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Transitions Optical Launches New *Transitions® Signature® GEN 8* Website with Marketing Resources Exclusive to Canadian Eyecare Professionals

Pinellas Park, Fla., January 23, 2020 – Transitions Optical has unveiled an updated website exclusively for Canadian eyecare professionals—with access to *Transitions Signature GEN 8™* lenses educational tools and brand marketing materials in both French and English.

“It’s important that we support eyecare professionals with the most up-to-date tools to use when discussing light management with their patients,” said Patience Cook, director, North America marketing. “We’re confident that this revamp will help ECPs better understand the breakthrough technology behind *Transitions Signature GEN 8* lenses and provide them new tools.”



The new website for professionals 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 *Transitions Signature GEN 8* section:

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- **Posters** – *Transitions Signature GEN 8* posters to hang in eyecare professionals' practices to help drive awareness and discussion.
- **Social Media/Facebook** – Logos and social-by-design images featuring the latest in eyewear technology to reach patients of all ages, including millennials, where and when they are seeking information about eyeglasses.
- **Co-branded Flyer** – Customizable tool that can include a partner marketing message.
- **Videos** – Eye-catching videos for use in practice and on ECP's social media channel that highlight the performance, protection and technology behind *Transitions Signature GEN 8* lenses.

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.