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Transitions Optical Offers Transitions Certification Program Online

PINELLAS PARK, Fla., November 5, 2020 – Transitions Optical has launched a new online training resource—the Transitions Certification Program.

The new Transitions Certification Program offers two ways to participate: one for **individual** eyecare professionals (ECPs) to become a Transitions Specialist and another for **eyecare practices** to become a Transitions Certified Provider. ECPs can become a Transitions Specialist by completing the required online training and passing a quiz. Once completed, they will receive a certificate, a lapel pin and a social post they can use. To become a Transitions Certified Provider, practices must have three ECPs from their office become Transitions Specialists. After successfully becoming a Transitions Certified Provider, practices earn a window cling to display in their office, social posts they can use and a specialised icon on the [Transitions.com](#) Eyecare Practice Locator.



In 2019 over 200,000 consumers searched for an eyecare professional using the Eyecare Practice Locator on [Transitions.com](#). The specialized icon will allow Transitions Certified Providers to stand out on [Transitions.com](#) to consumers using the Eyecare Practice Locator.

The online training series consists of several interactive training modules including Light is Life: "The Universal Needs for Light Management," Light Under Control: "The Benefits of *Transitions Light Intelligent Lenses*," Masters of Light: "The Role of a Transitions Specialist," and a fourth module *Transitions® Signature® GEN 8™*: "New Technology. New Frontier of Performance."

Although designed for eyecare professionals, other industry professionals such as laboratory representatives, customer service agents, and trainers may find the education modules valuable and are encouraged to sign up and take advantage of this foundational training program.

ECPs and eyecare practices interested in the Transitions Certified Provider Program can view the training resources, read the full program requirements and earn their certification at www.transitionscertified.com/en-ca.

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.