmful to the eyes long term, most Canadians identify sunlight (73 percent agree) as well as light from digital screens like computers or smartphones (56 percent believe this). An even greater percentage is interested in eyewear that provides protection from these light sources. When asked about their prescription eyeglasses, 84 percent of Canadians say that UV protection is important in their lenses, and nearly 70 percent feel the same way about blue light protection. Despite wanting this protection, there is a lack of awareness around whether their prescription eyeglass lenses block what Canadians want it to block. One in five Canadians is not sure if his or her eyeglasses have UV protection and half are uncertain about blue light protection.



“The fact that many Canadians want protection from UV rays and harmful blue light suggests that most patients want their eyecare professional to educate them about which lenses offer these protection benefits,” said Isabelle Tremblay-Dawson, senior marketing manager, Canada,

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Transitions Optical, Inc. “Even though discussions around the dangers of harmful blue light are at the public forefront, we are finding that many Canadians are misinformed about the sources of harmful blue light, and aren’t aware that *Transitions* lenses already help provide protection.”

The Transitions Optical survey revealed that only 8 percent of Canadians can correctly identify three common sources of harmful blue light (digital devices and screens, fluorescent lights and the sun). More specifically, less than one in five know the sun emits harmful blue light, when it’s actually the largest singular source, emitting over 100 times the intensity of electronic devices and screens. Scattered blue light can also cause haze and glare, interfering with vision and causing eye fatigue.

All *Transitions* lenses block 100 percent of UV radiation and filter harmful blue light under all conditions.

Indoors, *Transitions* lenses filter harmful blue light emitted by artificial sources such as digital devices and LED lights. Outdoors, they darken to help provide even more protection from harmful blue light, intense glare and UV rays from the sun.



Transitions® Signature® VII lenses block at least 20 percent of the harmful blue light indoors, which is up to two times more than standard clear lenses,*² and they block over 85 percent outdoors. Transitions® XTRActive® lenses help provide more protection than *Transitions* Signature VII lenses – they provide even more protection against blue light everywhere you need it by blocking at least 34 percent*² of the harmful blue light indoors and 88 percent to 95 percent of harmful blue light outdoors. Transitions® Vantage® lenses also reduce exposure to harmful blue light, blocking at least 34 percent*³ indoors and over 85 percent outdoors.

Eyecare professionals can find more information at TransitionsCanadaPRO.ca/BlueLight.

About Transitions Optical

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

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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* lenses, visit Transitions.com or TransitionsCanadaPRO.ca.

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NOTE: For high resolution images, please contact Maria Heintzinger at 724-766-1868 or Maria.Heintzinger@havasww.com

¹ Online survey conducted by Wakefield Research on behalf of Transitions Optical, Inc., among 1,002 Canadian adults, ages 18-69, between February 29th and March 10th, 2016.

² *Transitions® lenses block 20% to 36% of harmful blue light indoors excluding CR607 Transitions® Signature® VII products which block 14% to 19%. The 2 times comparison refers to typical clear 1.50 and polycarbonate hard-coated lenses.

³ *Transitions® XTRActive® lenses and Transitions® Vantage® lenses block 34% to 36% of harmful blue light indoors excluding CR607 Transitions® XTRActive® products which block 27% to 31%.