



NEWS

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**ICAST Show 2017, Orlando
Booth #1067 & On the Water Booth #27**

Popticals Sunglasses Launch New Forces of Nature Series at ICAST

Innovative sunglasses company Popticals is introducing their new “Forces of Nature” series at ICAST 2017. The three innovative new designs are POPH2O, designed for those active on the water; POPAIR, a wrap-around aviator inspired frame; and POPSTORM, featuring a sporty and uniquely bold design. POPH2O will be featured in the New Product Showcase and all three frames will be on display during the 2017 ICAST show in Orlando, FL with inventory ready to ship this month.

The new additions will all feature Popticals’ patented compact design that allows them to store inside of a small case. Traditional wrap-around sunglasses get scratched and broken because they have nowhere they can be easily stored when not in use, but Popticals utilize an innovative rail system to keep the sunglasses safe in their small, protective case.

Along with the rest of the products from Popticals, the Forces of Nature series feature NYDEF™ polarized nylon lenses manufactured for Popticals by Carl Zeiss Vision. The nylon construction provides clarity that rivals glass while remaining 20% lighter in weight than polycarbonate lenses used in almost all other sunglasses. The lenses have an added Ri-Pel® coating to repel water, as well as oil and dust. Polarized to eliminate glare and provide enhanced vision, these Popticals lenses also include UV protection that filters out 100% harmful UVA and UVB rays.

For more information on Popticals, go to www.popticals.com. See how Popticals sunglasses work at <http://www.popticals.com/how-popticals-work/>.

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