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**Transitions Optical Engages Consumers with Outdoor Boardroom, New Virtual Try-on Tool and Advertising Campaign**

Pinellas Park, Fla., July 16, 2019 – Transitions Optical has engaged consumers in a variety of ways this summer with the debut of a free outdoor boardroom for public use, a new consumer Facebook virtual try-on tool and the launch of this year's consumer campaign.



In June, professionals in Toronto could book hour-long outdoor meetings in Transitions' free Sun Session Boardroom to escape the fluorescent bulbs of indoors and experience *Transitions® Light Intelligent Lenses™*.

Located outside the lively Royal Bank Plaza, the

boardroom was nearly full during its operation and allowed both boardroom visitors and passerby to have meaningful interactions with the *Transitions®* brand, learn about *Transitions®* lenses and test the product out first-hand.



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Beyond the in-person experience, Transitions has also given consumers another way to try out *Transitions Light Intelligent Lenses* through a newly launched Facebook virtual try-on tool. With this tool, people can see how they look indoors and outdoors in the many colour options of *Transitions® Signature®* and *Transitions® XTRActive®* lenses, including *Transitions Signature* style colors and *Transitions XTRActive* style mirrors.

Additionally, Transitions launched a new consumer campaign in April which will generate over 200 million impressions nationwide through both television and digital. The campaign's digital plan combines display banners, videos, paid search and social media reaching out to younger wearers. Eyecare professionals interested in receiving POP materials to share in their practice/stores can contact Transitions customer service at [customerservicecanada@transitions.com](mailto:customerservicecanada@transitions.com) or 1-877-254-2590.

### **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](http://Transitions.com).

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**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@redhavas.com](mailto:Christina.Gregory@redhavas.com).**