For Immediate Release

EDITORIAL BACKGROUND:

The Healthy Sight Institute is an educational and learning resource for health and vision care professionals worldwide, supported by Transitions Optical, Inc.

About Transitions Optical

Transitions Optical is the worldwide leader in photochromic lenses. In 1990, Transitions Optical became the first company to successfully commercialize a plastic photochromic lens. Transitions Optical has dedicated more than two decades of research to photochromics and optical plastics to deliver the most advanced lens technology ever developed for healthy sight – the #1-recommended photochromic lenses in the world – Transitions® lenses.

In addition to being the photochromic lens leader, Transitions Optical is recognized as a leader in industry education and promoting the need for healthy sight around the world, a reflection of its larger corporate healthy sight mission. The company believes it is no longer enough to just correct vision. Transitions Optical's mission is to build awareness of the need for healthy sight, and to offer consumers the ideal choice for their everyday primary pair of lenses, which should provide convenient protection and visual comfort in addition to enhancing the quality of vision every day. In support of this mission, Transitions Optical has established the Transitions® Healthy Sight for Life Fund to centralize and strengthen its corporate giving endeavors and provide education to help create awareness of the need for eye exams, eye protection and the enhancement of visual quality.

As an education leader, Transitions Optical is committed to providing eyecare professionals with the comprehensive and scientifically validated information they need to help provide the best vision care and vision wear to patients.

About Transitions® Lenses

Transitions lenses are the ideal everyday lens choice for healthy sight and are as clear as regular eyeglasses indoors and at night. Outdoors, when dangerous ultraviolet (UV) rays are present, the lenses automatically darken as light conditions change. Transitions lenses conveniently darken only as much as needed and can be worn comfortably year-round providing visual comfort, reducing glare and enhancing contrast, helping you see better today. Transitions lenses block 100 percent of harmful UVA and UVB rays, helping to protect the health and wellness of your eyes so you can see better tomorrow as well.

In addition to providing the most advanced technology, Transitions lenses are available in the widest range of lens materials and types, including finished single vision, semi-finished single vision, bifocals, trifocals, progressives, standard index, mid-index, high-index, polycarbonate and Trivex®.

Transitions Optical also offers several special-purpose sun lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™.

Transitions lenses have been recognized for their UV blocking properties: they were the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers and the World Council of Optometry's Global Seal of Acceptance for Ultraviolet Absorbers/Blockers.

Transitions Optical's dedication to healthy sight and the most advanced photochromic lens technologies has resulted in a superior product with a rapidly growing worldwide demand. Transitions Optical, headquartered in Pinellas Park, Florida, USA, employs more than 1,200 employees worldwide with facilities in Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Cambridge, Canada; Paris, France; Adelaide, Australia; Singapore; Mexico City, Mexico; Sao Paulo, Brazil; Bangalore, India; Tokyo, Japan and Shanghai, China.

For more information about the company and Transitions lenses, visit Transitions.com.

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CONTACT for the UK
Ellie Dixon
DSA PR, London
+44 20 7553 3700
ellie@dsapr.co.uk