



For Immediate Release

**CONTACT:** Susan English or Courtney Haines  
Euro RSCG Magnet  
(412) 456-4300  
or  
Mary O'Hara  
Transitions Optical, Inc.  
(727) 545-0400 ext. 7431

**NEW TOOLS THROUGH TRANSITIONS® HEALTHY SIGHT FOR LIFE FUND  
EDUCATE CONSUMERS ON THE IMPORTANCE OF EYE HEALTH**

***Web site, Video and Brochure Encourage Consumers to Be Proactive With  
Vision Care and Vision Wear***

NEW YORK, March 23, 2007 – Committed to educating consumers on the importance of protecting and preserving their “healthy sight for life” – and providing industry professionals with the resources to discuss this topic with patients on a local level – Transitions Optical, Inc. is introducing a variety of new tools that tie into the national and global efforts of its corporate giving initiative, the Transitions® Healthy Sight for Life Fund.

Eyecare professionals can use the tools – which include a stand alone Web site, informational video and brochure – to address the importance of healthy sight at every stage in life and inspire their patients to adopt healthy sight habits. Soon available in English, Spanish and French Canadian, the new materials encourage people to take the steps today – like getting regular eye exams and wearing UV protection – to optimize their vision and protect it for the future.

“The most effective way to ensure long-term change in healthy eye habits is through education,” said Bette Zaret, global corporate giving officer and vice president, global strategic marketing, Transitions. “By aligning their educational message with the Transitions Healthy Sight for Life Fund, eyecare professionals reinforce their commitment to their patients’ healthy

sight, as well as their support of the many organizations that strive to provide education and eye health solutions.”

Tools available through the Transitions Healthy Sight for Life Fund include:

- **Fund Web site** – Found at [www.HealthySightforLife.org](http://www.HealthySightforLife.org), the Transitions Healthy Sight for Life Fund Web site serves as an educational resource on healthy sight for both consumers and industry professionals. The site includes general information about the Fund and ways to become more involved, tips to enhance and protect healthy sight and a special section for industry professionals listing a number of healthy sight resources available from Transitions. Eyecare professionals with a Web presence can link to this site as an added resource for patients.
- **Healthy Sight for Life Video** – Available in English, Spanish and French Canadian, this educational video addresses the importance of healthy sight throughout life, and encourages consumers to seek out information on the ways in which they can protect and optimize their vision for the future. The video is available in DVD format, or can be viewed on the Fund Web site. Eyecare professionals can request complimentary copies of the DVD to play in waiting rooms, or even during community or educational events.
- **Educational Brochure** – Eyecare professionals can use this tool in-office to ensure their patients know the basics of proper vision care and vision wear. The brochure includes facts and statistics about the importance of vision, and describes the steps patients should take to protect their sight for the future – urging them to get regular eye exams and opt for UV-blocking eyewear such as Transitions® lenses, the #1-recommended photochromic lens worldwide.

For information about the Transitions Healthy Sight for Life Fund and eligibility to receive financial support through the Fund, or to request complimentary copies of the informational video or brochure, visit [www.healthysightforlife.org](http://www.healthysightforlife.org) or contact [healthysightfund@transitions.com](mailto:healthysightfund@transitions.com).

## **About Transitions**

Transitions Optical, headquartered in Pinellas Park, was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday lenses, Transitions lenses change from clear indoors to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose 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 Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil; Adelaide, Australia and Chonburi, Thailand. Sales offices are located in Cambridge, Canada and nine other countries.

For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit [Transitions.com](http://Transitions.com) or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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**NOTE: For a high-resolution version of images, please contact Melissa White at (412) 456-4307 or [melissa.white@eurorscg.com](mailto:melissa.white@eurorscg.com)**