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Transitions Academy 2019 Helps Attendees Stay “Light Years Ahead”

ORLANDO, Fla., FEBRUARY 12, 2019 – Over 915 industry professionals from thirty-one countries in North and South America gathered last week at the J.W. Marriott Grande Lakes in Orlando for the 23rd annual Transitions Academy. During the two-day, invitation-only event – themed “Light Years Ahead” – attendees took part in professional development and product technology workshops; heard from experts and educators on marketing and industry trends; and learned from their peers and partners.



During Monday morning's **opening session**, attendees were welcomed with an exciting performance and opening remarks from Jose Alves, general manager, Americas. Next, to set the stage for how the *Transitions*® brand is staying “Light Years Ahead,” Chrystel Barranger, president, Essilor Photochromics and Transitions Optical introduced how the brand is innovating to bring light management solutions to even more wearers in 2019.

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The morning continued with a **session on light** presented by Mark Rea, Ph.D., professor of architecture and cognitive sciences at The Lighting Research Center at Rensselaer Polytechnic Institute, where attendees learned the science behind light and how it is measured.

Catherine Rauscher, senior global director of business innovation, Transitions Optical and Jackie Henderson, vice president of marketing, Johnson & Johnson, North America, then took the main stage to share the latest news on **ACUVUE® OASYS Contact Lenses with Transitions™ Light Intelligent Technology™**. Next, John Schubach, director of lenscaster sales highlighted Transitions Optical's current product innovation partnerships.

Luc Nouvelot, director of global R&D, and Elise Bioche, vice president of global



marketing demonstrated even more genius technology with **Transitions® Signature® Gen 8™**, which offers a new frontier of performance. Barranger then returned to the Academy stage to share why *Transitions®* lenses are ideal for all patients.

After Monday's general sessions, the **Transitions® Light Intelligent Technology™ Experience** provided Academy attendees with a deeper understanding of the latest innovations and allowed them to experience the *Transitions Light Intelligent Technology* first-hand through eight different stations.

Later, attendees reconvened for a presentation from **Jeremy Gutsche** on how to pinpoint opportunities, accelerate modernization and enable a culture of change followed by four innovation workshops.

"This year is an important milestone for our company, and we are honored to have both long-standing and new partners share in our celebration of innovation," said Alves. "The theme 'Light Years Ahead' allowed attendees to see how Transitions Optical is leading the photochromic category through technology and product advancements that will extend light management to even more people—whether they are spectacle wearers, contact wearers or motorcycle riders," said Alves.



The energy of Transitions Academy continued to build as Tuesday commenced with an overview of Transitions Optical's **2019 marketing and consumer outreach plans** led by Patience Cook, director, North America marketing, Rose Harris, senior associate director, channel marketing strategies and Vanessa Johns, director, Latin America marketing.

Tuesday's curriculum focused on how eyecare professionals (ECPs) can keep themselves and their businesses Light Years Ahead. Attendees learned how to set goals and map out a plan to get there during **Martin Lespérance's** presentation. Then during **See the Light: Creating the Why and the How**, doctors, opticians and lens sales reps, reviewed the best practices on how to integrate *Transitions* lenses into the patient journey, and how they can be prescribed to all patients.

The afternoon continued with industry best practices on how to grow and connect with



customers online and through social media with presentations by **John Rampton** and **Samantha Toth**. Mel Robbins then joined the Academy stage to give the keynote presentation—**Five Second Rule**—all about how ECPs can increase productivity, collaboration and engagement.

After the final curriculum session, attendees heard closing thoughts from Alves. Then, Drew Smith, director, North America channels, led Transitions Optical's **2018 Transitions Innovation Awards program**. The six category winners were as follows: Professional Eyecare Associates of America (PECAA) was named Best in Training; Sheena Taff was named Best in Marketing; Costco Optical was named Canada Retailer of the Year; National Vision Holdings, Inc. was named U.S. Retailer of the Year; Weaver Eye Associates was named Eyecare Practice of the Year; and Amanda Rights, O.D. of Blue Ridge Vision, was named the 2018 Transitions Brand Ambassador.

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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