



FOR IMMEDIATE DISTRIBUTION

Contact

Lesley Sillaman

Red Havas

202 491 4055 tel

lesley.sillaman@redhavas.com

Arnaud Rajchenbach

Transitions Optical

514 662 1173

arnaud.rajchenbach@transitions.com

Transitions Optical in Canada Announces Dates for 2023 Transitions Certified Live Events

Industry professionals can earn their Transitions Specialist certification during in-person events.

MONTREAL, May 15, 2023 – Transitions has announced the tour dates for the Transitions Certified Live in-person events where eyecare professionals can earn their Transitions Specialist certification during the training. The events will offer attendees the opportunity to learn from experts and the Transitions R&D team, interact with technical specialists, and experience *Transitions*® lenses firsthand through product demonstrations.



Tour dates and locations for the Transitions Certified Live events include:

- **Toronto:** Tuesday, June 13
- **Vancouver:** Tuesday, June 20
- **Québec:** Tuesday, September 12
- **Montréal:** Tuesday, September 19
- **Calgary:** Tuesday, October 3
- **Ottawa:** Tuesday, October 10
- **Regina:** Tuesday, October 17
- **Halifax:** Tuesday, October 24

In addition to growing their expertise in light management and *Transitions® Light Intelligent Lenses™*, attendees will also earn access to materials designed to better prepare them to interact with patients. Materials include:

- A certificate delivered on site recognizing their Transitions Specialist status
- A lapel pin to wear in the office
- A social post to utilize on practice social channels
- And more...



Attendees that bring two additional team members from their private or independent practice will also become a Transitions Certified Provider with special status on Transitions “Where to Buy” online locator and receive access to exclusive resources to share with patients.

“The first Transitions Certified Live event at Vision Expo East was a great start and we look forward to continuing our tour across Canada,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “Attendees will get the opportunity to interact with Transitions experts and products while learning more about light management and *Transitions* lenses at the unique learning events.”

Eyecare professionals interested in attending the Transitions Certified Live events can learn more and register at [Transitions.com/canada-certified-live-tour](https://www.transitions.com/canada-certified-live-tour).

CREDITS FOR EDUCATION

The Continuing credit (1 or 2) for Opticians and Optometrists Assistants are pending for the Continuing Education.

About the *Transitions®* Brand

Transitions® Light Intelligent Lenses™ and shields set new standards of advanced performance to provide ever increasing visual comfort by helping protect from UV and filtering blue-violet light. 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 or Transitions.com/en-canadapro/.

#

Attendees are not obligated to purchase, order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests.

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.