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Transitions Optical Partners with Internationally-Recognized Quebec Painter AnnLo

Partnership highlights unique depictions of vibrant colours in eyewear

PINELLAS PARK, Fla., June 21, 2021 – Transitions Optical is partnering with [AnnLo](#), an internationally known Quebec painter, who has opened her studio to create unique paintings inspired by depictions of vibrant colours in eyewear. Eyecare professionals can also take advantage of free original June social content for their own Facebook and Instagram pages.

“Our new partnership with AnnLo demonstrates the beauty of colour by marrying AnnLo’s unique works with the vibrancy of *Transitions®* lenses style colors lenses,” said Arnaud Rajchenbach, Marketing Manager at Transitions Optical. “We encourage our partners and customers to visit the Transitions Virtual Try On, which allows users to preview *Transitions®* lenses style colors virtually before their appointment with an eyecare professional. The virtual try-on is the easiest tool for consumers to try the lenses, make a choice and arrive in the clinic with a colour choice in mind.”



Consumers can stay connected to the Transitions Optical [Facebook](#) and [Instagram](#) pages for updates on the partnership with AnnLo.

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.