



CLARUS[™]
anti-fog
sport optics

history

Mark Colbert, surfer and General Building Contractor from Santa Cruz, California, founded Santa Cruz Eyewear, Inc., October 2002. His quest to develop innovative eyewear for the sporting/surfing/fitness market started 12 years ago with research into solving a universal sports eyewear problem — lens fogging on sports eyewear during sporting activities. After riding some highs and enduring some lows, Mark developed the Clarus Sport Optics line of eyewear, which utilized ground-breaking technology in permanent fog-free optics.

vision

The vision was clear: revolutionize optics for active sports eyewear. After years of effort working with our chemical development company, a radically new scratch and water-resistant, fog-free lens technology was born. Our vision to develop an “all season” fog-free, high performance lens for all conditions had been achieved! Whether it’s powder snow, desert biking, windsurfing, or a dowsing of water on a runner’s face -for pure extreme performance, no other lens comes close to Clarus lens technology. Our determination to revolutionize sports optics is creating a new era of lens performance.

philosophy

Clarus Sport Optics was founded on the principles that good business, strong ethics and accountability are linked by moral, legal and practical standards. The trust and respect of our customers, suppliers and competitors are assets that cannot be purchased; they must be earned. We realize we must continue to earn any success we might be privileged to achieve by providing only the highest quality products and services.



lens technology

Fog free lens surface

Clarus proprietary fog-free lens is the best choice for any sports activity. Clarus lenses are permanently bonded with fog-free coating technology at the manufacturing level, not an aftermarket application, applied and re-applied to the surface. Clarus fog-free coating is water resistant, soak tested for true performance.

Curvature

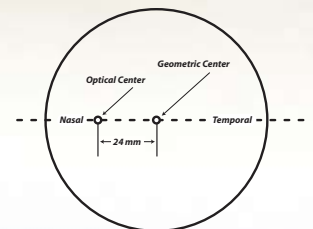
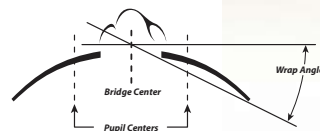
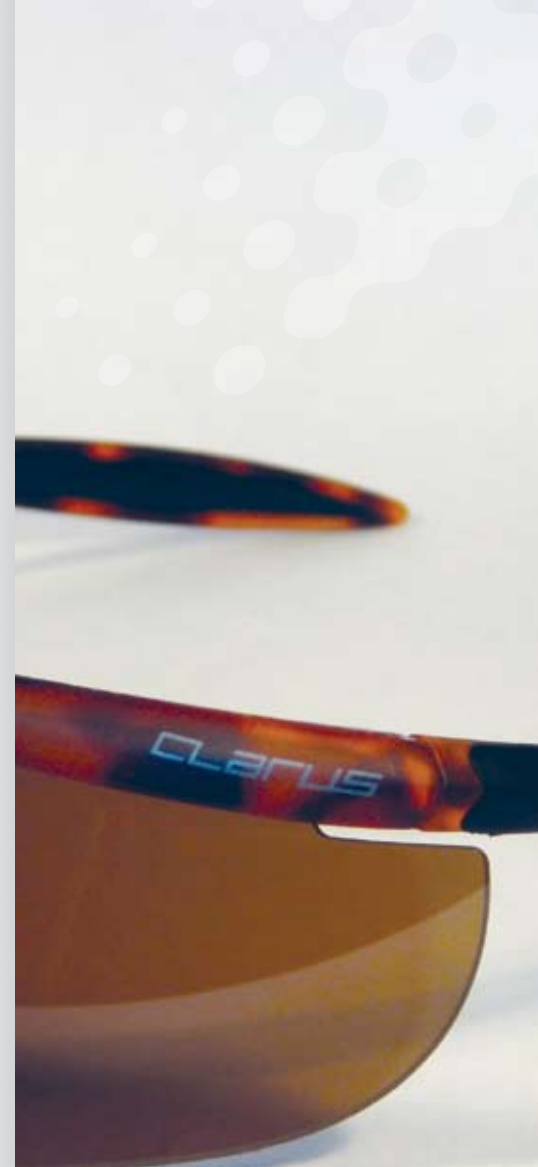
Clarus lens moulds are designed to keep the center of vision in the purest line of sight. Using decentered lens moulds, the optical center of the lens is moved closer to the nose bridge towards the natural site line. With wrap around frame styles greater than a 15° angle from the face, this technology is critical to providing distortion-free optics.

Lens colors

Light transmission of a sport lens will vary depending on weather conditions, time of day, surroundings and so on. Clarus offers three principle lens colors that meet most conditions. Smoke/grey lenses are ideal for general purpose activities and preserving natural colors while copper/amber is ideal for high definition visibility and contrast lighting for activities such as snow boarding/skiing, or golfing. The rose color lenses are optimized for lower light conditions such as overcast days or shadowy conditions. All Clarus lenses are at least 99% UV blocking.

Frames with interchangeable lenses

All Clarus frames are made from TR90 nylon when they are designed for interchanging lenses.





products



Sonic 410

The most extreme lens wrap ever! Sonic 410 is the first of a series with a 4 base lens curve that converts to a 10 base curve creating perfect peripheral vision.



Nixit

Created with style and function in mind, the Nixit is optimized for both high-energy activity and comfort.



Drenalin

With its sleek, refined design, the Drenalin is ideal for smaller faces and will stay in place with the rubber ear and nose pads.



Mogul

With a touch of attitude from the styles of the surf culture, the full temple width will provide great glare protection and plenty of style.



Maximus

Fabricated for the active athlete, the maximus features an optional ridged brow guard for increased peripheral protection.

(most styles available in interchangeable lens program)

With its sweeping lenses, the Stealth is strong and subtle, providing increased optical protection and coverage.

Stealth



A perfect union of sophistication and purpose, the Soltan is nimble and acutely tuned for function. The lightweight frame has everything you need and nothing that you don't.

Soltan



You will be able to keep your glasses protected yet accessible in the Clarus strap-on zipper case with individual sleeves to protect each lens or shield. Your case also includes our micro-fiber cleaning cloth that we recommend for cleaning your fog-free lens surface.

Zipper Case



Each pair of Clarus glasses comes complete with a safe place to keep your glasses. Use the bag to clean your eyewear too!

Micro-Fiber Bag



testimonials

Wow! Thank you! You just earned a customer for life. I've spent thousands on sunglasses over my lifetime and have always gravitated toward high-end models like Vuarnet, Suncloud, Nike, Oakley and Rudy Project just to name a few. The two pairs of Clarus shades I've purchased this past year have rivaled those brands hands-down. Yours fit just as comfortably, come with more accessories, are easily as durable and just plain look great.

Your personal reply and on-the-spot problem resolution put your company far and ahead of theirs as far as customer service goes. Consider me a walking billboard and count on my word-of-mouth advertising for what you've done. It's a shame that other companies just don't seem to understand how taking care of a single customer can mean so much.

Sincerely,

Kelly, Castle Rock, CO

I have owned two pairs of your product and been very satisfied with them for wearing while riding bikes and running. You guys are the best! Thanks for the fast response. You have definitely earned my business again! Appreciate the help.

Brian, Palmdale, CA

I received the replacement glasses last week. I just wanted to thank you again for the great customer service. I'll tell the world that you guys are great!

Max, Bay Area, CA

Hello, I have a pair of your Nixit sunglasses and I love them. My favorite lense is the copper (amber) set.

Ben, Tucson, AZ

I was stunned when I received your package the other day. I was expecting to pay for parts and go from there. I just wish to thank you for the service that was above and beyond. I have enjoyed the sunglasses from the first day I received them. Again..... Thank you very much....

Robert





warranty

We appreciate your investment in Clarus anti-fog sunglasses. You will enjoy owning one of the finest sunglass products on the market today. Please take a few moments to read the terms of our warranty.

The clarus warranty covers manufacturers defects in workmanship and materials for a period of one (1) year from date of purchase. Any Clarus sunglasses returned during the warranty period are subject to the following terms and conditions:

1. A \$7.00 (seven) fee to cover shipping/handling must accompany your returned sunglasses.
2. Proof of purchase is required. Please include a dated copy of the original sales receipt with your return.
3. Warranty does not cover normal wear and tear, lost screws, scratched or broken lenses.

Warranty Claim Procedure.

Clarus will replace or repair (at our sole discretion) defective sunglasses that meet the terms and conditions of our warranty. Please place your Clarus sunglasses in a cardboard box with adequate packing to avoid damage during shipping. Send your sunglasses to:

Clarus Eyewear
Warranty Dept.
PO Box 2828
Aptos, CA 95001-2828



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La Selva Beach, CA 95076

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