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Transitions Optical Canada to Offer *Transitions*® Style Collection Launch Kit

Launch kit to include materials for POS and education on new style products

PINELLAS PARK, Fla., Sept. 17, 2018 – Transitions Canada announces the release of an official *Transitions* style collection launch kit, which includes several materials to help eyecare professionals debut the new *Transitions*® *Signature*® Lenses style colors and *Transitions*® *XTRActive*® Lenses style mirrors products in their practice.

The kits will be distributed in September and will include:

- A welcome letter introducing the new style products and POS materials
- A pack of consumer brochures
- A *Transitions*™ pen
- A dispensing mat with inserts featuring the new style products
- A sell sheet for the new style products
- A *Transitions*® Style Collection Guide (Freestyle Guide) on pairing the new style products with frames
- A dispensing tips handout on recommending *Transitions*® style collection lenses

To order a launch kit or for more information on *Transitions Signature* style colors and *Transitions XTRActive* style mirrors, contact Transitions Optical customer service at customerservicecanada@transitions.com or call 1-877-254-2590.

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New Transitions Signature Lenses Style Colors

The new *Transitions Signature* style colors include Amber, Amethyst, Emerald Green and Sapphire and expand the colour choices of *Transitions Signature* lenses beyond the iconic colours of grey, brown and graphite green. These new colour options allow wearers to create their own unique look without sacrificing their vision.

Offering the same world-class features and benefits of Chromea7™ technology (optimal comfort, protection and indoor clarity) the *Transitions Signature* style colors will be available in a variety of materials including 1.50, polycarbonate and 1.67 in single vision and progressive designs.

New Transitions XTRActive Lenses Style Mirrors

The *Transitions XTRActive* style mirrors include Flash Gold, Silver, Violet Blue, Copper (coming soon) and Blue Green (coming soon). Outdoors these lenses have a mirror finish and provide light 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.

The *Transitions XTRActive* style mirrors will be available in polycarbonate in single vision and progressive designs.

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.