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Transitions Optical and New Look Eyewear Say 'Aloha' to Summer with an Educational Event for Canadian Media on Sun Protection

Pinellas Park, Fla., June 8, 2017 – Transitions Optical, in conjunction with New Look Eyewear, welcomed summer on Wednesday, May 31 with an invite-only event in Montreal, where 17 Canadian media, bloggers and influencers were in attendance. During the event, attendees learned about the importance of protecting the eyes from the sun and were given the opportunity to try on fashionable frames fitted with *Transitions*® lenses.

The event welcomed numerous influencers, including Lauriane Bélair and Lolitta Dandoy, Fashion is Everywhere, Virginie Pichet, Le Cahier and Lauriane Bergeron, Le blog de LB, to learn all they could about the *Transitions* brand. Also in attendance were employees from New Look eyewear – including two of the company's *Transitions* lens ambassadors who educated attendees on the



Transitions Optical and New Look Eyewear employees pose with their *Transitions* lenses during the event - the indoor and outdoor location allowed for the perfect opportunity to try out the lenses.

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importance of protection from UV and harmful blue light and why *Transitions* lenses are the ideal solution.

Each of the 17 attendees received a gift bag with a \$1,000 gift certificate redeemable at New Look Eyewear locations for a pair of eyeglasses with *Transitions* lenses.

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 Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com