



For Immediate Release

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**Transitions® XTRActive® Polarized™ Nominated as Consumer 2022 Product of the Year™
Finalist in Canada**

PINELLAS PARK, Fla., December 7, 2021- Transitions Optical in Canada has announced that *Transitions® XTRActive® Polarized™* lenses have been selected as a Product of the Year™ Award finalist for 2022. The new line of *Transitions XTRActive* product line, including the polarized lenses and *Transitions® XTRActive®* new generation lenses, launched earlier this year and will be widely available in Canada in late Q4 or early 2022.



“We know that consumers value the benefits of *Transitions®* lenses, especially the protection from UV and harmful blue light, and *Transitions XTRActive Polarized* lenses offer the additional benefit of polarization to an everyday photochromic lens. With the two new XTRActive products, we have a wide *Transitions* portfolio that covers all patients' vision needs,” said Arnaud Rajchenbach, marketing & sales manager, Transitions Optical Canada. “We know that consumers value them especially for their indoor clarity, performance behind the windshield and extra darkness and polarization outdoors. We are thrilled to be a finalist and hope to become the winner!”

Transitions XTRActive Polarized lenses use a breakthrough, exclusive, multi-layer matrix which hosts new *Transitions XTRActive* broad-spectrum dyes for more darkness with new ultra-fast dichromic dyes that selectively absorb light waves in one direction for polarization. They are available in iconic grey. Learn more about the new *Transitions XTRActive* Polarized lenses [HERE](#).

The product will now move on to compete among other finalists to be recognized as the winner of the Product of the Year™ in Canada. The Product of the Year™ Canada contest, run annually, is the largest consumer-voted awards for product innovation in the country. The process includes a



pre-selection by a jury to cull a list of finalists, and then finalist products are voted on via a national survey by 4,000 Canadian consumers. Winners will be announced in mid-to-late December 2021.

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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