



2025 STUDENTS OF VISION SCHOLARSHIP PROGRAM

Demonstrate to us how you will recommend dynamic lenses to young adults for a chance to win a \$2,000, \$1,500, or \$1,000 scholarship, a pair of Ray-Ban® Meta with *Transitions*®, and a trip to enjoy the magic colors of Aurora Borealis in Whitehorse, North West Territories.

Brought to you by Transitions Optical, Inc. and the Opticians Association of Canada. The Students of Vision Scholarship Program supports the next generation of opticians, optometrists and optometric assistants.

THE CHALLENGE

As a future leader in the optical industry, demonstrate to us how you will inspire and educate young adults (ages 18–35) to choose dynamic lenses as part of their everyday eyewear.

Today's young adults live life in motion - shifting constantly between screens, sunlight, and indoor lighting. They value technology that keeps up with them and products that reflect their individuality. Dynamic lenses, like *Transitions*® GEN S™, are designed for this generation: they adapt instantly to changing light, enhance visual comfort, and elevate personal style.

But many young adults still see photochromic lenses as something “for old people.” Your challenge is to change that perception.

YOUR TASK

Show us how you would connect with this audience in a way that captures their attention and changes behavior.

- **What approach would you take?** Would you focus on social media, in-office education, influencer collaborations, or community events?
- **How would you attract their attention?** Through storytelling, lifestyle branding, or showcasing the technology?
- **What kind of support would you build?** Training for staff, educational materials, partnerships, or digital campaigns?

Think about what young adults value most - convenience, performance, authenticity, and self-expression - and how dynamic lenses can align with those values.



A few things to think about as you prepare your project...

- **Consider all of your connection possibilities!** Young adults live busy, connected lives. You can engage them about the benefits of dynamic lenses through many channels - from in-office conversations and social media storytelling to partnerships with influencers or digital content that highlights real-life moments. Consider which approach(es) would be most effective for this age group and what could have the most lasting impact on their awareness and choices.
- **What products will you recommend?** Think about the features that appeal most to young adults. A photochromic lens like *Transitions GEN S* can be a great fit due to its ultra-fast activation and fade-back speed, effortless adaptability, and stylish color options that allow wearers to express their individuality.
- **Think about your target audience!** Many may not realize how much dynamic lenses can improve their daily comfort and visual experience. Explore what motivates them - whether it's technology, sustainability, fashion, or eye comfort - and how those motivations can shape your message.
- **What are the facts?** Use credible research and insights to strengthen your recommendations. Consider data on light exposure, lifestyle habits, or consumer trends to help inform your approach and reinforce the importance of dynamic lens technology for today's active, light-changing world.

HOW TO APPLY

Select a Format.



ESSAY



PRESENTATION



VIDEO



Transitions®

To enter, develop a project which shows how you will inspire and educate young adults (ages 18–35) to choose dynamic lenses as part of their everyday eyewear. All three formats have been winners in the past; creativity is encouraged!

Projects will be evaluated by a panel of judges based on the following criteria: creativity, presentation, strategic thinking and ethics. **The students who submit the top three projects will receive prizes of \$2,000, \$1,500, and \$1,000 - plus a pair of Ray-Ban® Meta with Transitions® lenses for each winner! The first place winner will also receive an invitation to join a group of Canadian eyecare professionals to enjoy the magic colors of Aurora Borealis.***

To be eligible, you must either be currently enrolled for the 2025-2026 school year or registered for the upcoming 2026 school year

Submit your project (or send any questions) to:
StudentsofVision@Transitions.com

Include:

1. Name
2. Phone Number
3. E-mail
4. Mailing Address
5. School
6. Program

Projects must be submitted by: **November 30, 2025**
Winners announced: **January 2026**

* Trip will be in March or April. Estimated value CAN \$ 3000 including hotel, flight and on-site activities.

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