

Transitions

30 DAY

CHALLENGE!

## Your Challenge Awaits

Challenge yourself to recommend Transitions® Lenses to all patients and you could:

- Strengthen your dispensing technique
- Build patient loyalty
- Increase patient satisfaction

Those that try them – love them!



90% Satisfaction Rate<sup>1</sup>  
90% Repurchase Rate<sup>2</sup>



LIGHT  
INTELLIGENT

AUTOMATICALLY  
ADAPTING TO CHANGING  
LIGHT CONDITIONS.



EVERYDAY  
EYECARE

BLOCKS 100% UV RAYS, PLUS HELPS  
PROTECT AGAINST HARMFUL  
BLUE LIGHT INDOORS & OUTDOORS.



HASSLE  
FREE

MAKE EVERYDAY  
LIFE SIMPLER.



FREE-  
STYLE

WHATEVER THE FRAMES YOU  
LOVE, PICK YOUR FAVORITE  
COLOR, CHOOSE YOUR STYLE.

Sign up at [TransitionsChallenge.com](https://TransitionsChallenge.com)

# What are You Waiting for?

Your Patients Need Your Help to Get *Light Under Control*™



Nearly **9 out of 10** eyeglass wearers declare they are light sensitive!<sup>3</sup>

## How it Works



### Accept the Challenge

Accept the challenge and sign up at [transitionschallenge.com](http://transitionschallenge.com)



### Recommend *Transitions*® Lenses

Set your weekly goal for recommending *Transitions Lenses* to all of your patients



### Participate

Take 5 min. each week to complete mini challenges to unlock the next week's challenges



### Celebrate

On day 30 celebrate your success!

## UNLOCK YOUR POTENTIAL



**US OPTICAL**

**FASTEST LAB IN AMERICA!™**

Complete the 30 Day Challenge and Earn a Lunch for Your Office PLUS be entered to be one of two practices to win an Eye-Ruler 2. Enroll before November 30th, 2020 to participate. *Terms apply. See below for details.*

Enter promo code           usoptical2020          

**Transitions**™

[TransitionsChallenge.com](http://TransitionsChallenge.com)

<sup>1</sup>Ophthalmic Lenses Consumers Brand Tracking (Jul/Aug, 2017); N = 3000 eyeglass wearers (18-69 y/o)

<sup>2</sup>Global Consumer Brand Health Tracking Stud in 19 countries (MSW-ARS, 2015-2017)

<sup>3</sup>Transitions Optical Life360 Live Wearer Testing in US, France, China (Ifo, 2016-2017); N = 582

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**By participating in the program, you agree to and understand the following:**

- The drawing is open only to ECPs participating in the Transitions X US Optical 30 Day Challenge Program (the "Program").
- You are not obligated to purchase or order or recommend the ordering or purchasing of any products or services from Transitions Optical or its affiliates. If you do make any such recommendation, you will do so in an honest, accurate, complete, and non-coercive manner that is consistent with and honors each patient's freedom of choice and serves the patient's best interests. You will be fully transparent about the receipt of benefits in connection with the Program and its retail value upon request or inquiry by a regulator or third party payer.
- All decisions related to the program are exclusively Transitions Optical's and are final in all respects.
- Winners are solely responsible for any taxes on prizes.
- Transitions Optical reserves the right to disqualify permanently from this game any entrant it believes has violated these rules and to verify eligibility of entrants.

**VOID WHERE PROHIBITED OR RESTRICTED BY LAW. NOT OPEN TO THE GENERAL PUBLIC.**