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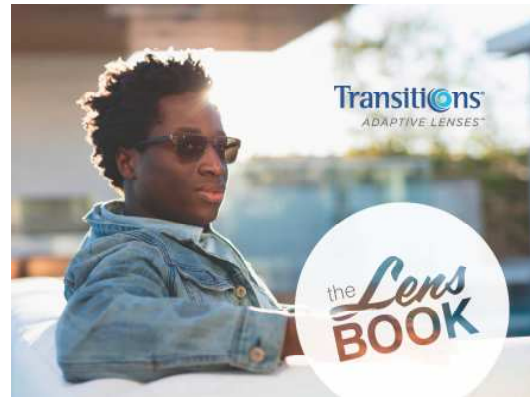
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Transitions Optical Launches New Canadian 'Lens Book' and More Digital Content Featuring Influencers

PINELLAS PARK, Fla., July 28, 2016 – Making it easier for eyecare professionals to share stories of influential and authentic Transitions® lens wearers with patients, Transitions Optical, Inc. has released a new '[Lens Book](#)' and online videos that feature many familiar Canadian faces.

The newly launched '[Lens Book](#)' is Transitions Optical's take on the classic "lookbook" tool used in many areas of fashion. The Lens Book showcases a collection of photography and quotes from *Transitions* lens wearers including Alyssa Garrison, blogger, Random Acts of Pastel; Ryan Horne, optician and eyewear stylist; and Laurence Leboeuf, Canadian TV and movie actress. The pages also highlight why these trendsetters have chosen *Transitions* lenses to help protect their eyes and bring out the best in everything they see.



"Our Lens Book is designed to inspire eyeglass wearers to see just how well their frame and lens choice can show off their unique sense of style," said Patience Cook, director, North America marketing, Transitions Optical. "Plus, because the Lens Book and the photography and video collection we were able to create feature several trendsetters from the Millennial

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generation, we are giving our partners what they need to challenge younger wearers' perceptions about photochromic lenses."

Eyecare professionals can now find videos and photos featuring the following nine influencers wearing their *Transitions* lens of choice at [Transitions.com/en-ca/beyond-the-lens/](https://www.transitions.com/en-ca/beyond-the-lens/).

Ali Inay [@inayali](#)
Photographer

Alyssa Garrison [@randomactsofpastel](#)
Blogger, Random Acts of Pastel

Laurence Leboeuf [@RealLaurenceLe](#)
TV and Movie Actress

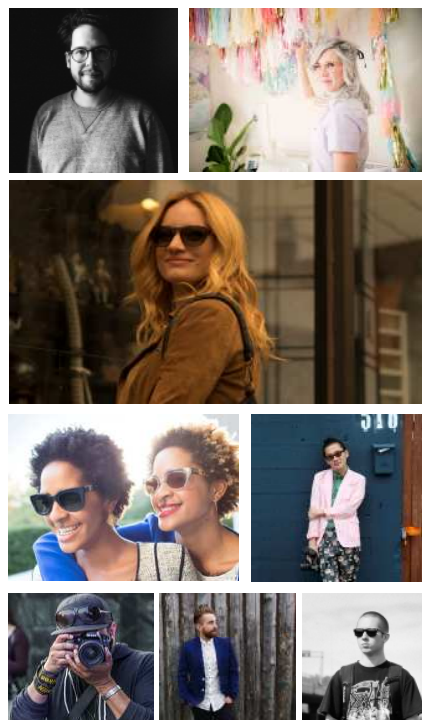
Coco and Breezy [@cocoandbreezy](#)
Fashion Entrepreneurs and Eyewear Designers

Phil Oh [@MrStreetPeeper](#)
Photographer behind the street-style blog Street Peeper

Robbie Stilez [@stilez](#)
Photographer

Chris Amat [@christopheramat](#)
Photographer and Designer

Vincent Brilliant [@montrealismes](#)
Photographer



The Transitions® lens influencers are pictured above.

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.

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](https://www.transitions.com) or [TransitionsPRO.com](https://www.transitionspro.com).

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