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**Transitions Optical Hosts Another Day of Education in November**

*The online training event is open to all eyecare professionals who want to experience the latest education from Transitions*

MONTREAL, October 27, 2022 – Mark your calendars for A Day of Education with Transitions Optical on Wednesday, November 2. The virtual event will give attendees the opportunity to expand their knowledge with insights from industry experts on photochromics, solutions for younger patients, light management and the latest *Transitions*<sup>®</sup> lens products – *Transitions*<sup>®</sup> *XTRActive*<sup>®</sup> *Polarized*<sup>™</sup> and *Transitions*<sup>®</sup> *XTRActive*<sup>®</sup> new generation. Canadian attendees are welcome to join the event for the latest education for Transitions. The continuing education credit for opticians and optometric assistants is pending approval.



The online event will include various sessions presented in English only between 10:00 a.m. – 4:00 p.m. EST. Attendees are not required to attend the full event and can join sessions of interest as their schedule allows. Courses and events scheduled for the day include:

- The Bright Side of Kidz, Presented by Jackie O'Keefe

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- The Power of Brands, Presented by Dr. Darryl Glover
- Bright and Effortless Light Protection for Everyone, Presented by Dr. Ryan Parker
- Recommending Multiple Solutions for Light Management, Presented by Dr. Chris Lievens
- *Transitions* Trivia Bowl
- Information regarding the Transitions Certification Program, and TransitionsPRO.com will be provided between each session

“The Day of Education event offers a great opportunity for eyecare professionals to gather virtually and learn with the latest education from Transitions being offered throughout the day,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical in Canada. “We’re proud to be hosting this event for another year and to support the continued learning of industry professionals. For us, learning is the key to better understand the brand and how it works, and for building confidence in recommending *Transitions* and addressing customer concerns.”

All optical industry professionals interested in attending the event can view the full event schedule and register free-of-charge at [TransitionsPRO.com/Education](https://www.transitionspro.com/education).

### **About the *Transitions*® Brand**

*Transitions*® *Light Intelligent Lenses*™ and shields set 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 *Transitions Light Intelligent Lenses*, visit [Transitions.com](https://www.transitions.com) or [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

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**NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or [Michael.Battisti@redhavas.com](mailto:Michael.Battisti@redhavas.com).**