



About Transitions Optical and Golf

Transitions® lenses are the Official Eyewear of the PGA TOUR®, Champions Tour and Nationwide Tour – the leading professional golf tours in the U.S. In addition, Transitions Optical is the title sponsor of the Transitions Championship, a PGA TOUR event at Innisbrook, a Salamander Golf & Spa Resort. These partnerships demonstrate Transitions' ongoing commitment to educating consumers about the importance of healthy sight and overall health and wellness.

You only have one pair of eyes and your eyes must last a lifetime. What you do today is important in helping you see your best – everyday in all light conditions – and in helping preserve long-term eye health and wellness that is vital to your precious sight. The choices you make in your everyday life – from proper lighting, proper nutrition and exercise to getting regular check-ups and purchasing lenses that provide enhanced visual quality and protection from glare and UV radiation – can all have an impact on the quality of your eyesight and the health of your eyes.

Golf enthusiasts – professionals and amateurs alike – depend on healthy sight for optimal performance. With such obstacles as varying light and playing conditions and ongoing exposure to ultraviolet radiation, their visual ability can be affected without proper eyewear.

Transitions lenses are the ideal everyday lens choice for healthy sight. Transitions lenses are clear indoors and at night. Outdoors, they automatically darken as light conditions change. Transitions lenses provide visual comfort, enhance visual quality by reducing glare and enhancing contrast, helping you to see better today. Transitions lenses block 100 percent of harmful UVA and UVB rays, helping to protect the health and wellness of your eyes so you can see better tomorrow as well.

Transitions Optical's role as an official marketing partner of the PGA TOUR affords a relevant opportunity to connect with consumers about the need for healthy sight.