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Transitions Optical and Essilor Canada Launched *Transitions*® *XTRActive*® Style Mirrors
New product debuted at exclusive pool party in downtown Toronto

PINELLAS PARK, Fla., August 1, 2018 – Transitions Optical in partnership with Essilor Canada hosted an exclusive event last night at the Addison's Backyard in downtown Toronto to celebrate the launch of the *Transitions*® *XTRActive*® style mirrors. The event—The *Transitions*® Lenses Style Mirrors Ball Pit Pool Party—allowed attendees to experience the new style mirrors, which add fashionable mirror effects to *Transitions*® *XTRActive*® lenses.

During the party, attendees and social media influencers had the opportunity to try on the *Transitions* *XTRActive* style mirrors lenses, paired with fashion frames—while listening to well-known New York City DJ duo and *Transitions*® brand ambassadors Coco and Breezy. The addition of five new lens options to the *Transitions*® family of products enhances patients' ability to customize their eyewear. The *Transitions*® new style mirrors offer the same protection from UV and also help protect against harmful blue light—so patients can have the perfect balance of protection and style.

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New Transitions XTRActive Style Mirrors

Mirrored glasses continue to be in style, and the new *Transitions XTRActive* style mirrors create an on-trend mirror finish with a hint of colour. The new mirror colours are:

- **Gold**
- **Silver**
- **Violet Blue**
- **Copper (coming soon)**
- **Blue Green (coming soon)**

Outdoors these lenses have a mirror finish and provide intelligent visual comfort and hassle-free protection from UV and Harmful Blue Light, thanks to the advanced *Transitions XTRActive* technology. Indoors the mirror fades to a light reflection with a hint of colour. *Transitions XTRActive* style mirrors are a compelling second pair offering for clear and existing *Transitions* lens wearers.

About 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 Christina Gregory at 724-261-8332 or Christina.Gregory@havas.com.