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**Transitions Optical Unveils Updated Website Exclusively for Canadian Eyecare Professionals**

*New website includes refreshed design, new resources and assets to help promote the newest innovation – Transitions® GEN S™*

MONTREAL, Sept. 3, 2024 — Transitions Optical has launched an updated website designed exclusively for Canadian eyecare professionals—with access to educational tools and marketing materials related to the *Transitions®* portfolio of products. The updated website also includes exclusive content on Transitions' latest innovation, *Transitions® GEN S™*, providing eyecare professionals with valuable information to learn about the new, groundbreaking technology and educate their patients about the product.



The newly designed website has been enhanced for user-friendly navigation, and can be found by visiting [Transitions.com/en-canadapro](https://Transitions.com/en-canadapro). While on the site, eyecare professionals can conveniently access downloadable resources and assets, including new content within the *Transitions GEN S* page:

- **Transitions GEN S Product Information**

- Technical brochure
- Technical one pager
- Technical white paper
- FAQ document



- Resources to help educate **consumers and patients**

- Consumer brochure
- One pager focusing on pairing lenses and frames



- **Transitions GEN S social media kit** featuring official

visuals for owned social media channels

- Static images in Sapphire and Ruby
- Animated GIFs in several colors
- Video showcasing the different lens color activations



Eyecare professionals can access the new *Transitions GEN S* menu and other content from Transitions at [Transitions.com/en-canadapro/](https://www.transitions.com/en-canadapro/).

### 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® GEN S™* and the product line, please 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@havasred.com](mailto:Michael.battisti@havasred.com)