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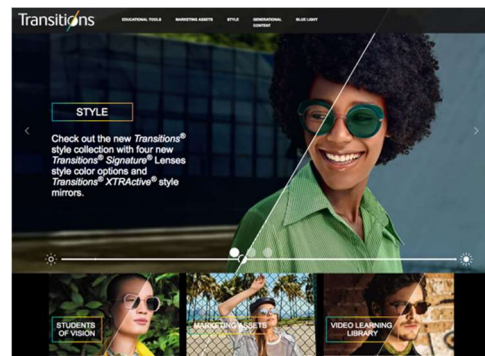
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Transitions Optical Launches Refreshed Website Exclusive to Canadian Eyecare Professionals

Pinellas Park, Fla., February 27, 2019 – Transitions Optical has unveiled an updated website exclusively for Canadian eyecare professionals—with access to educational tools, marketing materials and resources related to style, generational content and harmful blue light.

The new website can be found by visiting Transitions.com and clicking on the Transitions PRO tab. While on the site, eyecare professionals can find downloadable information and assets within the following four categories:



- **Educational Resources** – The most up-to-date tools and resources to help eyecare professionals unlock the benefits *Transitions® lenses* can have on their practice.
- **Marketing Assets** – Logos, videos and images featuring Transitions Optical's rejuvenated brand and the *Transitions® Light Under Control™* campaign.

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- **Style** – Updated materials include information on the *Transitions® Signature®* lenses style colors and *Transitions® XTRActive®* style mirrors and how to talk to patients about the new products.
- **Generational Content** – Insights driven by research about how patients across all generations—including Millennials—shop for eyeglasses.
- **Blue Light** – A wealth of information on how to protect patient eyes from harmful blue light, including videos, a study guide, a white paper and tech notes.

Canadian eyecare professionals can visit the new website at Transitions.com and take advantage of the resources available.

About Transitions Optical

Transitions Optical is the leading provider of plastic 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 Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com