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Transitions Optical Premieres “The Pulse,” A Virtual Event For Eye Care Professionals from Around the World

Virtual event dives into the heart of eye care with best practices and global trends

PINELLAS PARK, Fla., January 20, 2021 – Transitions Optical is redefining what it means for eye care industry professionals to gather online through a first of its kind, global virtual event— *Transitions® The Pulse*. The Pulse event is free to attend and will broadcast on Tuesday, February 9, at 12:30 p.m. ET/9:30 a.m. PT and 6 p.m. ET/3 p.m. PT.

The broadcasts will explore the state of the industry globally, and *Transitions*

leadership will offer a sneak peek into future *Transitions®* lens products, protection and style. The event will feature internationally renowned author and **keynote speaker Doug Stephens**, founder of [Retail Prophet](http://RetailProphet.com), who will share his unique perspective on retailing, business and consumer behavior. The Pulse will include:



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- **Connect live** – watch keynotes by expert speakers on the future of the industry and the latest innovations and solutions, including OAC accredited, skills training and professional development.
- **Get close** – share best practices, look at future trends and discover fresh insights on consumers from all over the world.
- **Let us gather** – to build the strength and intelligence we need to make our business thrive in 2021.

“*Transitions The Pulse* is not just another online webinar,” said Patience Cook, director North America marketing, Transitions Optical. “We want to bring together the optical community for a virtual event with connectivity at its core. Attendees from over 42 countries will connect and learn with peers while hearing from leaders in eyecare and beyond with compelling insights to transform 2021 into a year of opportunity.”

All optical industry professionals are encouraged to attend the global event at www.TransitionsThePulse.com.

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.