

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



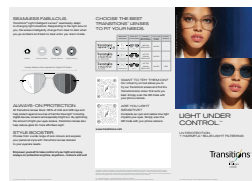
- TRANSITIONS® UV LAMP**
Use this lamp to create a *Transitions®* corner to engage conversation with customers.



- 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



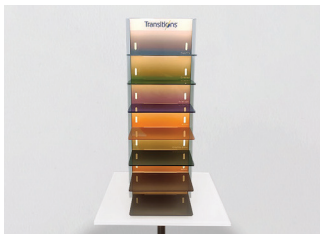
- **TRANSITIONS® GLORIFIERS**
7 colored trays.¹
\$300 + tax
Show customers how to match the frames on the trays with *Transitions®* colors.



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



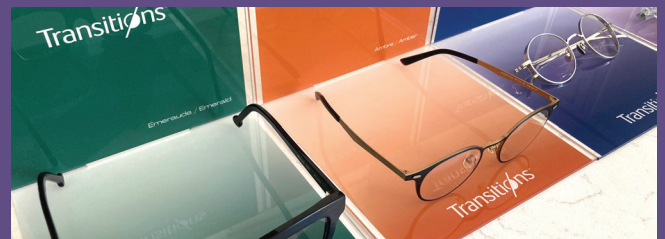
- **WINDOW OR WALL DISPLAY**
Contact us for more details and a custom quote.
Many visuals available.
Perfect for grabbing your customers' attention!



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



- **ROLL-UP BANNER²**
\$325 + tax
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.

*In Quebec, an eyecare professional subject to the Professional Code and a code of ethics may participate in the Transitions 2024 Academy or submit an application for the Transitions Innovation Awards, but must do so at his or her own expense. This includes Academy registration fees, flights, accommodation or any other related expenses. In the context of the Innovation Awards, if your application is selected as one of the finalists for the Innovation Awards, the attendance fee will be at your own expense and will not be covered by Transitions.

If you have any questions, please contact us at:

→ cscanada@transitions.com