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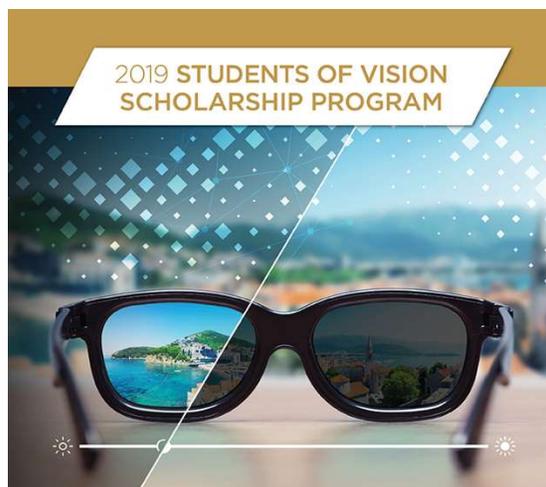
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Transitions Optical and the Opticians Association of Canada Announce the 2019 Students of Vision Scholarship Winners

Three students will receive scholarships of \$2,500, \$1,500 or \$500 for sharing outstanding plans for recommending lens technology

PINELLAS PARK, Fla., Dec. 18, 2019 — Transitions Optical and the Opticians Association of Canada (OAC) are proud to announce the winners of the 2019 Students of Vision Scholarship program: Naomi Kwong, Patricia Sanvictores and Mona Samani.

- Naomi Kwong, a student optometrist at the University of Waterloo, will be awarded the grand prize scholarship of \$2,500.



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- Patricia Sanvictores, a student optician at Douglas College, will be awarded a scholarship of \$1,500.
- Mona Samani, a student optician studying at Georgian College, will be awarded a scholarship of \$500.

Entrants were tasked with describing their plan to recommend lens technology to patients/consumers by crafting a video, presentation or essay entry. Submissions were reviewed by a panel of judges and evaluated based on their demonstration of creativity, strategic thinking and ethics.

Kwong detailed her multi-faceted approach to recommending lens technology in a video submission, backed with various sources of relevant research and statistics. Sanvictores also created a video which explained the multiple tools, resources and types of patient lifestyles to consider when recommending lens technology. Samani submitted an essay which explained the various solutions lens technology could provide for patients and consumers.



Grand prize winner Naomi Kwong put together a video about her multi-faceted approach to recommending lens technology, backed with relevant research and statistics.

“With many innovative lens technologies launching every year, it is more important than ever for eyecare professionals to be aware of the various solutions they can offer their patients,” said Patience Cook, director, North America marketing, Transitions Optical. “The winners of this year’s scholarship program went above and beyond in developing a strategy to recommend the best lens technology for various patient needs and lifestyles.”

The need to help consumers better understand lens technology options inspired this year's scholarship topic. New technology for lenses is being introduced every year, and it's needed now more than ever, yet many patients are unaware of their options. For example, nine out of 10 eyeglass wearers declare they are light sensitiveⁱ, but 61% have never spoken to their optician about it and 1 in 3 feel alone when it comes to light sensitivity. In fact, 79% would like to learn more from their ECP about light sensitivity and its consequencesⁱⁱ. In terms of harmful blue light, the results are similar: 88% of millennials, 77% of Gen X and 75% of Boomers consider blue light protection important. However, only 31% of respondents knew that the sun is a source of blue lightⁱⁱⁱ.

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@redhavas.com.

ⁱ Transitions Optical life 360 live wearers testing in US, France, China (IFOP 2016/2017) – N=117 glasses wearers

ⁱⁱ Transitions Optical, MVP research in US, Dynata 2019, N=993

ⁱⁱⁱ 2017 Wave 3 Consumer Brand Tracking Results. Online survey conducted by Wakefield Research on behalf of Transitions Optical, Inc. in December 2017