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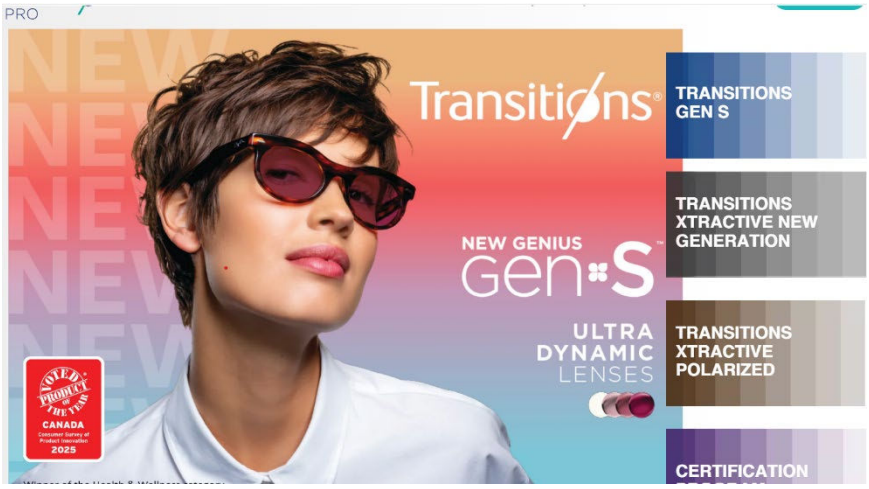
Transitions® PRO Site Gets a Refresh: All-New Resources and Tools Now Available for ECPs

New interactive content hub helps eyecare professionals easily access tools to educate and engage patients on Transitions® GEN S™ lenses and more…

Montreal, Quebec., June 3, 2025 – Transitions® Optical is excited to announce the launch of its refreshed **Transitions PRO Site** for Canadian eyecare professionals at transitions.com/en-canadapro. Featuring a new menu structure and an expanded library of downloadable content, the enhanced PRO site empowers ECPs to educate patients about Transitions® GEN S™ lenses and effectively promote in-store offerings.



The redesigned platform centralizes all key resources in one place from certification modules to social media content, giving ECPs a practical and streamlined experience when searching for tools to support patient communication.

Highlights of the New Transitions® PRO Site Update:

- **Simplified Navigation:** A refreshed menu makes it easier than ever to explore available tools and access downloads for in-store and online use.
- **The 5-Star Transitions® Color Match™ Section:**
  - One-pager that explains how the tool works
  - QR code display
  - Demo videos for staff or digital screens
  - Images optimized for ECP newsletters and social media
  - A comprehensive FAQ section to answer common patient questions
- **GEN S™ On-Demand Certification:**
  ECPs can earn 1 continuing education credit at their own pace by completing the official Transitions® GEN S™ training module online.
- **All About GEN S™:**
  A dedicated section that provides insight into the technology, benefits, and features of Transitions® GEN S™ lenses.
- **GEN S™ Social Media Kit:**
  Includes B2C videos, static visuals and gifs, and pre-packaged social media posts

-more-

that are ready for ECPs to use on their channels to drive engagement and awareness.

Together, these updates support eyecare professionals in confidently recommending Transitions® GEN S™ lenses while also ensuring that patients fully understand their benefits and customization options.

"From in-depth education to easy-to-share media, our upgraded PRO site is designed to be a one-stop resource for Canadian ECPs," said **Arnaud Rajchenbach**, Marketing & Sales Manager at Transitions Canada. "We want to simplify the communication process, help practices grow their Transitions business, and ultimately enhance the overall patient experience."

To explore the new tools and start downloading content, visit: transitions.com/en-canadapro. For any additional information, please contact us as cscanada@transitions.com

About Transitions® Brand

Transitions®, part of EssilorLuxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors.