

Transitions

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Winter Specs Appeal With Transitions Lenses

*Celebrity Style Icon Nicky Hambleton-Jones Launches the
Winter Specs Appeal Guide*

December 2008

Celebrity stylist Nicky Hambleton-Jones launches her new Winter Specs Appeal Guide this month, in association with Transitions lenses. This convenient step by step guide is packed full of exclusive tips advising consumers on how to choose the right pair of lenses and frames, as well as featuring top tips on winter trends, protecting eyes this winter and expert make-up tips. Consumers also have the chance to enter a competition to win a shopping experience with Nicky as well as £500 to spend, so they'll be able to team up their perfect 'specs' with the perfect look, courtesy of the nation's leading expert in 'Specs Appeal'!

The guide features a detailed explanation and glossary of the different types of lenses available to consumers, depending on their prescription and lifestyle, as well as stressing the importance of protecting the eyes from the harmful effects of UV rays, even in the winter. This will ensure that consumers are fully aware of all the options that are available as well as helping them to choose the lenses and frames that are just right for them.



Nicky Hambleton-Jones is a household name in the UK, renowned as a top style guru and spectacle wearer. She has been working with Transitions lenses to help the nation to improve its 'Specs Appeal', highlighting the importance of regular eye care and the enjoyment and benefits of selecting the right 'specs', since 2007.

In October, Transitions lenses launched new and improved photochromic lenses, now offering even better protection against UV light, with enhanced clarity and glare reduction to help preserve healthy sight.

Research commissioned to mark the launch showed that spectacle wearers opting for photochromic lenses are exceptionally satisfied customers. Results showed the likelihood of photochromic wearers recommending them to friends was an incredible 93%, with almost every wearer stating that they are happy with their choice [98%].

Nicky's Specs Appeal guide is a must read for consumers looking to increase their 'Specs Appeal' this winter. The Specs Appeal guide is now available for free at select opticians nationwide.

For more information on Transitions lenses, visit www.transitions.com.

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