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Transitions Optical Launches Snapchat Try-on Experience with *Light Under Control™* Consumer Campaign

PINELLAS PARK, Fla., May 17, 2018 – In conjunction with the launch of the new *Light Under Control™* campaign to consumers, Transitions Optical has partnered with Snapchat to create an interactive augmented reality try-on experience. This Snapchat lens enables users to experience the adaptability of Transitions® lenses on a platform relevant to them and their lifestyle. In the Snapchat try-on experience users can see themselves in different eyeglass frame styles, in fun indoor and outdoor environments, and watch the lenses darken as the scenes go to daytime outdoor settings.



Users can find the *Transitions* lens experience in the Snapchat app or scan the custom *Transitions* Snapcode.



"The new *Light Under Control™* campaign is all about encouraging patients to embrace their personal sense of style with *Transitions* lenses and incorporate this technology into their lifestyle," said Patience Cook, director North America marketing, Transitions Optical. "The Snapchat lens will help people see that everyday eye care can be hassle-free, smart, and stylish."

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Transitions Optical Launches New Brand Identity and Light Under Control™ Campaign to Consumers

The new Snapchat try-on experience is part of the consumer launch of the new Transitions Light Under Control™ campaign that aims to bolster the company's efforts to attract new wearers and recruit a younger generation of eyeglass wearers to the photochromic lens category. Inspired by research showing that 87 percent of eyeglass wearers report being sensitive to light,ⁱ the *Light Under Control™* campaign leverages disruptive imagery and revitalized language to pique consumer interest and inspire and create a desire for the category among eyeglass wearers. Two new TV spots "Noah & Avery," and "Reed" showcase the brand as modern and relevant by featuring younger, style-savvy consumers. The commercials can be previewed at the campaign's website, www.LightUnderControl.ca.



"We know style and customization are important to young eyeglass wearers. Glasses are part of their personal identity. The *Light Under Control™* campaign encourages consumers to personalize their glasses, including the lenses, to reflect their lifestyle," said Chrystel Barranger, president of Essilor Photochromics and Transitions Optical. "Eyecare is the ultimate combo of self-care and self-expression."

The Transitions lens experience will be available through the custom Snapcode until mid-October.

Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

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® Light Intelligent 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.

ⁱ87 percent of wearers aged 18-65 say they sometimes or often experience light sensitivity. Source: Transitions Optical wearers test. US/France/China. 2016-17.