



Transitions®

NEW 2025 SOCIAL
MEDIA KIT



Transitions® GEN S™,
2025 Product of the year

Hello Transitions® partners,

We've created a series of new posts for you to share with your social networks and let your subscribers, patients and customers know that you offer the latest and most advanced generation of Transitions® with GEN S™ lenses. Recognized as Product of the Year 2025 in the Health and Wellness category* by 4,000 consumers, Transitions® with GEN S™ brings new value to patients and will help your practice.

And why? Because consumers are sensitive to this recognition and look for products of the year. Products of the Year are synonymous with quality and innovation, and help you stand out from the crowd. By showcasing it in your practice via your social networks, newsletters, website and more, you'll have one more tool to engage in discussion, to reassure, to convince and to get a “yes”!





Content

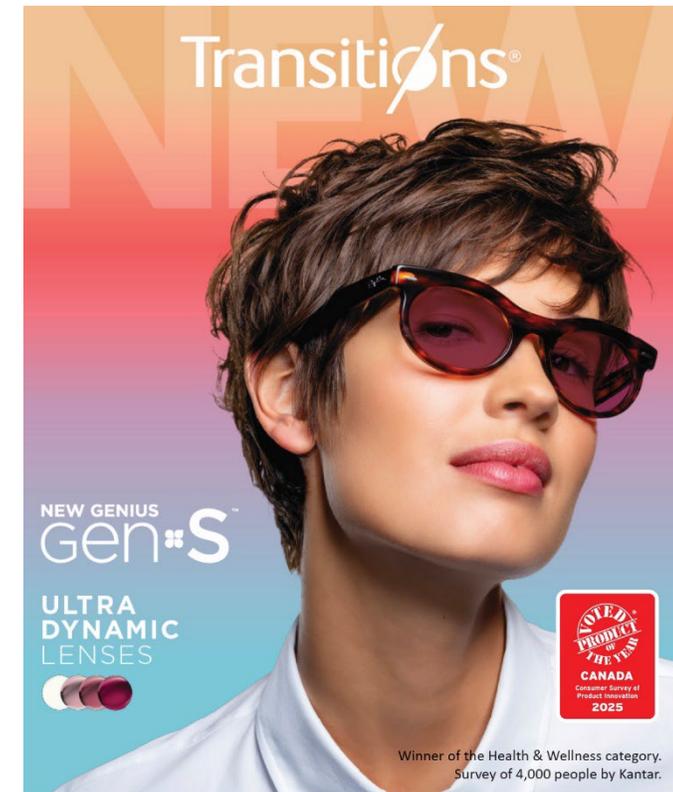
We are extremely proud to announce that we offer the lenses that won the Product of the Year award in the Health & Wellness category, designed to protect your eyes.

Transitions® GEN S™ lenses have been named Product of the Year by 4,000 Canadian consumers*.

Come and try them on and discover the eight spectacular colours available!

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



SUPERPOWER YOUR GLASSES ■ **SUPERSMOOTH YOUR LIFE**

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300x400 format



Content

What would you say to coming in and trying on the Product of the Year?

Come and discover Transitions® GEN S™ lenses, which has been voted Product of the Year in the Health & Wellness category by 4,000 people like you!*

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



400 x 300 format



Content

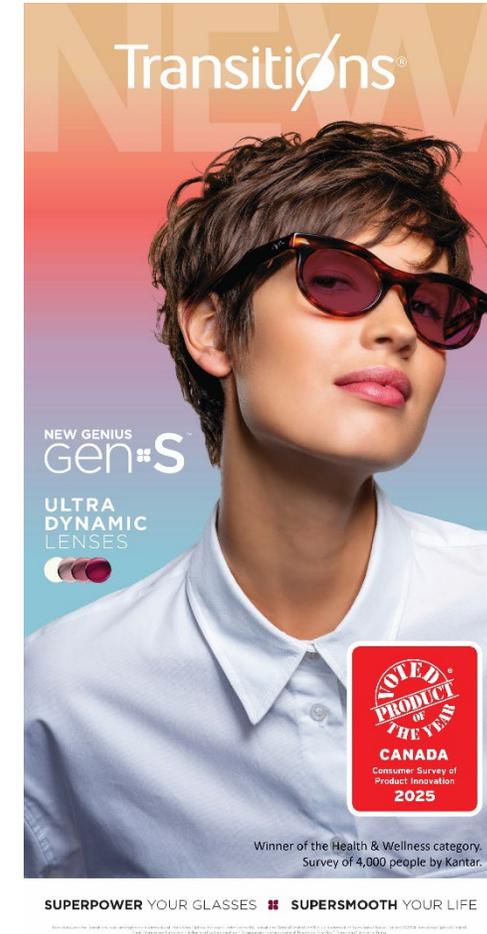
Do you know about Transitions® GEN S™ lenses? Not yet? Come and try out these photochromic lenses that automatically adapt to the light around you.

- They offer 100% UV protection.
- They filter out blue-violet light.
- They become as dark as sunglasses.
- They fade back to clear twice as fast.
- They are fully clear indoors.
- They are available in eight spectacular colours!

These lenses have been named Product of the Year by 4,000 Canadian consumers who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



500x1000 format



Content

Sun lenses or Transitions® GEN S™ lenses?

A. Find out why both options are the right ones.

Sun lenses are an excellent complement to Transitions® GEN S™ lenses, which can be worn from morning to night, indoors and outdoors, and are also effective for night driving, which is less practical with sunglasses! Sun lenses are ideal for outdoor sports and leisure activities in bright sunlight. However, if you forget them at home or in the car, your Transitions® GEN S™ lenses will do the job.

Also, Transitions® GEN S™ lenses have been named Product of the Year in the Health & Wellness category by 4,000 consumers*.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1128x1128 format



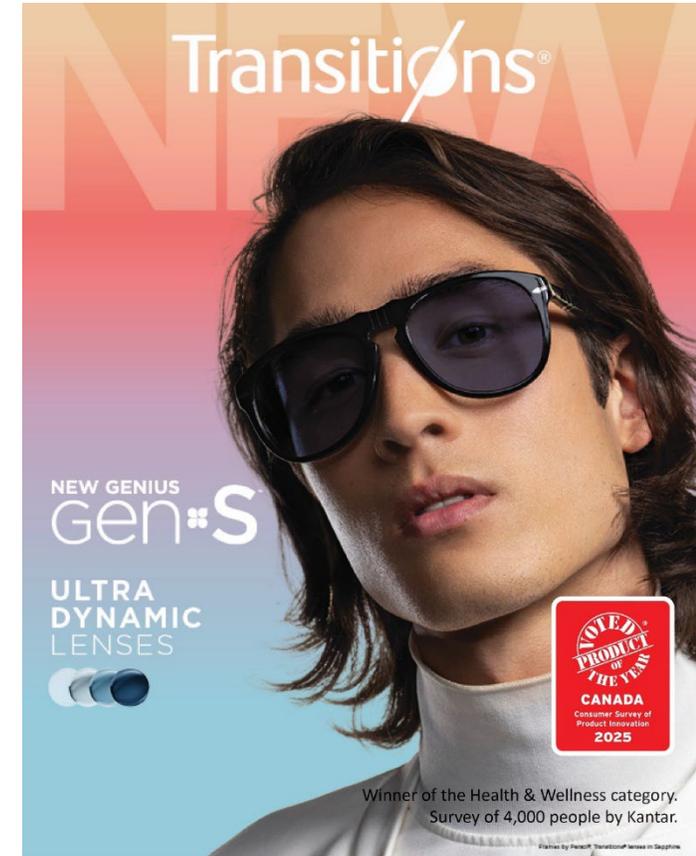
Content

Have you tried the Product of the Year in the Health & Wellness category*?

Not yet? Then come see us and try on Transitions® GEN S™ lenses. Available in eight vivid colours, they tint very quickly and are fully clear indoors!

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



595x842 format



Content

Let's clear up a misconception about Transitions® lenses.

1- Transitions® lenses aren't dark enough for outdoor use.

A. When activated, Transitions® GEN S™ lenses get as dark as a pair of sunglasses. They offer 100% UV protection. In addition, they filter blue-violet light both indoors and outdoors.

These lenses have been voted Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

Come try them on!

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



SUPERPOWER YOUR GLASSES ✦ **SUPERSMOOTH YOUR LIFE**

1000x1000 format



Content

Let's clear up a misconception about Transitions® lenses.

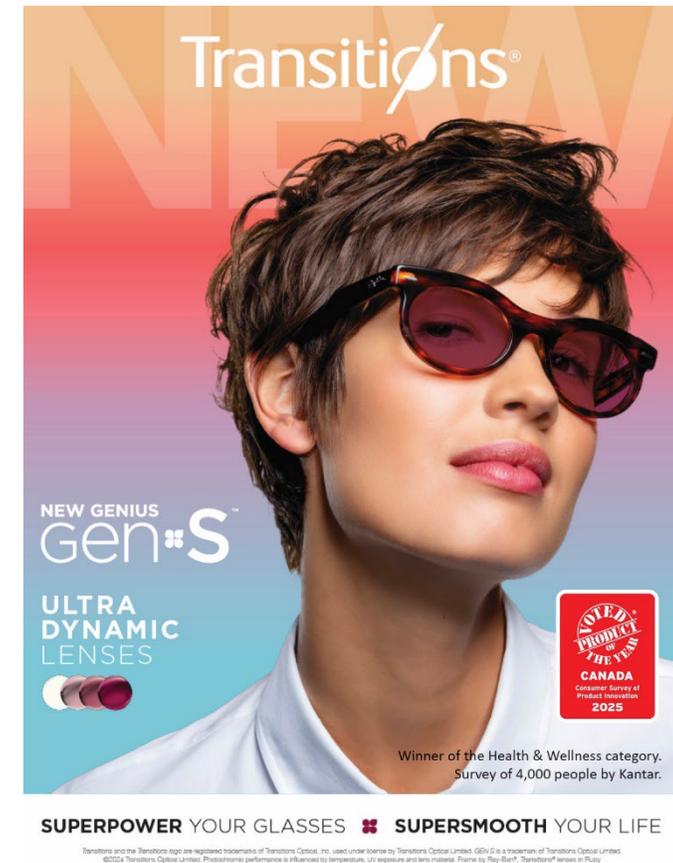
1. Transitions® are slow to fade back to clear.
A. That's no longer true. The new generation Transitions® GEN S™ lenses fade back to clear up to two minutes faster than the previous generation!

These lenses have been voted Product of the Year by 4,000 Canadian consumers who, like you, wear glasses.

Come try them on!

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



300x400 format



Content

Are you reluctant to opt for Transitions® lenses because you've heard mixed opinions about them?

Our Transitions® warranty is unrivalled: You have 30 days to try them out and make up your own mind.

Come and see us!

These lenses have been named Product of the Year by 4,000 Canadian consumers who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1000x300 format



Content

Let's clear up a misconception about Transitions® lenses.

1. Transitions® lenses aren't clear indoors.

A. That used to be true. However, the latest generation of Transitions® lenses, the GEN S™, are fully clear indoors.

Come try them on!

These lenses have been named Product of the Year by 4,000 Canadian consumers who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1000x500 format



Content

Let's clear up a misconception about Transitions® lenses.

1. They are slightly tinted indoors.

That's true. If you stand near a large window or in a space with high exposure to UV rays, the lenses will become slightly tinted. It's important to note that, contrary to popular belief, windowpanes don't completely block UV rays.

Fact: Transitions® GEN S™ lenses darken in response to UV rays and adapt to the intensity of the sunlight around you. They act as a UV ray detector, tinting to protect your eyes. It is therefore an advantage if they tint indoors.

These lenses have been named Product of the Year by 4,000 Canadian consumers who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



500x1000 format



Content

Let's clear up a misconception about Transitions® lenses for children.

It is widely believed that these lenses are bad for children.

The truth is that young people spend most of their time outdoors, at school, in front of screens, and engaged in sporting and recreational activities. They're therefore exposed to the sun, to sometimes dazzling outdoor light and to the blue light emitted by the screens in front of which they spend a large part of their day.

Transitions® GEN S™ lenses offer 100% protection against UV rays and filter blue-violet light both indoors and outdoors to preserve eye health.

These lenses have been named Product of the Year by 4,000 Canadian consumers*.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1000x500 format



Content

Let's clear up a misconception about Transitions® lenses for children.

These lenses aren't good for children, because they tint in the classroom.

A. Yes, that can happen if the child is near a window or if the classroom is brightly lit because of large windows. But if that's the case, it means that UV rays are getting through. The lenses activate to protect the child's eyes from UV rays and thus protect their eye health. That's a plus!

These lenses have been voted Product of the Year by 4,000 Canadian consumers*.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



400 x 300 format



Content

Three good reasons to wear Transitions® GEN S™ lenses

1. For how quickly they tint in the presence of UV rays and how they fade back to clear in less than two minutes.
2. For their style. They come in eight spectacular colours, including Sapphire and Ruby. Perfect for pairing with the colour of your favourite frame.
3. For their intelligence. The tint of the lens automatically adapts and adjusts to the light around you. It acts as a UV ray detector and provides you with 100% protection, while filtering blue-violet light.

These lenses have been named Product of the Year by 4,000 Canadian consumers*.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



2007x1128 format



Content

Let's clear up a misconception about Transitions® lenses.

1. They only come in two colours, grey and brown.

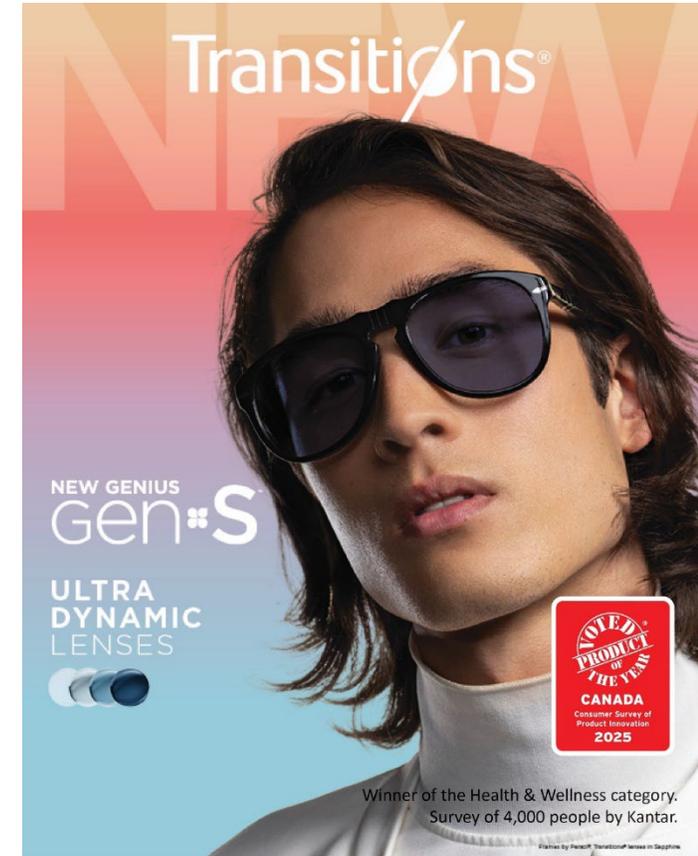
A. Nothing could be further from the truth. These lenses are available in eight spectacular colours to match your favourite frames: Graphite green (like the Ray-Ban® sunglasses), Amber, Emerald, Amethyst, Sapphire and the brand-new addition, Ruby.

Come see us and try on Transitions® GEN S™ lenses.

These lenses have been named Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



595x842 format



Content

Let's clear up a misconception about Transitions® GEN S™ lenses.

1. They aren't very stylish.

A. On the contrary! With eight vivid colours, including Sapphire, Amethyst, Ruby and Amber, you have a wide selection of colours to pair with your favourite frame for a stylish and personalized look.

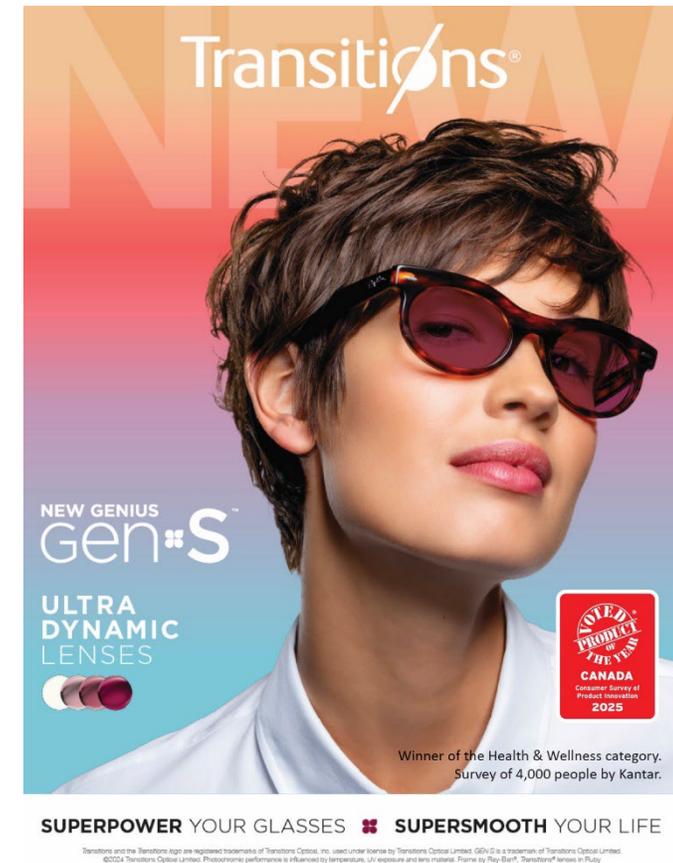
Go with a tone-on-tone look or play with contrasts!

Come see us and try them on. You'll see how many wonderful combinations are possible with a single frame!

These lenses have been named Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



300x400 format



Content

Why should I choose Transitions® lenses?

For three reasons:

1. For your eye health with 100% UV protection and a high level of blue-violet light filtering.
2. For style, to make your frames a work of art by pairing them with one of eight vivid colours.
3. For visual comfort at all times thanks to this lens whose tint automatically adjusts to the light around you.

These lenses have been voted Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1000x500 format



Content

Can you combine Transitions® lenses with progressive lenses?

Yes. Transitions® lenses can be combined with your progressive lenses. Their technology and colour will enhance your progressive lenses and your frames.

Our latest generation of Transitions® GEN S™ lenses was named Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



1128x1128 format



Content

Can you combine Transitions® lenses with single-vision lenses?

A: Yes. They come in several colours with the new generation Transitions® GEN S™.

The colours will also allow you to personalize your favourite frame with one of eight vivid colours.

Come try them on!

These lenses have been named Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



500x1000 format



Content

Should I choose clear lenses or clear lenses with Transitions® GEN S™ technology?

A. Choose Transitions® GEN S™ lenses, without a doubt. Here's why:

Because the Transitions® GEN S™ lenses:

- Become dark in a few seconds.
- Feature a tint that adapts to the light around you.
- Fade back to clear in less than two minutes.
- Are fully clear indoors.
- Provide UV protection.
- Offer a high level of blue-violet light filtering, both indoors and outdoors.
- Come in a range of eight vivid colours.

Clear lenses don't come with any of these benefits.

Your Transitions® GEN S™ lenses will protect your eyes throughout your busy day, from morning to night.

Come and try them on and take advantage of our "Satisfied or exchanged" warranty.

These lenses have been named Product of the Year by 4,000 Canadian consumers* who, like you, wear glasses.

*Winner in the Health & Wellness category. Kantar survey of 4,000 people.

Image



400 x 300 format

Do you have any questions?

- ❑ Contact us at cscanada@transitions.com;
- ❑ Visit our [PRO SITE HERE](#) for more resources;
- ❑ Find out more and share via e-mail and newsletters:
 - The light test to determine your level of light sensitivity [HERE](#)
 - The Virtual Try-on app [HERE](#)
 - The new application for in-office color to try all the Transitions GEN S colors while wearing any eyewear in your inventory.

Scan &
Try GEN S

