



Don't miss out on Transitions Optical's 2011 Certificate of Authenticity Program



Give your patients their Transitions Certificate of Authenticity, and give them a chance to win \$20,000

By handing your patients their COA card, they can be sure they received authentic Transitions® lenses, the #1 doctor-recommended photochromic lenses worldwide.

IF ONE OF YOUR PATIENTS WINS, YOUR OFFICE WILL WIN OUR \$400 FOOD FOR THOUGHT EDUCATION AND LUNCH PACKAGE

The COA card is also the only way your patients can find out if they have a winning number in our COA sweepstakes:

- Each month 20 instant winners will win \$500
- One lucky patient will win the \$20,000 grand prize

Also, **for the first time ever**, your patients will have the opportunity to refer their friends directly to your practice—which means greater potential for new patient referrals and future business for you!

The more COA cards you give out, the better your chances are to win. If you are not already registered in our COA program, sign up at Transitions.com/RegisterMe.

GET YOUR PATIENTS EXCITED TO WIN

Download your customized COA counter card or print labels that have your Transitions location ID on them at TransitionsTom.com.

No Purchase Necessary. Promotion ends 12/31/11. Promotion open to legal residents of the 48 US or DC who are 18 years or older at time of entry. Promotion subject to Full Official Rules available at a participating Eyecare Professional Practice or at Transitions.com/COA. Void Where Prohibited. If you are a healthcare practitioner licensed in, and regularly practicing in, Vermont or licensed in a state that may prohibit you from participating in this program, we ask that you not participate in this program. We appreciate your understanding of our efforts to comply with laws in your state and apologize for any inconvenience this may cause.

Transitions and the swirl are registered trademarks, and XTRActive and SOLFX are trademarks of Transitions Optical, Inc. ©2011 Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure and lens material.

WHY RECOMMEND TRANSITIONS® LENSES FOR YOUR PATIENTS?

As the most recommended photochromic lenses worldwide, Transitions lenses provide the right balance of indoor clarity, outdoor darkness and speed.



Transitions® VI

- Remain clear indoors and at night
- Automatically adapt to changing light conditions, darkening outdoors to block 100% of UVA and UVB rays
- Reduce glare
- Fast fade back



Indoors/Night



Outdoors: Mid Light



Outdoors:
Bright Light



Transitions® XTRActive™

- Darkest everyday Transitions lens
- Become very dark outdoors, even in the warmest weather
- Slight tint indoors
- Activate moderately inside the car
- Reduce glare



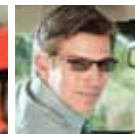
Indoors/Night



Outdoors:
Mid Light



Outdoors:
Bright Light



Behind the
windshield



Transitions® SOLFX™

- Different types of adaptive performance sunwear specifically designed for outdoor activities
- Designed to enhance visual performance and to optimize color and darkness
- Reduce glare

Transitions

For 20 years, Transitions Optical has remained committed to promoting healthy sight.
Learn more at [Transitions.com/pro](https://www.transitions.com/pro)