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**Transitions Optical Canada Launches New Resources for Patients and ECPs at the Transitions [Canada PRO pages](#)**

PINELLAS PARK, Fla., December 13, 2021- Transitions Optical in Canada has announced the launch of new content now available at [Transitions.com](https://www.transitions.com) including an updated [Virtual Try-On](#) (VTO) tool and new PRO pages that detail features and benefits of the [two new Transitions XTRActive products](#). Eyecare professionals can find free marketing resources to support their day-to-day patient care on the same pages.

“We know that ECPs have limited time and want to provide the most useful information to them, and for their patients, in the most accessible way,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical in Canada. “We hope that through the release of these new resource, we can build on the momentum from this year with our new range of *Transitions XTRActive* products, educational events – both virtually and in-person – and provide updated and new ways for patients to experience the product benefits.”



Patients and eyecare professionals can find the NEW and updated VTO resources [HERE](#), featuring a new interface that allows users to try on the full mix of *Transitions GEN 8* lens colors (7) and style mirrors (3), select from extended frame selections, have access to “Tool Tips” to guide first time users, and a new “Get Advice” feature that delivers a frame and lens recommendation using face shape recognition and questions about the user. Thanks to the “Find Your Transitions” option, the visitor will be able to search for an eyecare professional near them.

The site also now features new product pages for *Transitions® XTRActive® Polarized™* and



*Transitions XTRActive* new generation lenses. [Here](#), individuals can explore the lenses and learn more about product features, vision experience, color availability, and frequently asked questions. For eyecare professionals, free marketing resources are available on the *Transitions Pro* pages where they can find materials for *Transitions XTRActive Polarized™*, *Transitions XTRActive* new generation, and *Transitions Signature Gen 8* lenses. Moreover, eyecare professionals can join the *Transitions Certified Partner Program* and become a recognized *Transitions* specialist or a *Transitions* certified provider through the free certification

program available 24/7.

### **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](http://Transitions.com).

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