



Subject **How to renew your Transitions Specialist status**
From Transitions Optical Inc <cservice@e.transitions.com>
To <hynes@streamline-communications.com>
Reply-To <noreply@transitions.com>
Date 20.12.2022 09:00

If you are unable to see the message below, [click here to view](#).



Hi Peggy,

Your *Transitions*[®] Certified Specialist status is due for renewal.

Go to **TransitionsCampus.com**.

Log in with your username and password.

Click on the Certified Specialist badge.

Complete all modules.



Each learning module is self-paced, interactive, and filled with knowledge to help you elevate your expertise. Remember to download your new certificate after completion!

Forgot your username? Don't worry, it happens. It's .

Renew Now

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Subject **Transitions® XTRActive® new generation White Paper**
From Transitions Optical Inc <cservice@e.transitions.com>
To <hynes@streamline-communications.com>
Reply-To <noreply@transitions.com>
Date 21.10.2021 13:01



DEFY THE BRIGHT WITH **TRANSITIONS® XTRACTIVE® NEW GENERATION**

Transitions XTRActive new generation lenses take advantage of all the advancements made on Transitions Optical's exclusive, new nano-composite matrix technology to break the compromise between darker and faster performance.

Read the *Transitions XTRActive* new generation White Paper to better understand the technology, the performance and how your patients can defy the bright with *Transitions XTRActive* new generation.

[LEARN MORE](#)

2020 Transitions
Innovation
Awards

WINNERS

CONGRATULATIONS TO THE 2020 INNOVATION AWARDS WINNERS

The Transitions Optical team has named the winners for its annual Transitions Innovation Awards program, which recognizes both individuals and companies for their innovative efforts to support *Transitions*® lenses.

Join us in recognizing the winners:

- Rachel Hill (St. Catharines, Ontario), Transitions Brand Ambassador winner
- Vision Care Centre (Scarborough, Ontario), Best in Training winner
- Webb Eyecare (Alliance, Bridgeport, and Scottsbluff, Nebraska), Best in Marketing winner
- Wauseon Eye Care (Wauseon, Ohio), U.S. Eyecare Practice of the Year winner
- Lunetterie Milot, Canada Eyecare Practice of the Year winner
- Dr. Tavel Family Eye Care, U.S. Retailer of the Year winner

There's still time for you to submit your entry for the 2021 Innovation Awards.
Learn more about the categories and plan to submit your entry today!

MORE INFORMATION



NOW ACCEPTING KEY INFLUENCER APPLICATIONS FOR 2022

Eyecare professionals and students of optometry and opticianry are encouraged to submit an application to be a Transitions Optical Change Agent or Transitions Student Ambassador.

Key influencers are social-savvy and are passionate about optical and sharing their knowledge with their peers. Perks include networking, trial lenses for evaluation, an invite to Transitions Academy 2022 and more.

Students apply at [TransitionsPRO.com/StudentAmbassador](https://www.transitionspro.com/StudentAmbassador), and eyecare professionals apply below.

APPLY TODAY

FRIEND & FOLLOW

TRANSITIONS® LENSES

TRANSITIONS XTRACTIVE NEW GENERATION

INNOVATION AWARDS

KEY OPINION LEADER APPLICATION PROCESS

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9251 Belcher Road | Suite B | Pinellas Park, FL 33782 USA



Subject **Test - Take 15 minutes to help you help your patients**
From Transitions Optical Inc <cservice@e.transitions.com>
To <hynes@streamline-communications.com>
Reply-To <noreply@transitions.com>
Date 20.02.2023 05:49

This is a test email sent by Jojit Franco.

NOTE: Links in this email are live in the database, so don't unsubscribe or perform actions that will change your database status.

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Hi Amanda,

What are some worthwhile activities that take about 15 minutes to complete?

- Taking a power nap
- Updating your passwords
- Reading the next chapter in your current book
- **Completing your third Transitions® Certified Specialist module!**

Take 15 minutes today and get the latest information on the #1 photochromic brand recommended by ECPs¹.

Dedicate 15 minutes to completing your first module today!

Continue My Learning

1. Transitions Eyecare Professional Brand Tracking(MSW-ARS, 2016: Brazil, Canada, Colombia, France, Germany, Italy, Mexico, Spain, United Kingdom, and United States)

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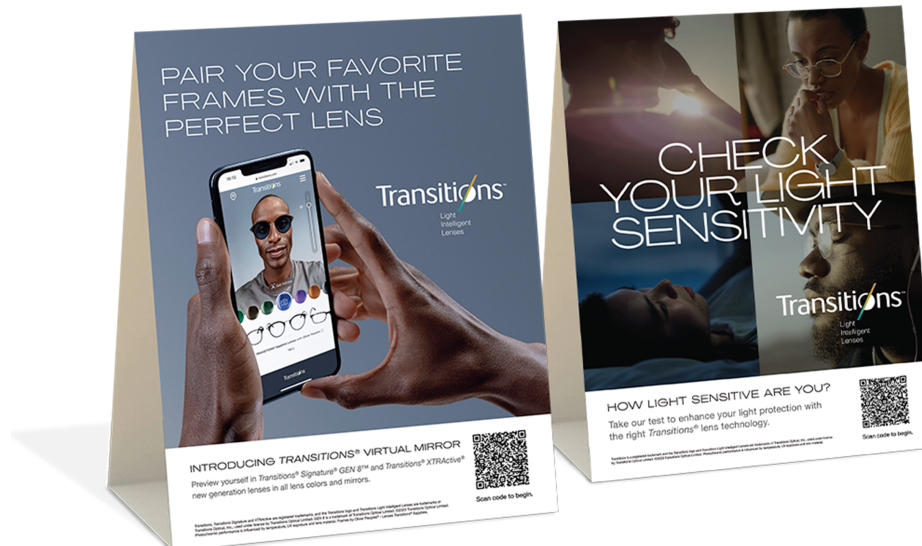
Subject **NEW In-Office Materials + Trend Report for 2023**
 From Transitions Optical Inc <cservice@e.transitions.com>
 To <hynes@streamline-communications.com>
 Reply-To <noreply@transitions.com>
 Date 02.05.2023 09:00

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As a reminder, earlier this year we paused the Transitions Connect program to reevaluate its content and make it more relevant and informative for our valued subscribers. We're thrilled to be back with new, more engaging content, and to continue to be a trusted resource for all things related to Transitions and our products. We know your time is valuable and we don't want to waste it.

Going forward, each communication you receive from us will include exclusive insider knowledge designed to enhance your expertise of *Transitions*[®] products, and tools to help you get down to business.



Seeing is Believing

Did you know that around 42 percent of Americans research their doctor's suggestions *after* a visit? (If you didn't, scroll down to our trends report for that and other useful tidbits.) That means that pointing patients toward helpful resources during their in-office visit is more crucial than ever.

TAKE ACTION:

In your next touchpoint with your accounts, utilize this flyer to help speak to the high-level benefits and NEW resources related to the *Transitions Virtual Mirror* technology and *Light Sensitivity Test*. Encourage your ECPs to order the complimentary *Transitions Counter Tent Card* to display within their optical and download the digital tool kits to leverage in their patient communications and on social media platforms!

DOWNLOAD NOW



NOW TRENDING

Combating economic uncertainty, adding value for patients, and showing your employees some love: we've got the inside scoop on the top industry trends for 2023 from more than a dozen of our *Transitions Pro Forum* members to help ECPs and their practices come out on top. Download the full report, and pass on to your ECPs on your next visit.

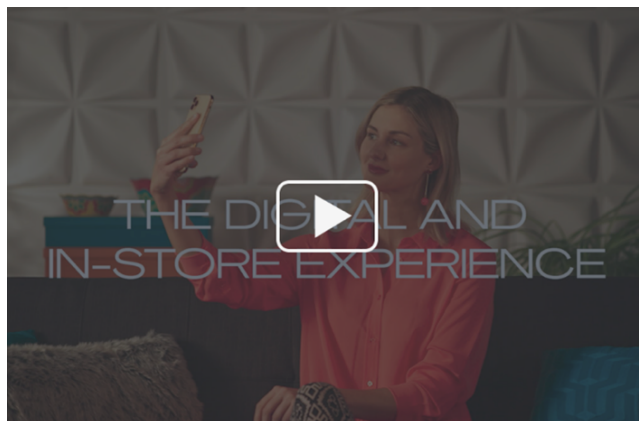
DOWNLOAD NOW

In Case You Missed It



Refreshed Virtual Kids Program

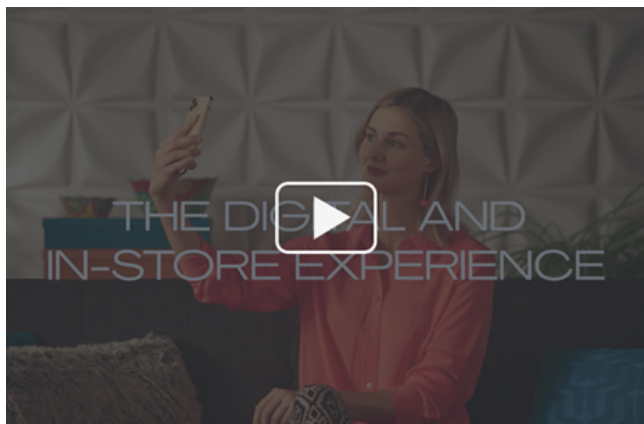
Our refreshed online tool educates, entertains and engages parents and kids with easy, contactless and cutting-edge virtual try on sessions — plus more.



The Digital and In-Store Experience

This insightful video features your peer's giving insight, tips, and tricks for growing a digital presence to connect with patients before they book an appointment.

[LEARN MORE](#)



The Digital and In-Store Experience

This insightful video features your peer's giving insight, tips, and tricks for growing a digital presence to connect with patients before they book an appointment.

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Get Started Digital Toolkit

Login to view this updated toolkit, featuring approved logos, digital banners in a variety of sizes, social media assets and more.

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Product Availability Guide

The complete source for dispensing the entire family of Transitions products is now digitized. Search, download and print exactly what your practice needs!

[LEARN MORE](#)



Product Availability Guide

The complete source for dispensing the entire family of Transitions products is now digitized. Search, download and print exactly what your

practice needs!

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We're committed to making our Transitions Connect program your best resource for all the tools you need to find success in your career. Look for these messages to appear in your inbox periodically as we have exciting updates and announcements, plus, an end-of-month recap of what's been shared.

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Subject **Test - Join Transitions® Community of Light Experts!**
From Transitions Optical Inc <cservice@e.transitions.com>
To <hynes@streamline-communications.com>
Reply-To <noreply@transitions.com>
Date 24.10.2023 13:11



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Are You a Light Expert? Part 2 of 4

Hi [FirstName],

As discussed in last week's email, there are 4 components of light that affect how we experience light:

- Light intensity—how bright the light is
- Spatial—the position and size of the light source
- Temporal—movement of light
- Spectrum—wavelengths the eye can perceive plus UV and infrared

These components interact in light situations and can provide a broad range of vision experiences. Depending on the individual they can span exhilarating to uncomfortable. Consumers have told us that there are 5 light situations they find particularly demanding



The 4 dimensions of light can affect each of these important lighting situations your patients regularly deal with. In your experience, how much does each component of light affects these 5 demanding light situations:

1 Major Factor; 2 Minor Factor; 3 Not a Factor

	Bright Lights	Indoor Situations	Light Variations	Daytime Driving	Night Driving
Intensity	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Spatial	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Temporal	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
Spectrum	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3

Thinking about your own experiences with light: which of the 5 situations do YOU find most demanding?

[Print and fill out.](#)

We know as a Specialist you are constantly looking for education and insights to enhance your skills and allow you to provide even better vision care. Take a look at our 2023 Optical Trends—some great ideas for your practice derived from research and industry leaders.

[Download](#)

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