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Transitions Optical Announces December Style Contest Promotion in Canada



PINELLAS PARK, Fla., Dec. 3, 2021 – To celebrate the holiday season, Transitions Optical Canada is announcing a new promotion, 'December Style Contest' which will run from Dec. 3 – Dec. 20. The contest encourages optical industry professionals to show off their winter “eye style” by posting photos of themselves pairing their favorite *Transitions*® lenses with their go-to December outfits. Participants will be entered for each photo they post on the Transitions Optical’s Canada [PRO Facebook page](#). Every

photo shared (up to 17 total) will be counted as one entry in the contest for a chance to win a \$1000 CAD gift card.

Transitions lenses come in a variety of stylish options, including *Transitions*® *Signature*® *GEN 8*™ lenses in four style colors – sapphire, amethyst, amber and emerald, as well as three iconic colours of grey, brown, graphite green, as well as the five trendy *Transitions*® *XTRActive*® *Style Mirrors* – blue violet, silver, flash gold, copper and blue

green. *Transitions* lenses can be paired with a variety of fashionable frames to create a unique look customized for a patient's individual style preferences.

“With the year coming to a close, we wanted to find a fun and interactive way to get our community engaged,” said Arnaud Rajchenbach, marketing & sales manager, *Transitions* Optical in Canada. “The ‘December Style Contest’ promotion is the perfect way for our industry friends and partners to connect with us and with each other by sharing their unique style, engage in fun conversations, and celebrate the variety of style options of *Transitions* lenses.”

Promotion rules and regulations can be found on the Facebook page, as well as further entry and winner details. The winner will be announced early January 2022.

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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