New Site Educates About Photochromics

Transitions Optical launched a new “Tech Talk” tab on the company’s Facebook page for professionals. Tech Talk aims to help eyecare professionals increase their understanding of the photochromic lenses they prescribe. The tab features Transitions researchers responding to FAQs about adaptive lens technology, technical papers, and a section that allows visitors to ask a question directly of the experts. According to an industry survey sponsored by the company, almost 79% of eyecare professionals involved in recommending, dispensing or discussing photochromic lenses with patients want to know more about the technical aspects of the lenses.

The new Tech Talk tab includes information about the newest additions to the Transitions family of products, including Transitions XTRActive, Transitions Vantage and Transitions Drivewear lenses. It can be found at www.Facebook.com/ TransitionsOptical.