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Transitions Optical Extends Successful Certificate of Authenticity Contest in Canada

Throughout 2021, patients and ECPs can win prizes through registration of the Transitions® Certificate of Authenticity

PINELLAS PARK, Fla., February 22, 2021 – Transitions Optical announced today it will extend its successful pilot contest to drive awareness about the importance of making sure patients receive authentic *Transitions*® lenses when purchasing *Transitions* photochromic lenses. The contest rewards eyecare professionals (ECPs) and patients for registering their lenses using the *Transitions* lens Certificate of Authenticity (COA) after receiving their lenses. The contest will run from February 1st through December 2021.

“We launched this contest last year and were blown away by the results – recording a 60 % increase in registrations of the COA,” said Arnaud Rajchenbach, marketing manager, Transitions Optical in Canada. “The winners were thrilled to receive amazing prizes and more importantly, we drove awareness about the value of receiving authentic *Transitions* brand lenses. We are pleased to launch an even bigger contest this year and to continue to provide confidence to both patients and ECPs that they are getting the high-quality product they have asked for.”



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Additional Contest Details

This year's contest will include additional assets for ECPs to leverage in their practice – including a contest guide, poster, counter card and social media assets. These assets will include a QR code that will drive the consumer directly to the COA registration page, giving them faster access to the page. To register, the patient will need the ECP's location ID number to write on the back of the COA that ECPs give to patients when dispensing their lenses. The patient should register their lenses on the *Transitions* Certificate of Authenticity [page](#), including their ECP's location ID. Once registered, patients are eligible to receive one (1) monthly prize, including Bose® headphones, AirPods, Bose frames, Sonos one wireless speaker or a JBL Flip 5 speaker. Eyecare professionals are eligible to win *Transitions* lens branded gift packs.

ECPs interested in receiving the COA marketing package should contact *Transitions* customer service at cscanada@transitions.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.

Contact *Transitions* Customer Service Experience at cscanada@transitions.com for any questions or to find out more about free marketing tool resources.

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@redhavas.com.