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Transitions Optical Announces 2018 Partnership with Celebrity Jessica Mulroney

PINELLAS PARK, Fla., March 8, 2018 – To kick off the New Year, Transitions Optical is debuting a new consumer influencer campaign in Canada aimed at demonstrating the benefits of Transitions® lenses for the young, style-conscious wearer. With a focus on appealing to patients in the millennial generation and younger, Transitions Optical will use the campaign to highlight new colour and mirror options for *Transitions* lenses that will give younger patients more ways to customize their personal style in *Transitions* lenses.

The face of the new social campaign will be Jessica Mulroney, stylist and guest expert on Cityline. Jessica will appear in Transitions Optical Canadian marketing materials across social and earned media, including on the Transitions Optical social channels and as well as Jessica's own social media network.



Eyecare professionals can visit

Transitions.com/Beyondthelens beginning in June, to learn more about the partnership and to share campaign images and videos demonstrating new ways to customize *Transitions* lenses to a patient's style. The campaign will also be promoted on Transitions Canada's [Instagram](#), [Facebook](#) and [YouTube](#) pages.

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About Transitions Optical

Transitions Optical is the leading provider of 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 Christina Gregory at 724-261-8332 or Christina.Gregory@havas.com.