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Transitions Optical Offers Premium Content for Back-to-School Season

MONTREAL, Sept. 14, 2023 – Transitions Optical is offering premium content around children's eye health, protection and safety for the back-to-school season. A new school year is a good time to remind parents to keep their child's eyes safe from the UV and blue-violet light they'll encounter both indoors and outside from the sun.

Children's eyes are not fully developed to adequately filter UV rays and blue-violet light, making it critical that their eyes are always protected, especially when considering [80% of learning in a child's first 12 years comes through the eyes.](#)

Transitions® lenses block 100% of UVA and UVB rays, and reduce painful glare, allowing children to see their best in any light condition. They help filter blue-violet light indoors and especially outdoors. Plus, they're available in shatter and impact resistant materials that are best for children's active lifestyles.



Transitions lenses block 100% UV & filter at least 26% of blue-violet light indoors & at least 86% outdoors. Tests performed on grey lenses with premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISO TR 20772:2018).

Content will be available upon request, and will be inclusive of, but not limited to:

- Social media visual elements around current offerings for children and teens.
- E-mail and/or newsletter content catered towards parents to stress the importance of proper protection and solutions available at your clinic.
- Information to assist in building a sales pitch, such as how to talk to parents/kids/students about light exposure levels.
- Tools to develop your frame and *Transitions* lens package.



For access to the back-to-school premium content, please contact us
cscanada@transitions.com.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort, 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 or 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.