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Press Contact: Meghann Maurer  
Email: mMaurer@nativeeyewear.com

## Native Eyewear Launches Premium Snow Goggle Collection

*Native's Brand Ambassador Tested and Approved Goggle Line Hits The Market For Consumers*

**Denver, Colo. (October 1, 2016)** — Now ascending for backcountry enthusiasts and resort weekend warriors alike, Native Eyewear's brand new snow goggle collection will be available for purchase in stores and online October 1.

Put to the test by Native's athletes and brand ambassadors, the 2016-17 goggle line features six styles (Backbowl, Coldfront, Tank-7, Tenmile, Treeline, and Upslope) each engineered with a high-efficiency anti-fog coating that provides surface-based fog diffusion by up to eight minutes, compared to the industry standard of 30 seconds.

This SnowTuned lens technology also features color-enhancing filtration that helps subtle colors and details of a snow-covered landscape appear livelier, while selective filters reduce eye fatigue from HEV light. Combine this with the multi-mirror, hydrophobic, and oleophobic coatings and you have long-lasting quality that will repel oils and water in any snow condition.

"Native goggles have allowed me to experience the backcountry in a new light," said Romi Kristl, Native athlete and professional backcountry splitboarder. "I can wear one goggle all day and never have to change the lens."

In addition to all of the features that come standard to the SnowTuned lens, the SnowTuned React lens option provides a fast and efficient photochromic solution to changing environments and light conditions (range: 10-35% VLT), available for Coldfront, Tank-7, and Treeline.

### **Fit & Function**

The tapered nasal fit and hypoallergenic, fluted face foam enhance airflow through the goggle even further, providing maximum comfort and clarity for every snow-filled adventure. Additionally, all goggle frames are made out of a biodegradable castor-based resin material that provides one of the highest strength-to-weight ratios in the market.

"The goggle world is busy but there's always room for necessary function," said Iris Lazzareschi, Native athlete and professional splitboarder. "I'm really excited to be a part of a company with a product that functions properly and fits right."

A reversible outrigger, standard to the Tank-7, includes a double-sided strap that articulates for use both ways depending on your needs. For optimum backcountry safety, reflective mirror tape is sewn into the strap and can be easily spotted in unfavorable light conditions.

"No marketing frills here," said Rob Aseltine, Native athlete and professional backcountry skier. "Great fit and incredible clarity make these my favorite goggle I've ever worn."

### **A Complete Package**

Native Eyewear believes that quality gear shouldn't come at the cost of our outdoor playground. In addition to bio-based frame resin, Native's packaging has been thoughtfully created. The Fort goggle case, a complimentary storage case, is highly functional and reusable in an effort to eliminate our reliance on wasteful packaging.



## PRESS RELEASE

For Immediate Release

With space for sunglasses, phone, cards, an ID, and other small adventure necessities, its easy strapping system seamlessly attaches to your pack allowing for quick venting and drying.

### **Coming Soon**

Available in 2017, Native Eyewear will be launching a new line of performance and lifestyle sunglasses. Of the five different models included, the Sightcaster features a full-face wrap for extra sun protection and the Braiden a female-specific lifestyle option with a high frame brow and trilaminate color details.

### **When Life Happens**

Accidents are bound to happen, and that's why Native Eyewear offers a premier lifetime warranty. Whatever the reason (excluding loss or theft), replacements are guaranteed for a processing fee.

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**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](http://nativeeyewear.com).

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