





## Have a say-so in how the products you buy impact the planet.

#itsyoursayso

As a purpose-driven brand, it's not just what we do, but how we do it. From curating the best materials, to forging the right partnerships, to showing other makers the way - we do it all so that customers are empowered to have their say-so.

### **Mission**

1. Give eco-conscious consumers a “say-so” – the ability to buy innovative gear they love, without the impact to the planet. And
2. Encourage other brands to adopt more sustainable sourcing and manufacturing processes by leading the way and modeling it in our own practices.

### **We are allies to the Earth.**

People shouldn't have to choose between cool and conscientious. From product and packaging, to supply chain and shipping, our decision making is planet-first.

### **We empower people.**

Sustainable shouldn't mean unattainable. Cost should not be a barrier to affording cool, sustainable, eco-friendly eyewear. We want to empower more people to have their say-so.

### **We are circular innovators.**

We embrace circular principles and source materials that help close the loop. Our brand of innovation is finding renewable materials and eco-friendly methods, building the right supply chains and partnerships, and showing others the way.

### **We are curators.**

We seek to carefully curate the right combination of intentionally sourced, rigorously tested and meticulously designed materials so we can offer an affordable price point without skimping on quality, performance or durability.



## Circular Innovation

By finding ways to re-purpose waste, we can buy the beautiful, innovative products we love and then regenerate them in a true, sustainable cycle. From product to packaging, we carefully curate eco-friendly, sustainable materials that help to close the loop.

### Our Frames

Our eyewear frames are made of ECONYL® Regenerated Nylon - used fishing nets, carpet remnants, industrial plastic and fabric scraps that would otherwise become ocean and landfill waste.

### Our Microfiber Cleaning Pouches

All pairs of Sayso Shades® come with Microfiber Cleaning Pouches, made from 100% post-consumer recycled polyester, which comes from plastic waste. Giving plastic a second life keeps it out of our landfills and oceans.

### Our Packaging

We even applied circular innovation in our packaging. Made from 100% recycled paper, we use no glue and vegetable-based inks so it can all be recycled again. Recycled products alleviate the demand on sources of new material, thereby protecting the world's forests.



#### Sustainable

By sourcing renewable materials, we offer conscientious consumers a sustainable, eco-friendly eyewear option.



#### Curated

Our products have been meticulously designed, intentionally sourced, and rigorously tested.



#### Attainable

By optimizing our supply chain, we're making the sustainable option, an attainable option.



#### Circular

We're leading the way in re-thinking product design and consumer choice and serving as a role model for other makers.

## Timeless. Iconic. Retro.

The Sayso Shades® Fifty Two harkens back to the days of retro tiki parties, surfboard station wagons and rock n' roll.

### ECONYL® FRAME MATERIAL

Made from regenerated nylon - recycled fishing nets, carpet remnants, industrial plastic and fabric scraps that would otherwise become ocean and landfill waste.

### DESIGN

A modern twist on the classic wayfarer-style, these slip-free, no-bounce frames offer a comfortable fit no matter where your adventures take you.



### LENS TECHNOLOGY

Crisp optical clarity, highly impact-resistant, and meets rigorous safety standards.

## Clear. Crisp. Cutting-edge.

Choosing sustainable shades shouldn't mean sacrificing cutting-edge lens technology.

**Polarized:** Our polarized lenses block harmful glare without the haze, wash out or distortion common in lower-quality lenses.

**Anti-Reflective:** An anti-reflective coating is added to the back of our lenses to block specific wavelengths of light that cause glare.

**Sayso Photonic:** A tint and anti-glare coating added to lenses by high temperature molecular fusing that's formulated to balance light transmission and reflection.

**Sayso Sparq™:** Our performance lenses filter specific light wavelengths to boost color differentiation and enhance details.



# Detect Filter Optimize

Photonics is the physical science of light waves. Our Photonic lenses are engineered for optical clarity with precise filtering to optimize light transmission and eliminate glare. And with lens colors formulated for a variety of conditions and activities, you'll be ready for every adventure.

**saySO shades**



### Fifty Two

Chrome Photonic Polarized

Frame: Black  
Lens Base: Green  
VLT: 13%



### Heavy Metal

Chrome Photonic Polarized

Frame: Gray  
Lens Base: Green  
VLT: 13%



### Volcanic

Sparq™ Trail

Frame: Ash Black  
Lens Base: Rose  
VLT: 35%



### Wild Horses

Smoke Polarized

Frame: Brown  
Lens Base: Gray  
VLT: 20%



### No Bones About It

Cobalt Photonic Polarized

Frame: White  
Lens Base: Brown  
VLT: 15%



### Just Add The Julep

Violet Photonic Polarized

Frame: Mint Green  
Lens Base: Brown  
VLT: 15%



### Elemental

Bronze Polarized

Frame: Denim  
Lens Base: Brown  
VLT: 15%



### 80's Kid

Harlequin Photonic Polarized

Frame: Black  
Lens Base: Brown  
VLT: 11%



Visible Light Transmission (VLT) is the percentage of sunlight a lens allows to pass through.



### Champagne Powder Googles

Violet Photonic Polarized

Frame: Purple  
Lens Base: Brown  
VLT: 15%



### Deep Forest

Harlequin Photonic Polarized

Frame: Black  
Lens Base: Brown  
VLT: 11%



### Great Slate Escape

Smoke Polarized

Frame: Brown  
Lens Base: Gray  
VLT: 20%



### Overtime

Blue Light Plus

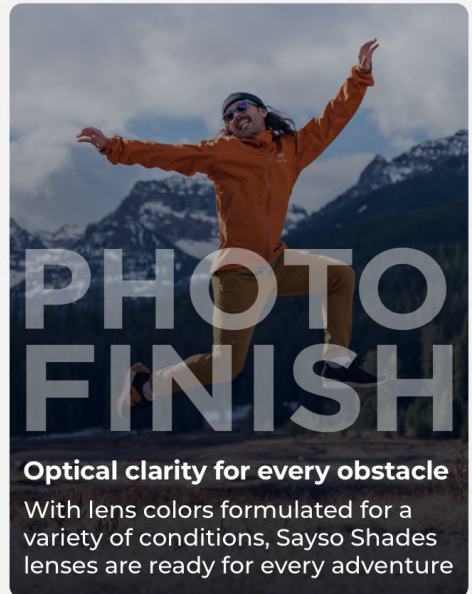
Frame: Gray  
Lens Base: Clear  
VLT: 95%



### Blue Times 2

Blue Light Plus

Frame: Blue  
Lens Base: Clear  
VLT: 95%



### Optical clarity for every obstacle

With lens colors formulated for a variety of conditions, Saysso Shades lenses are ready for every adventure

### Optical Clarity

Our lenses come in a variety of color options to match your adventure and environment and eliminate virtually all bothersome reflections, optimizing optical clarity.

### Impact-Resistant

Our lenses are designed and tested under extreme mass and velocity, ensuring the safety and security you deserve.

### Sun-safe

Protect your eyes from 100% of harmful UV rays. All of our lenses undergo rigorous testing that meets international safety standards.



## About the Brand

Born and raised in Montana, Sayso Shades® co-founders Matt Poff and Casey Jermyn are both lifelong athletes and outdoor enthusiasts.

Casey hasn't strayed far from his love of running. After a successful collegiate cross country career, he worked for both local and national brands that serve the running community. Casey founded the Bozeman Running Company back in 2010, which he owns and operates still today.

After several years in personal training, Matt served in several roles in large corporations while living in various cities across the United States. In 2017, Matt made the bold move to relocate to Vietnam – knowing it was a hub of manufacturing for outdoor and athletic gear. During his time in Vietnam, it became evident to Matt the amount of remnants and waste that were by-products of production, not to mention the pollution on the beaches where he lived.

This led them to ECONYL®, a regenerated nylon made from landfill waste that is infinitely recyclable. Other well-known brands are beginning to explore regenerated nylon products, but Matt and Casey liked the idea of innovating in this space and perhaps modeling for other makers and creators how to produce goods sustainably.

The result was Sayso Shades® – made from ECONYL® Regenerated Nylon, wrapped in 100% post-consumer polyester and packaged in FSC® certified recycled paper stock.

“By sourcing renewable materials, we aim to give conscientious consumers an innovative, eco-friendly, affordable eyewear option without the impact to the planet, says Poff. “And, we want to encourage other brands to adopt more sustainable sourcing and manufacturing processes by leading the way and modeling it in our own practices.”



what we do, but how we do it. From curating the best materials, to forging the right partnerships, to showing other makers the way - we do it all so that customers are empowered to have their say-so.

Sayso Shades® offer conscientious consumers an innovative, eco-friendly, attainable eyewear option. As a purpose-driven brand, it's not just

For more information, please contact:

[Matt@saysoshades.com](mailto:Matt@saysoshades.com)

[www.saysoshades.com](http://www.saysoshades.com)