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## Contact

Lesley Sillaman

Red Havas

202 491 4055 tel

[lesley.sillaman@redhavas.com](mailto:lesley.sillaman@redhavas.com)

Arnaud Rajchenbach

Transitions Optical

514 662 1173

[arnaud.rajchenbach@transitions.com](mailto:arnaud.rajchenbach@transitions.com)

## Transitions Optical Publishes Five Trends for the Optical Industry in 2023

*Trends report based on research and insights from Transitions Pro Forum Members*

PINELLAS PARK, Fla., April 12, 2023 – Transitions Optical has released a new trends report that highlights five trends for the optical industry in 2023. The report and trends were curated based on research and insights that resulted from in-depth conversations with Transitions Pro Forum members in the United States and Canada.

The report from Transitions provides an overview of five optical industry trends that today's eyecare professionals can leverage to enhance patient and staff engagement, improve overall satisfaction, and grow their practices.



The five trends are:

- Do more with every patient: understanding impacts of the pandemic.
- Keep employees engaged: addressing needs with a people-first approach.
- Focus on community: making a difference hyperlocally.
- Keep an eye on a sustainable future: offering products to meet demands hyperlocally.
- Embrace a hybrid approach: connecting with patients online and off.

“The optical industry has evolved significantly in recent years, as have the needs and desires of patients and employees,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “The trends we identified, as well as the report that followed, were created to highlight actionable changes that eyecare professionals can implement to gain a competitive advantage in the future.”

Industry professionals interested in learning more about the five trends can visit [Transitions.com/en-canadapro/education-product-knowledge](https://www.transitions.com/en-canadapro/education-product-knowledge) to download and view the report.

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

*Transitions*® eyeglass 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 [TransitionsPRO.com](https://www.transitionspro.com).

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