



FOR IMMEDIATE RELEASE

Contact

Lesley Sillaman

Red Havas

202 491 4055 tel

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical

514 622 1173 tel

arnaud.rajchenbach@transitions.com

Transitions Optical in Canada Announces “The Studio,” An In-Person Exclusive Experience for Trainers and Educators

Train-the-trainer event gives attendees the opportunity to deep dive into new Transitions innovations and elevate their approach to training

MONTREAL, QC., September 17, 2021 – Transitions Optical in Canada is hosting a unique educational experience—*Transitions® The Studio*—for industry trainers, sales reps and eyecare professionals on October 26, 2021 at the Hilton Lac-Leamy in Gatineau-Ottawa, Quebec, Canada. The audience will interact with experts on effective storytelling and patient education strategies, and Transitions training professionals as they deep dive into the *Transitions®* lens portfolio, including the new generation of *Transitions® XTRActive®* lenses and the new *Transitions® XTRActive® Polarized™* lenses. The Canada event will build on the success and key learnings of *Transitions The Studio* event in the U.S., held in June, 2021.

Eighty-four percent of eyecare professionals report that sales rep and brand consultant visits and training are an important source of information when deciding on what lens products to recommend to their patients¹. The migration to digital technologies has increased the adoption of virtual and digital training resources. This has put pressure on

¹ Transitions Optical, 2020 US ECP Brand Tracking (MSW Research)

-more-

trainers and eyecare professionals to strengthen their best practices, both digitally and in real life. Through this unique event, attendees will learn and share best practices, develop storytelling skills, and sharpen their training strategies for 2021.

“As was the case for our colleagues in the U.S., *Transitions* The Studio event will be the place to launch a new community of trainers. We want to empower the many trainers, sales reps and eyecare professionals that are advocating for and educating others on the vision, light protection and style benefits of *Transitions* lenses in any light,” said Arnaud Rajchenbach, marketing manager, *Transitions* Optical in Canada. “This event is for all coaches, trainers and reps who love the *Transitions* brand, and want to have an enjoyable and immersive experience learning and contributing to the conversation. We believe in training and we see the impact on sales and knowledge with the [Transitions Certification Program](#) for ECPs and reps and want to continue that momentum.”

Attendees will be able to increase their product knowledge on photochromics, grow as a professional, focus on educating patients or others, and build their sales, dispensing, or eyewear styling skills. Presentations will also include a deep dive into the two new *Transitions XTRActive* products launching this year, including *Transitions XTRActive* new generation lenses and *Transitions XTRActive Polarized* lenses.

To provide a safe learning environment, COVID-19 safety protocols will be in place, in compliance with local health authorities and with the Hilton Lac-Leamy. This includes physical distancing, required face coverings and proof of vaccination. Residents of Quebec provide will need to show their vaccination passport (a QR code that contains protection status as proof of vaccination). Attendees residing outside of the Quebec province will need to show proof of vaccination from their province authorities. Any international attendees, including speakers, will be required to show a negative COVID-19 test to enter Canada and return back to the U.S. This is an exclusive event with limited capacity. Trainers, sales reps and eyecare professionals interested in attending should request a spot through their *Transitions* lab or sales representative or by contacting 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.

#

NOTE: For high resolution images, please contact Michael Battisti at Michael.Battisti@redhavas.com

