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Native Eyewear Makes a Splash at ICAST 2016 with Performance Sunglasses

New lens and frame technology enhances eye protection while furthering green initiatives.

Denver, Colo. (June 28, 2015) — Showcasing its 2016 Sunglass Collection with lens and frame technology ideal for both mountain adventures and water sports alike, [Native Eyewear](#) will be exhibiting at ICAST 2016 in Orlando, Fla., July 12-15, at booth #1143 in the West Exhibit Hall of the Orange County Convention Center.

To kick off the show, the Native booth will be hosting a happy hour with refreshments on July 14 from 4-6 p.m. with all proceeds donated to [The 5 Gyres Institute](#), a non-profit dedicated to finding solutions for a plastic-free ocean.

“Native Eyewear has been a fantastic partner to The 5 Gyres Institute and our Ambassador program, that includes over 50 people from almost 30 cities around the world, who educate and inspire their communities regarding solutions to plastic pollution,” said Lia Colabello, Director of Global Partnerships.

“Native’s ethos combining adventure with respect for our natural playgrounds reflects 5 Gyres heritage. Our organization has sailed more than 50,000 miles to research the distribution of plastic pollution in our oceans and to educate and advocate for solutions.”

Mindfully Engineered for Adventure

Native Eyewear’s advanced polarized lenses provide unparalleled eye protection, blocking 4X more infrared light than other lenses on the market, provide UV protection up to 400nm, and by significantly reducing blue light and selectively filtering UV, they deliver high contrast, crisp definition, and peak visual acuity. Blue and silver mirrored reflex lens options are best suited for open water fishing in extremely bright sunlight while the green and bronze mirrored options are better suited for inland fisherman.

New for 2016, Native introduced a new [Trilaminate Injection Technology](#) that provides a lightweight, durable, and comfortable solution that can withstand harsh conditions, including high-impact collisions and temperature extremes. Cushinol™, a patented grip material, also helps to keep sunglasses in place during athletic activity with all-day comfort.

Other features include:

- Revolutionary anti-ocular intrusion system that prevents lenses from dangerously shooting toward your eyes in the event of an impact.
- Exhaust vents that regulate airflow and significantly reduce fog.
- Cushioned and adjustable nose pads that ensure a soft feel and custom fit.
- Flexible hinges that allow the frames to quickly and securely lock into position at the temple.

Born of the Earth

Native Eyewear employs an environmentally sustainable method that uses oil from the castor bean in all of its

frames. The castor-derived and biodegradable resin offers a purity unrivaled by traditional ABS resin. Not only are castor-based frame more resilient and durable than petroleum, they will biodegrade in three to five years in traditional landfill conditions, compared to 10,000 years by most standard plastics. Additionally, the castor-based resin offers a superior strength-to-weight ratio, creating some of the lightest, strongest, and most earth-friendly materials to date.

2016 Models

With different sizes, frames, and lens options available, six new styles have been introduced with MSRP ranging from \$109 to \$149 depending on the lens option.

- **Sanitas:** A trend-right model that evolved from the popular Flatirons and Highline, the Sanitas features edgy colors and a stylish look with an active lifestyle in mind.
- **Eldo:** Upon popular demand, the Eldo features a larger frame and wider set temple for men.
- **Hardtop Ultra XP:** Offering extra protection, this model builds on the Hardtop DNA and has an extended lens for additional eye coverage.
- **Penrose:** An active lifestyle model offering a smaller fit and assortment of frame color and lens options.
- **Crestone:** This active-minded style comes with an additional SportFlex low-light lens kit, providing a solution for every light condition.
- **Kannah:** A sporty model that offers a small/medium fit and variety of color options.

About Native Eyewear: To live in the spirit of Native is to live the life you want to live – not the one you have to live. It's pursuing your adventures with the best gear, the right companions, and a free spirit, tempered only by an enduring respect for the world that is your playground. Learn more about Native Eyewear at nativeeyewear.com.

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