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Transitions Optical and the Opticians Association of Canada Announce the 2021 Students of Vision Scholarship Winners

Three students will receive scholarships of \$2,500, \$1,500 or \$500 for addressing and resolving patient concerns in their future roles as optical professionals

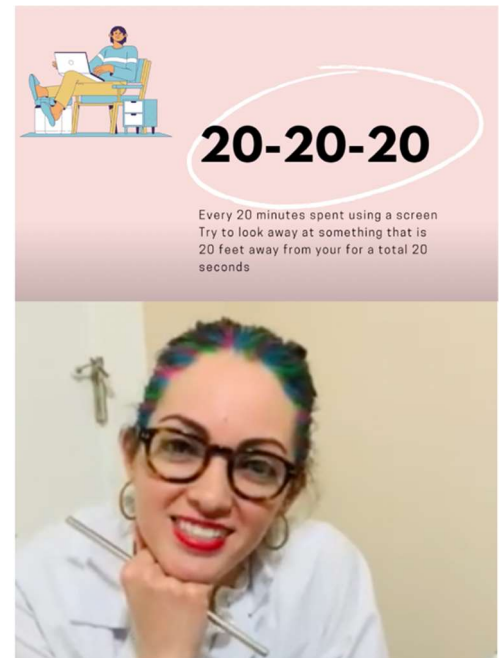
PINELLAS PARK, Fla., Dec. 22, 2021 — Transitions Optical and the Opticians Association of Canada (OAC) are proud to announce the winners of the 2021 Students of Vision Scholarship program: Rian Lam, Geneviève Carrière, and Lorena Gutierrez.

- Rian Lam, a student optician at Seneca College, will be awarded a grand prize scholarship of \$2,500.
- Geneviève Carrière, a student optician at Cégep régional de Lanaudière à l'Assomption, will be awarded a scholarship of \$1,500
- Lorena Gutierrez, a student optician at Stenberg College, will be awarded a scholarship of \$500.

Entrants were tasked with describing how they plan to address and resolve patients' heightened concerns regarding increased exposure to harmful UVA, UVB, and blue light in their upcoming role as an optical professional. Submissions

were reviewed by a panel of judges and evaluated based on their demonstration of creativity, strategic thinking and ethics.

Through a creative video, Rian offered three simple yet effective ways to reduce eye strain and exposure to harmful UVA, UVB, and blue light such as taking 20 second screen breaks for every 20 minutes spent looking at a screen. Geneviève wrote an insightful essay that highlighted the need for protective lenses to prevent long-term damage due to overexposure to light in both older and younger patients. Lorena, through a fun and engaging video, emphasized the need for protective lenses to combat the increased screen time many people are experiencing due to the pandemic.



Grand prize winner Rian shares the 20-20-20 rule to minimize eye strain from screen use. Third place winner, Lorena, emphasizes the need for protective lenses in a creative video.

“With the increase of screen time and outdoor activity as a result of the ongoing pandemic, the concern around long-term effects of harmful UVA, UVB, and blue light as also increased,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “The winners of this year’s Students of Vision scholarship understood these concerns and provided insightful and personalized solutions for their patients’ needs.”

Priorities have shifted drastically since the beginning of the COVID-19 pandemic which has individuals everywhere taking their health and well-being as precedence. This is evident in the eyecare industry who has seen patients growing more aware of the need to protect their eyes from overexposure of harmful UV rays and artificial blue light – especially in those who have

experienced an increase in screen time such as remote workers. In fact, Transitions.com traffic had increased by 194% in blue light searches¹. Additionally, these consumers are also more likely to search for an eyecare professional than consumers visiting the site for other reasons².

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](https://www.transitions.com).

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¹⁻² Transitions.com “blue light” related searched Feb-April 2021 vs. Feb-April 2020