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Transitions Optical Announces the Launch of *Transitions*® *Signature*® Gen 8 Coming Soon

PINELLAS PARK, Fla., Jan. 10, 2019 – Transitions Optical has announced the upcoming launch of the next generation of *Transitions Signature* lenses – *Transitions Signature Gen 8*. The new *Transitions Signature Gen 8* lenses are the result of over five years of product research and development and will deliver the next frontier of performance.

“Building on over 20 years of innovation, we are always pushing the limits of performance in our products,” said Chrystel Barranger, president of Essilor Photochromics and Transitions Optical. “We are passionate about bringing the benefits of light intelligence to all consumers and are excited to bring a new generation of our most popular lens offering to the market.”

Transitions Signature Gen 8 lenses will launch in Canada in fall 2019.



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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 or TransitionsPRO.com.

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@havas.com.