

OPTOPLUS

SPECIAL ISSUE

A BOLD
NEW
COLOR
FROM
TRANSITIONS[®]

PROTECTING
YOUR EYES, A
DERMATOLOGIST
WEIGHS IN

CONTEST
PRIZES VALUED AT OVER
\$2,800

SUMMER
2024

Transitions[®]

OPTOPLUS
Eyecare Clinic

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VALUED AT OVER \$2,800

The model Devany is wearing the Michael Kors
frame with *Transitions*® GEN S amethyst lenses.



Prepare to see life in Ruby this summer with the new *Transitions*® lens colour. This unique shade, trending for several seasons, will turn your glasses into a fashionable accessory that electrifies your look. Inspired by one of the most precious gems, Ruby adds a touch of originality and sophistication to your summer style.

Discover how this vibrant colour can transform your visual experience and add a touch of magic to your everyday life.

Officially associated with those born in July, the ruby is a rare and captivating gemstone, celebrated for its intense colour and unmatched brilliance. Revered since ancient times, it symbolizes power, protection, strength, passion, and vitality. Some civilizations even believed it had magical properties, wearing it as a talisman to ward off evil spirits and bring prosperity. Today, the ruby continues to inspire fascination and admiration.

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In July, we celebrate the birthdays of **Cancers** and **Leos**, the two signs that give summer a special touch.

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What makes the new Ruby colour so special is undoubtedly its unique origin derived from magenta which is an extra-spectral colour. Unlike spectral colours that appear in the rainbow, extra-spectral colours like magenta do not exist in the visible light spectrum. They are created by our brain averaging opposite wavelengths, namely red and violet, a characteristic which makes Ruby truly fascinating.

The rise of magenta as a powerful colour associated with female empowerment began during the “Free Britney” movement. As supporters rallied behind Britney Spears, demanding justice and autonomy for the iconic pop star, magenta emerged as a symbol of resilience, strength, and unity among women advocating for their rights. This vibrant hue gained momentum during such a crucial moment, and its significance and influence continue to evolve, shaping the future of women’s voices and activism. The much-anticipated release of the Barbie movie then cemented this association, and since then, magenta has continued to trend, showing no signs of slowing down. WGSN, a global authority in trend forecasting, has placed magenta among its top 5 colours to look out for in 2026, proving once more the longevity and undeniable appeal of this colour. So if you want to add a trendy colour to your look, look no further; Ruby is definitely the colour for you!

Beyond trends, Ruby, with its unmatched elegance, will always embody a timeless touch of character that never goes out of style. This deep and vibrant colour reflects a confident and bold personality, perfect for those who dare to make a statement. Ruby goes beyond trends, offering a touch of luxury and distinction to its wearers. By choosing Transitions® Ruby lenses, you embrace a style that is both timeless and contemporary, making a true declaration of your individuality!

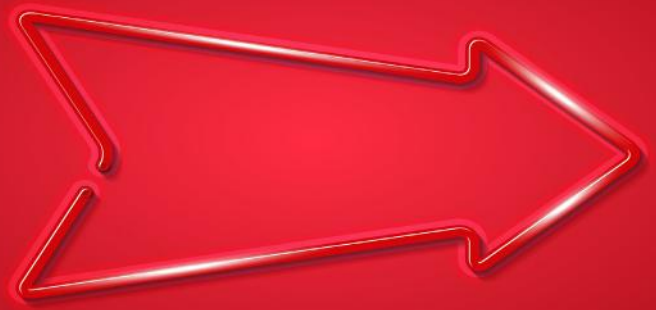
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Transitions[®] offers a variety of colours, multiplying the possibilities to express your personality through your style while uniquely protecting your eyes.

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Transitions[®] GEN 8[™] lenses are renowned for their exceptional photochromic benefits, and Ruby is no exception. They transition from clear to dark in record time, making them the fastest in their category. Indoors, they remain completely clear, while outdoors, they darken in just seconds for optimal UV protection. Thanks to their ultra-reactivity to light, they reach category three darkness levels in just 25 seconds and return to clear in under two minutes. By choosing Ruby, you benefit from these exceptional properties for an unparalleled visual experience and UV protection.

Whether you prefer a bold and vibrant colour or a more subtle and sophisticated shade, *Transitions*[®] has the perfect solution for you. *Transitions*[®] offers a variety of colours, multiplying the possibilities to express your personality through your style while uniquely protecting your eyes.



From Graphite Green to Amethyst, Amber, Sapphire, Emerald, Brown, and Grey, each shade offered by *Transitions*® can represent a different facet of your personality and taste. Whether you're spending a day outdoors or relaxing on a sunny terrace, *Transitions*® lenses accompany you with style and functionality. However, one question remains: which colour will best express your personality and lifestyle?

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For me, it's an easy choice—among this vibrant array of colours, Ruby shines the brightest! It's the ultimate must-have for this summer and beyond. With its striking brilliance and timeless elegance, Ruby captures the essence of passion, power, and the very warmth of the season. It's more than just a colour; it's a statement of who you are.

”

By choosing Ruby, you choose to see life in a new light, imbued with an extra-spectral, but above all, extra-special colour. Dare to adopt this novelty for a bold and inimitable style, and let your glasses reveal the full intensity of summer.

This article was crafted with passion by Marie-Chantal Milette, colour expert and founder of Kryptonie. Her unique understanding of trends and colour psychology makes her an invaluable reference in the field.



inside



Marie-Chantal Milette is wearing the Etnia Barcelona frame with *Transitions*® GEN S lenses in the new ruby color.



outside



Transitions® GEN S ruby lenses activate outdoors, providing stylish and effective sun protection.

PROTECTING YOUR EYES, A DERMATOLOGIST WEIGHS IN

Vision Avenue frame, Transitions® GEN 8 lenses in amber color



SUMMER'S IN FULL SWING! ARE YOUR EYES AND EYELIDS PROTECTED FROM THE SUN?

Did you know that ultraviolet (UV) rays are responsible for skin cancers, with over 500,000 cases discovered each year in Canada? Among these cancers, 85% are basal cell carcinomas, and 15% affect the eyelids. Cancer in this region is not trivial, and its treatment can leave scarring that compromises eyelid function.

Beyond skin cancers, prolonged exposure to UV rays can cause significant damage to your eyes, leading to long-term vision problems such as cataracts (a clouding of the eye that greatly diminishes vision).

How to Protect Yourself

The first piece of advice is to protect yourself with Sunglasses!

Choose sunglasses that offer 100% protection against UVA and UVB rays and, if possible, opt for larger lenses. Do not skimp on quality; select tinted or polarized lenses to reduce glare.

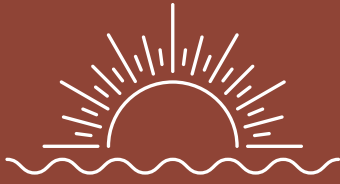


Dr. Jimmy Alain, MD

Dermatologist

Mohs Surgeon

Medical Director at Victoria Park,
Quebec City



Avoid direct sun exposure at certain times of the day: the sun's rays are most intense between 10 AM and 4 PM. Even if the sky is overcast, protecting your eyes is important, as UVA rays can penetrate clouds. Be mindful of surfaces that reflect rays, such as water (lakes, pools, etc.), beach sand, or snow in winter.

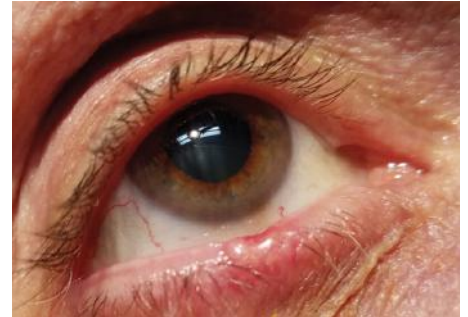
Regular eye check-ups with a vision professional are crucial. An optometrist can detect vision issues caused by the sun or suspicious lesions and recommend appropriate treatments.

By following these simple yet essential tips, you can protect your eyes from the sun and prevent long-term damage. Remember, protecting your eyes is just as important as protecting your skin—and it's so easy!

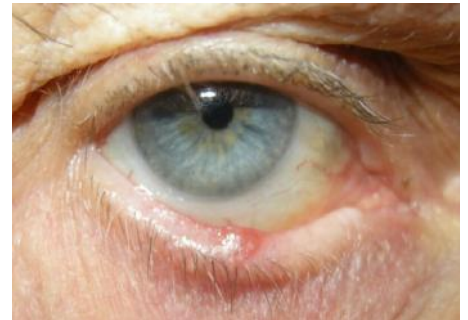
Enjoy summer safely and stylishly with a pair of good-quality sunglasses!

3 EXAMPLES OF LESIONS THAT DO NOT HEAL AND PERSIST FOR 1 TO 2 MONTHS:

1



2



3



TRANSITIONS® LENSES: YOUR EVERYDAY ALLIES



Alex Francœur is wearing the Ray-Ban frame with *Transitions*® GEN S graphite green lenses.



The model Devany is wearing the Michael Kors frame with *Transitions*® GEN S amethyst lenses.

The light around you constantly changes as you move through different environments—like going from a car to a beach, a subway to a park, or indoors to outdoors. Because of these changes, your eyes need to keep adjusting, and with traditional glasses, you have to frequently switch to sunglasses for protection. Change that habit with a pair of 2-in-1 glasses! With *Transitions*® lenses, there's no need to switch glasses from indoors to outdoors. *Transitions*® lenses automatically adjust to your environment, shifting from clear to dark instantly so you can make the most of every moment.

Zero Constraints

Say goodbye to static, rudimentary lenses and welcome dynamic lenses! *Transitions*® GEN S™ photochromic lenses darken in seconds when exposed to sunlight and quickly become clear indoors. Picture reading a book in the shade, then stepping out into the sun and being instantly protected by your *Transitions*® lenses, all without even realizing it. *Transitions*® lenses provide clear and sharp vision, no matter where the day takes you.

Whether you're at the beach, hiking, or simply strolling in a park, *Transitions*® lenses let you enjoy nature without worrying about glare or eye strain. They block 100%* of harmful UVA and UVB rays and filter blue-violet light, protecting your eyes both indoors and outdoors.



The model Talia is wearing the Ray-Ban frame with *Transitions*® GEN S emerald lenses.

Signature Style

With eight new fabulous colours, such as ruby or sapphire, *Transitions*® GEN S™ lenses perfectly match your look. Whether you prefer a classic tint or a bolder hue, there's a style for everyone. Proudly showcase your personality whenever you step out!

Use the [Transitions® virtual try-on tool](#) to find the lens colour that suits you best. Then, take a photo using the app and present your choice at your local OPTOPLUS vision clinic.



Everyday Protection

Ultra-responsive to light, *Transitions*® GEN S™ lenses adapt to your rhythm and the changing light conditions of your environment. In addition to protecting you from UV rays, they ensure comfortable and effortless vision in any situation. Are your eyes sensitive to light? [Take the test](#) to find the *Transitions*® lenses that suit you!



Love Your Lenses

Transitions® GEN S™ lenses combine technology, colour, and style for intelligent protection that boosts your confidence. If your eyes are particularly sensitive to light, the *Transitions*® Xtractive® range offers the darkest lenses, perfect for enhanced protection both indoors and outdoors, even while driving. For an even more pleasant visual experience, the *Transitions*® Xtractive® Polarized™ range provides glare protection, ideal for sunny days.

Whatever your visual needs, there's a *Transitions*® solution for you! Adopt glasses that adapt to your lifestyle and enjoy every moment without worrying about the sun or glare. [Visit your local OPTOPLUS clinic](#) to try the full range of *Transitions*® lenses and choose the one that suits your style!

	LENS TINT INDOORS	LENS TINT OUTDOORS	BLUE-VIOLET LIGHT FILTRATION	UVA + UVB BLOCKING	POLARIZATION
Transitions® Gen=S	 Fully Clear	 Dark	UP TO 32% IN 85% OUT ¹	100%	NO
Transitions® XTRACTIVE®	 Clear indoors with a hint of tint	 Extra Dark	UP TO 45% IN 86% OUT ²	100%	NO
Transitions® XTRACTIVE® POLARIZED™	 Clear indoors with a hint of tint	 Extra Dark	UP TO 45% IN 90% OUT ²	100%	YES



*Tests on polycarbonate and CR39 lenses, all colours combined. Blue-violet light is between 400 and 455 nm (ISO TR 20772:2018).

CONTEST

A COLOURFUL SUMMER WITH OPTOPLUS

In collaboration with

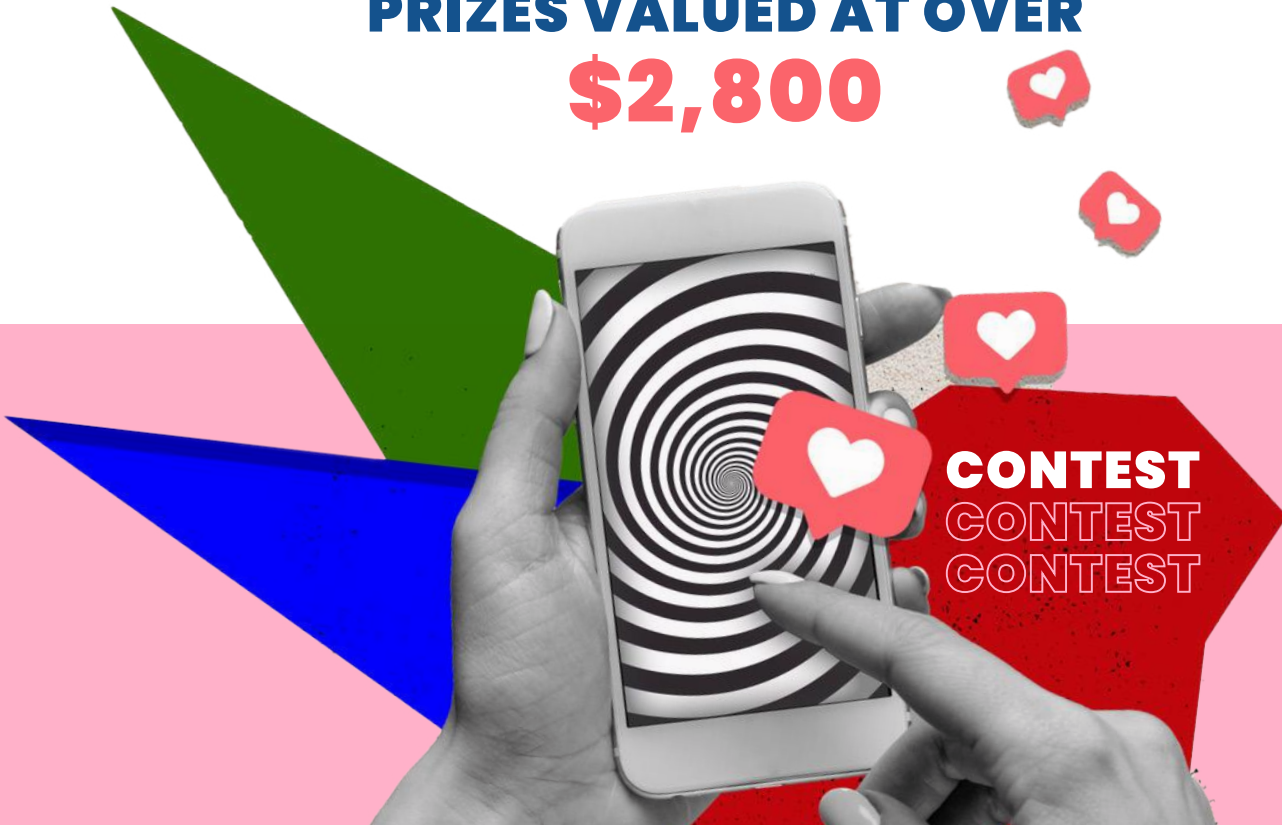
Transitions®

PRIZES VALUED AT OVER

\$2,800



CONTEST
CONTEST
CONTEST



This summer, create unforgettable moments with OPTOPLUS and *Transitions*® Lenses!

Enter the contest for a chance to win a family getaway to La Ronde (2 adults + 2 children) and four pairs of glasses featuring *Transitions*® lenses in the vibrant colour of your choice.

**ENTER THIS CONTEST ON OUR SOCIAL MEDIA
FOR A CHANCE TO WIN.**

How to Enter:

1. FOLLOW OPTOPLUS on:



2. LIKE the contest post on our respective pages.

3. LEAVE A COMMENT telling us which Transitions® Lens colour you like best:



Double your chances of winning by participating on both **Facebook AND Instagram!**

Tag the person you want to share these colourful moments with.

Prize Details (Prizes valued at over \$2,800)

Family Getaway to La Ronde:

Enjoy an unforgettable day at La Ronde with 4 tickets (2 adults and 2 children under 18) and 4 meal packages.

4 Pairs of Glasses With *Transitions*® Lenses:

Each of the 4 recipients receives a pair of glasses with *Transitions*® lenses in the colour of their choice, with or without a prescription.

Limit of \$500 per pair for children and \$800 per pair for adults.

Good luck to all, and enjoy a colourful summer with OPTOPLUS and *Transitions*®!

From July 17 to July 31, 2024. Winners will be randomly selected from all eligible entries and announced on August 1, 2024.



Rules:

The contest is open to Quebec residents aged 18 and over. Participants must follow the OPTOPLUS account on Facebook and/or Instagram. Multiple entries are allowed. The contest ends on July 31, 2024, at 11:59 PM. Winners will be randomly selected from all eligible entries and announced on August 1, 2024. Winners will be contacted via private message on the social media platform(s) they used to enter. By participating, you agree that your name and photo may be used for promotional purposes by OPTOPLUS. Prizes are not exchangeable or transferable. No prize substitutions are allowed except at the discretion of OPTOPLUS. Winners must claim their prize within 7 days of notification, or another winner will be selected. This contest is not sponsored, endorsed, administered by, or associated with Meta in any way.

Transitions®



NEW GENIUS
Gen S™

**ULTRA
DYNAMIC
LENSES**



SUPERPOWER YOUR GLASSES  **SUPERSMOOTH YOUR LIFE**

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