



Copy for email or text communication to drive patients to the *Transitions*® Virtual Try-on before they visit your practice!

Annual exam scheduling reminder for patient recall

MAKE YOUR APPOINTMENT TO LIGHT UP YOUR STYLE.

It's time for your annual appointment — and time to update your eyewear style. This year, talk to us about *Transitions*® *Signature*® *GEN 8*™ lenses. Not only do they help protect your eyes from UV rays and harmful blue light, they darken outdoors in seconds and return to clear indoors faster than ever. Plus, they're available in seven stylish colors. Try them on now with a virtual try-on session at www.Transitions.com/VTO

COME SEE US AND THESE MUST-SEE LENSES.

It's annual appointment time, and there's never been a better time to explore *Transitions*® *Signature*® *GEN 8*™ lenses. Ask us how they help protect your eyes from harmful blue light and UV rays by darkening outdoors in seconds and returning to clear faster than ever. Virtually try on all seven stylish lens colors right now for a preview at www.Transitions.com/VTO

Appointment Reminder

BEFORE YOUR APPOINTMENT, PREVIEW NEW STYLES VIRTUALLY.

We look forward to seeing you, and we have a cool way for you to see new eyewear styles before your visit. Right from your device's camera, virtually try on *Transitions*® *Signature*® *GEN 8*™ lenses in seven stylish colors and more than a dozen frame styles. Check them out at www.Transitions.com/VTO