



FOR IMMEDIATE RELEASE

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Transitions Optical Gives Eyecare Professionals the Tools to “Live the Good Light™” with 2017 Consumer Advertising Campaign Kit

New York City, March 31, 2017 – Coinciding with the April 17 debut of Transitions Optical's new *Live the Good Light™* television commercial in Canada, eyecare professionals can now order a free point-of-sale starter kit to leverage the power of the new Transitions consumer advertising campaign in their practices.

The campaign kit is designed to arm eyecare professionals with the newest demonstration tools, staff training and sales materials from Transitions Optical so they can help their patients *Live the Good Light*.

“Our vision with the new campaign kits is to make sure eyecare professionals have the latest information on *Transitions®* lenses and that they are displaying materials that reflect what consumers are seeing online and on TV through our campaign efforts,” said Patience Cook, director, North America Marketing, Transitions Optical. “The assets inside the kit provide helpful strategies that should serve as a nice complement to our eyecare professional partners’ patient outreach and business-building efforts.”

Eyecare professionals can order the campaign kit by contacting Transitions Customer Service at customerservicecanada@transitions.com or 1-877-254-2590.

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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.

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