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## Transitions Optical Launches New, User-Friendly Website as Resource for Canadian Eyecare Professionals

Pinellas Park, Fla., April 20, 2017 – Transitions Optical has unveiled a new, streamlined website for Canadian eyecare professionals, giving them instant access to recent product education resources and Transitions® brand assets for their practices.

The new website can be found by visiting [Transitions.com](http://Transitions.com) and clicking on the Transitions PRO tab. While on the site, eyecare professionals can find downloadable information and assets within the following four categories:



- **Educational Tools: Product Knowledge** – The latest information on the *Transitions*® family of products, including self-guided trainings, Tech Talk videos, product brochures and FAQs
- **Marketing Assets** – Various resources for integrating the *Transitions* brand into a practice's marketing and social media efforts, including product logos, images, infographics, and instructions for ordering point-of-sale materials
- **Blue Light** – A wealth of information on how to protect patient eyes from harmful blue light, including videos, a study guide, a white paper and tech notes

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- **White Papers** – Top-notch research about photochromic technology, serving culturally diverse groups, fostering healthy sight and harmful blue light

“We’re always evolving the *Transitions* brand by adapting to the changing needs and desires of eyecare professionals and their patients, which means making sure our online resources for eyecare professionals are modern and up-to-date as well,” said Patience Cook, director, North America Marketing, Transitions Optical. “This new website for Canadian professionals is easier to navigate because we’re immediately directing visitors to the resources they look to Transitions Optical for: product education and marketing resources. We’re dedicated to providing eyecare professionals with access to timely and high quality information from Transitions Optical, and believe visitors will find the content included on this new site valuable.”

Eyecare professionals can visit the new website at [Transitions.com](http://Transitions.com) and take advantage of the resources available.

### **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*<sup>®</sup> brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit [Transitions.com](http://Transitions.com).

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**NOTE: For high resolution images, please contact Brian Ackermann at 412-477-4312 or [Brian.Ackermann@havas.com](mailto:Brian.Ackermann@havas.com)**