

Transitions®

LIGHT UNDER CONTROL.™

Frames by RAY-BAN® - Lenses Transitions® Amethyst

Transitions® are the photochromic lens most recommended by Eyecare Professional.

SHOWING IS SELLING. Here are all the tools to present, show and better recommend all the advantages and benefits of *Transitions®* lenses to your customers. Please check any tools you need and give this document to your representative or send it to cscanada@transitions.com

↑ +4.6% growth
when you carry the entire line!*

FORM

Representative's name:

Clinic name:

Address:

City:

Postal code:

Name of your lab:

Contact person:

Email:

Phone:

Comments:

ESSENTIALS

CHECK WHAT YOU NEED



TRANSITIONS® UV LAMP

Use this lamp to create a *Transitions®* corner to engage conversation with customers.



TRANSITIONS® LORGNETTES

Grey / Brown
Graphite Green
Amber / Amethyst
Emerald / Sapphire
XTRActive® Polarized® Grey



TRANSITIONS® XTRACTIVE® NEW GENERATION DEMO CARD

Grey



CUSTOMER BROCHURE

An essential tool for presenting the line and developing your selling points.



TRANSITIONS® 24" x 36" POSTERS

Many options available.

Please contact us.

Grab customers' attention as they're walking by, in the waiting area, by the frame display or in the exam room.



TRANSITIONS® STYLE COLORS COLOR PALETTE

Great tool that shows how the color will appear with the chosen frame. Customization guaranteed!



TRANSITIONS® GREY, BROWN AND GRAPHITE GREEN PALETTE

Great tool for showing the 3 iconic *Transitions®* colors to complement the 4 *Transitions®* Style Colors.

*Global ECP Brand Tracking (MSW-ARS) - 2020 US, FR, BR, CN, IT.

TRENDS

CHECK WHAT YOU NEED



- **TRANSITIONS® GLORIFIERS**
7 colored trays.¹
\$300 + tax
Show customers how to match the frames on the trays with *Transitions®* colors.



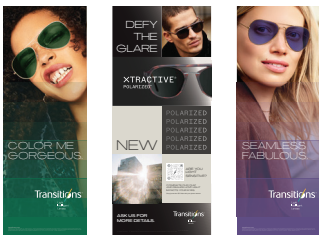
- **TRANSITIONS® XTRACTIVE® POLARIZED® UV LAMP**
\$300 + tax
The best way to convince customers than to show how polarization works!



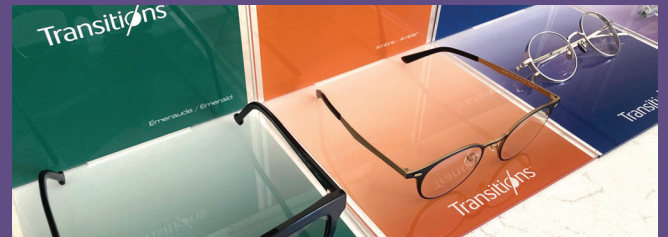
- **WINDOW OR WALL DISPLAY**
Contact us for more details and a custom quote.
Many visuals available.
Perfect for grabbing your customers' attention!



- **TRANSITIONS® RECHARGEABLE BACKLIT COLOR TOWER**
\$575 + tax
Perfect for displaying 7 frames to match *Transitions®* colors.



- **ROLL-UP BANNER²**
Prices available upon request.
Waiting area, window, mall, smaller space... this is a great way to display your colors!



+ 25%* Penetration rate
+ 26%* Sales growth

Customers shop with their eyes. So it makes sense to grab their attention with color and distinctive elements that generate interest to make it easier to talk about *Transitions®* lens colors.



TRAINING

Become a *Transitions®* specialist with the complimentary Certification Program. Quick training to learn more, develop your selling points and advise your customers more effectively based on what they need.

Become a Certified *Transitions®* Provider after 3 or more people in your practice become Transitions Specialists!

To learn more, visit transitions-certified.com/en-ca/

SOCIAL MEDIA TOOLS

Visit our PRO site to download videos, visuals, animated visuals and logos to use on your social media. You'll also find technical guides, training, and more.

→ transitions.com/en-canadapro/

- **YES**, I'd like to receive the *Transitions®* monthly newsletter (11 issues/year).

1- Frames not included. 2- Please contact us for pricing and visual options.
*Based on the experience of a KRYSS store in France.



Transitions® ACADEMY

Be recognized for your achievements and commitment to the *Transitions®* brand at the Innovation Awards presented at *Transitions®* Academy. Click **HERE** for details of the categories in which this applies.

All *Transitions®* Innovation Award finalists will win a trip for two of their team members to attend the 2024 *Transitions®* Academy in Orlando, Florida.

If you have any questions, please contact us at:

→ cscanada@transitions.com