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## New Kids' Resources from Transitions Optical Provides Educational and Marketing Tools for Eyecare Professionals

PINELLAS PARK, Fla., August 14, 2017 – To help eyecare professionals better understand and treat young patients, Transitions Optical has released new kids' resources featuring staff education and marketing materials.

Today's kids, also known as Generation Z, make up more 22 percent of the Canadian population and have unique eye care needs compared to adults and kids of previous generations. The kids' resources from Transitions Optical include information on the importance of vision in childhood development, the necessity of regular eye exams and the need to protect kids' eyes from damaging UV and harmful blue light.



The materials also contain information on prescribing and dispensing corrective eye care to kids. *Transitions*® lenses are an ideal choice for Gen Z because they seamlessly adapt to the perfect tint, in any light. Plus, they help protect from UV rays and harmful blue light from digital devices, and especially bright sun.

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There is also a range of marketing materials from social media graphics to counter cards available to help eyecare professionals promote their practice and highlight the importance of vision care for kids.

The Transitions Optical kids' resources can be viewed online and downloaded by visiting [Transitions.com/Kids](https://www.transitions.com/kids).

### **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).

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**NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or [Michael.Battisti@havas.com](mailto:Michael.Battisti@havas.com).**