

Inspiring the Next Generation: Transitions® Unveils 2025 Students of Vision Scholarship Program



Montréal, Québec – October 23, 2025 – Transitions® Optical, in collaboration with the Opticians Association of Canada, is proud to announce the launch of the 2025 Students of Vision Scholarship Program. This initiative is designed to support and celebrate the next generation of opticians, optometrists, and optometric assistants. Since its inception in 2008, the program has proudly supported more than 50 students across Canada, helping to foster emerging talent and strengthen the future of the optical industry.

This year's challenge invites students to develop a creative project that demonstrates how they will inspire and educate young adults (ages 18–35) to choose dynamic lenses as part of their everyday eyewear. Participants will compete for one of three scholarships - valued at \$2,000, \$1,500, and \$1,000 - along with a pair of Ray-Ban® Meta smart glasses with Transitions® lenses. The top winner will also receive an exclusive invitation to join Canadian eyecare professionals on a trip to experience the Aurora Borealis in Whitehorse, Northwest Territories.

The program highlights the importance of connecting with younger generations who live life in motion, constantly shifting between screens, sunlight, and indoor lighting. Transitions® GEN S™ lenses are designed for this lifestyle, offering ultra-fast adaptability, enhanced visual comfort, and stylish color options that reflect individuality. Yet many young adults still associate photochromic lenses with older demographics.

"Young adults are redefining what eyewear means to them. It's no longer just about vision correction, but about lifestyle, technology, and self-expression," says **Arnaud Rajchenbach**, Marketing & Sales Manager at Transitions® Canada. "This scholarship encourages students to meet that mindset with bold ideas and real-world strategies that make dynamic lenses relevant and exciting."

Students may submit their project in the form of an essay, presentation, or video. Entries will be judged on creativity, presentation, strategic thinking, and ethics. To be eligible, applicants must be enrolled for the 2025–2026 academic year or registered for the upcoming 2026 school year.

Submissions are due by November 30, 2025, with winners announced in January 2026.

All information and details are available at <https://www.transitions.com/en-canadapro/students-of-vision/>

About the Transitions® Brand

Transitions®, part of the 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. www.transitions.com

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