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Transitions® Introduces New Back-to-School Toolkit in Collaboration with Ray-Ban®

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As families prepare for a new school year, eye health should be an essential part of every back-to-school checklist. With vision playing a critical role in learning and development, August is an important time for parents to schedule eye exams and ensure their children are equipped for success in the classroom and beyond.

Studies show that up to 80% of the information children absorb comes through vision, making healthy eyesight an important foundation for learning, discovery, and everyday activities. At the same time, today's children are spending more time than ever using digital devices while continuing to enjoy outdoor activities, increasing their exposure to both blue light and UV rays. To support eyecare professionals during this busy season, Transitions® has developed a new collection of back-to-school marketing resources in collaboration with Ray-Ban®, one of the world's most recognizable and sought-after eyewear brands for children and families.

The brand-new media toolkit includes three creative key visual concepts, providing practices with ready-to-use resources for in-store displays, social media content, patient communications, and other marketing initiatives throughout the back-to-school period.

The campaign is built around a simple but important message: healthy vision helps children learn, play, and experience the world around them. Protecting their eyes from UV rays and blue light can help support visual comfort throughout their day, whether they are in the classroom, on a device or enjoying time outdoors.

Additional information and downloadable campaign assets can be accessed [HERE](#).



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.

[Transitions Lenses | Light Intelligent Photochromic Lenses](#)

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