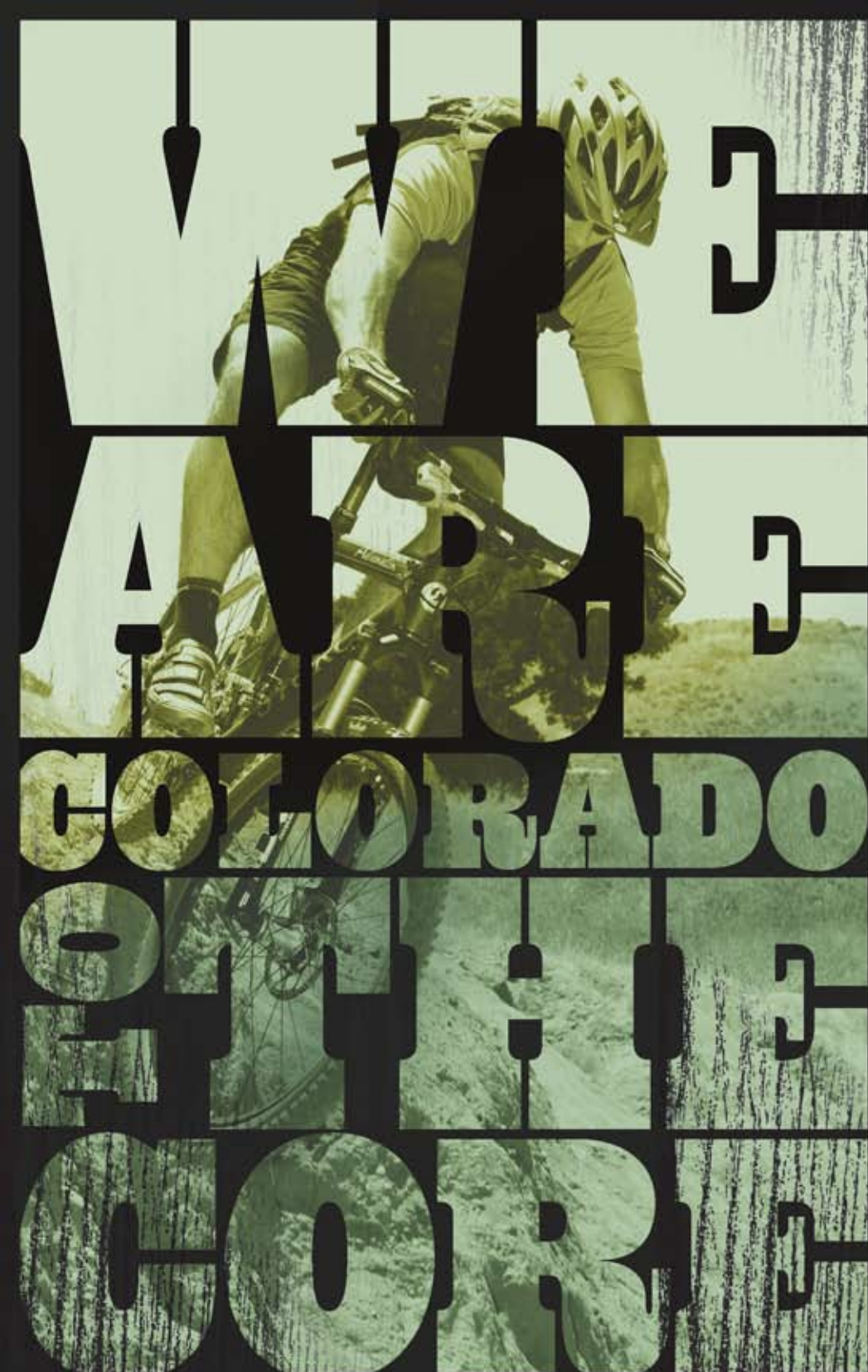




CUTTING
2010 EYEWEAR



We Are...

Homegrown. Inspired by the Rocky Mountains and the active lifestyle they provide, Optic Nerve came to life in Colorado over 25 years ago and remains rooted there to this day. We spend our time in the outdoors cycling, running, hiking, kayaking, snowboarding, skiing and enjoying everything else this environment has to offer. Our passion for these activities and the outdoors is reflected in every product we make.

We Believe...

In quality and value. No matter what activity we're doing, we expect our eyewear to perform. We design our products with real use in mind and test them under real conditions to ensure ultimate performance and comfort.

We Create...

Great Product. All our products utilize proven frame and lens technologies manufactured under guidelines that provide you with high quality and great value. All Optic Nerve sunglass and goggle lenses filter out 100% UVA, B, and C rays and are constructed with high impact polycarbonate materials. Our frames are made with durable TR90 resins or hypo-allergenic nickel silver. Every pair of Optic Nerve sunglasses and goggles provides impact resistance, optical clarity, style, and UV protection to withstand the best and worst conditions and we offer a limited lifetime warranty to back that up.



Technologies:



ACTIVE LENS VENTING
Reduces fogging increasing air flow



ADJUSTABLE BRIDGE REST
Custom fit secure performance



NON-SLIP
Features non-slip TACTILITE™ rubber components



ADJUSTABLE TEMPLE
Provides customized fit



FITS NARROW FACES
Fits narrow faces



RX ABLE
Prescription ready



TORIC
Provides enhanced coverage from wind and debris

Optic Nerve lenses are not industrial safety rated and should not be considered a permanent shield against eye injury.



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**OUT
DOOR**



OUTDOOR

Polarized

5

Optic Nerve's Outdoor Collection was created with adventure seekers and snow lovers in mind. All glasses in this collection feature a polarized lens technology which eliminates 99.9% of the harmful rays that bounce off the water, snow and rocks you're playing on.

Other features include:

- 100% UV protection
- CE CAT 3 standards
- High impact resistance
- Polycarbonate polarized lenses



Kronos

Shiny Black / Polarized Smoke Lens
SKU 12019 / MSRP \$ 86

Shiny Demi Black / Polarized Brown Lens
SKU 12020 / MSRP \$ 86



Eightball

Matt Black / Polarized Smoke Flash Mirror
SKU 12902 / MSRP \$ 86



Flatiron

Matt Black / Polarized Grey Flash Mirror
SKU 12914 / MSRP \$ 86

Gunmetal / Polarized Brown
SKU 12018 / MSRP \$ 86



Gemini

Shiny Demi / Polarized Brown
SKU 12951 / MSRP \$ 86

Shiny Black / Polarized Smoke
SKU 12950 / MSRP \$ 86



Maxfield

Shiny Crystal Brown / Polarized Brown
SKU 12903 / MSRP \$ 86

Shiny Black / Polarized Smoke Flash Mirror
SKU 12904 / MSRP \$ 86



Monarch

Shiny Driftwood Demi / Polarized Brown
SKU 12906 / MSRP \$ 86

Shiny Black / Polarized Smoke
SKU 12905 / MSRP \$ 86



Teaser

Shiny Black / Polarized Smoke
SKU 12917 / MSRP \$ 86

Shiny Driftwood Demi / Polarized Brown
SKU 12916 / MSRP \$ 86



Dolby

Matt Black / Polarized Rose Flash Mirror
SKU 13016 / MSRP \$100

Matt Carbon / Polarized Smoke Flash Mirror
SKU 13015 / MSRP \$100



Axel

Matt Gunmetal / Polarized Copper
SKU 13019 / MSRP \$100

Matt Black / Polarized Smoke Flash Mirror
SKU 13020 / MSRP \$100



Filament

Shiny Demi / Polarized Grey Flash Mirror
SKU 13018 / MSRP \$100

Shiny Black / Polarized Copper
SKU 13017 / MSRP \$100



Kenosha

Shiny Black / Polarized Copper
SKU 13014 / MSRP \$100



Roger That

Matt Black / Polarized Copper Blue Mirror
SKU 12039 / MSRP \$100



Stonefly

Shiny Driftwood / Polarized Brown
SKU 13025 / MSRP \$100

Shiny Black / Polarized Smoke
SKU 13026 / MSRP \$100

OPTIC[®]NERVE PRESENTS



FORESEE[™]

THE FORESEE COLLECTION, A SET OF RICHLY DESIGNED RENEWABLE EYEWEAR. THE FRAMES USED IN THE FORESEE COLLECTION ARE MADE FROM THE BEANS OF THE CASTOR PLANT. THIS IS A **100% RENEWABLE RESOURCE**. THIS INCREDIBLE MANUFACTURING TECHNIQUE MAINTAINS SIMILAR STRENGTH AND PROPERTIES AS TRADITIONAL NYLON FRAMES BUT CONTAINS **NO PETROLEUM BASED RESINS**.

THE FRAMES WILL BE DETAILED WITHOUT THE USE OF HAZARDOUS PAINTS. **THE RAW FRAMES** WILL BE MOLDED AND HAND POLISHED REVEALING A BEAUTIFUL AND TACTILE QUALITY, OPTICAL FINISH. THE LENSES ARE **POLARIZED** ENSURING CRYSTAL CLEAR CLARITY, PREMIER STRENGTH, DURABILITY AND WORLD CLASS IMPACT RESISTANCE.



Gemini

Foresee Raw Black / Polarize
SKU 12990 / MSRP \$100



Krones

Foresee Raw Black / Polarized Br
SKU 12991 / MSRP \$100



Maxfield

Foresee Raw Black / Polarized Smoke
SKU 12992 / MSRP \$100



Stonefly

Foresee Raw Black / Polarized Rose
SKU 12993 / MSRP \$100



TO THE
CORE

PERFORMANCE



White Ranch IC

Shiny White / 4 Sets of Lenses
SKU 12924 / MSRP \$86

Shiny Carbon / 4 Sets of Lenses
SKU 13044 / MSRP \$86



Banshee IC

Shiny Black / 4 Sets of Lenses
SKU 08002 / Suggested Retail \$100



Halogyn IC

Shiny Black / 4 Sets of Lenses
SKU 08009 / Suggested Retail \$86



Squeezebox IC

Shiny Pearl Pink / 4 Sets of Lenses
SKU 12923 / MSRP \$86

Shiny Black / 4 Sets of Lenses
SKU 12922 / MSRP \$86



Autovaughn EX IC

Shiny Carbon / 4 Sets of Lenses
SKU 13042 / MSRP \$100

Shiny White / 4 Sets of Lenses
SKU 13043 / MSRP \$100



Eyeque IC

Shiny Blue / 4 Sets of Lenses
SKU 12928 / MSRP \$86

Shiny Black / 4 Sets of Lenses
SKU 12912 / MSRP \$86

Shiny White / 4 Sets of Lenses
SKU 13070 / MSRP \$86



Savant IC

Shiny Black Fade / 4 Sets of Lenses
SKU 08006 / MSRP \$86



Banshee EX IC

Shiny Black / 4 Sets of Lenses
SKU 13067 / Suggested Retail \$100





Shiny Carbon / 4 Sets of Lenses
SKU 13068 / Suggested Retail \$100

PERFORMANCE

Interchangeable

Optic Nerve's Performance Collection is designed to provide the options needed to keep up with the constantly changing environmental conditions those who push themselves always encounter. To achieve this we've created two solutions; Interchangeable and Photomatic. Our Interchangeable styles come with a set of 4 interchangeable lenses. Each set of lenses is tailored for the varying light conditions known to change as quickly as the Colorado weather.

Lens light transmission range:

	Amber // 65% CE Cat 1
	Rose/Copper // 26% CE Cat 2
	Clear // 100% CE Cat 0
	Smoke/Mirror // 18% CE Cat 3



Stroke IC

Matt Black / 4 Sets of Lenses
SKU 13045 / MSRP \$100

Matte Pearl Pink / 4 Sets of Lenses
SKU 13046 / MSRP \$100

PERFORMANCE

Photomatic



Our Photomatic collection is a single lens performance solution. These patented lenses change shades within 7-10 seconds as they pass from light to dark conditions, making these styles both functional and convenient.



Photomatic lenses reaction time is 7-10 seconds and the light transmission shift range is between 85% - 18%.



Eyeque PM

Shiny Pearl Pink / Photomatic Brown
SKU 12058 / MSRP \$100

Shiny Black / Photomatic Brown
SKU 12056 / MSRP \$100



Halogyn PM

Shiny Black / Photomatic Brown
SKU 09005 / MSRP \$100



Hell Camino PM

Shiny Black / Photomatic Brown
SKU 12011 / MSRP \$100



Response EX PM

Shiny Black / Photomatic Brown
SKU 13047 / MSRP \$100



Squeezebox PM

Shiny Pearl Blue / Photomatic Brown
SKU 12920 / MSRP \$100

Shiny Black / Photomatic Brown
SKU 12921 / MSRP \$100



OPTIC NERVE





LIFESTYLE

Optic Nerve's Lifestyle Collection is just that; designs for a lifestyle. We have combined our already comfortable fits with trend ready designs and offer them at a great value. The pieces in this collection are made with the same quality and provide the same protection as the rest of our line, but set themselves apart with distinctive detailing and fashionable colors for men and women.




Uncle Ernie 
 Olive Green/Black / Gradient Brown
 SKU 13034 / MSRP \$86
 Shiny Black / Gradient Smoke
 SKU 13033 / MSRP \$86



Boots Randolph 
 Shiny Black / Gradient Smoke
 SKU 13031 / MSRP \$72
 Shiny Crystal Brown / Gradient Brown
 SKU 13032 / MSRP \$72



Efron 
 Shiny Honey Demi / Gradient Brown
 SKU 13066 / MSRP \$72
 Shiny Camo Demi / Gradient Brown
 SKU 13065 / MSRP \$72




Kingspade 
 Black and Green / Gradient Smoke
 SKU 13035 / MSRP \$72
 White and Black / Gradient Smoke
 SKU 13036 / MSRP \$72



Pneumatic  
 Shiny White / Smoke
 SKU 08081 / MSRP \$72
 Shiny Black / Grey Flash Mirror
 SKU 08010 / MSRP \$72



Buddah 
 Shiny Black Hibiscus / Smoke
 SKU 12069 / MSRP \$86
 Shiny Driftwood Green / Flash Smoke Mirror
 SKU 13041 / MSRP \$86
 Shiny Driftwood Demi / Brown
 SKU 13040 / MSRP \$86



Otto Syte

Featured in the Lifestyle Collection, the new Otto Syte is a modified aviator incorporating textures and patterns sure to impress even the most trend-savvy. The oversized design makes the Otto Syte an ideal choice for edgy streetwear and sun protection.



Otto Syte
Shiny White Graffiti / Smoke
SKU 13027 / MSRP \$86



Otto Syte
Shiny Driftwood Red / Brown
SKU 13029 / MSRP \$86



Otto Syte
Shiny Driftwood Grey / Smoke
SKU 13030 / MSRP \$86



Otto Syte
Shiny Black Demi / Brown
SKU 13028 / MSRP \$86



NERVE

SETBACKS
GOALS

GOGGLES

19

Optic Nerve's updated goggle collection features an array of custom graphics and exciting colors set over performance, style, and affordability.

The Antero is our pinnacle goggle featuring 5 custom graphic prints including 1 women's specific print. The Antero has been tested on the Colorado slopes and offers 100% UV protection, class 1 optical standards, is helmet compatible and like all Optic Nerve products, is covered by our limited lifetime warranty.

Antero goggles feature:

- Spherical anti-fog polycarbonate double lens
- Triple density anti-microbial foam pads
- Helmet compatible
- Active venting



Antero

Erupter / Bronze Flash Mirror
SKU 13054 / MSRP \$100



Antero

Poison Dart Frog / Bronze w/ Gold Zalo Mirror
SKU 13055 / MSRP \$100



Antero

Frolic / Bronze Flash Mirror
SKU 13052 / MSRP \$100



Antero

Crossword / Bronze Flash Mirror
SKU 13053 / MSRP \$100



Antero

Stencil / Bronze Flash Mirror
SKU 13056 / MSRP \$100

GOGGLES

20

Optic Nerve also offers a women's specific model in the Meadow. However, we do not strip out any of the performance characteristics as it shares the same features and benefits as our top of the line Antero, only delivered in a set of expressive feminine colors and prints.

The Snowplow is designed for kids aged 6-12. These goggles come in a series of vibrant colors and graphics sure to please younger snow enthusiasts.

Snowplow features include:

- Helmet compatible
- Double lens
- Fully adjustable strap



Meadow

Dish / Bronze Flash Mirror
SKU 13059 / MSRP \$86



Snowplow (Kids)

Stencil Red / Bronze Flash Mirror
SKU 13062 / MSRP \$44



Meadow

Shiny White/Pink / Bronze Flash Mirror
SKU 13057 / MSRP \$86



Snowplow (Kids)

Stencil White / Bronze Flash Mirror
SKU 13060 / MSRP \$44



Snowplow (Kids)

Stencil Pink / Bronze Flash Mirror
SKU 13063 / MSRP \$44



Snowplow (Kids)

Stencil Green / Bronze Flash Mirror
SKU 13061 / MSRP \$44



Meadow

Shiny Black Canary / Bronze Flash Mirror
SKU 13058 / MSRP \$86

GOGGLES

21



303
Matte Black / Clear Lens
SKU 30300 / MSRP \$51



303
Shiny Urban / Clear Lens
SKU 30303 / MSRP \$58



719
Shiny White / Bronze Flash Mirror
SKU 71901 / MSRP \$72



719
Shiny Black / Bronze Flash Mirror
SKU 71900 / MSRP \$72



719
Shiny Violet / Bronze Flash Mirror
SKU 71903 / MSRP \$72



970
Shiny Pearl Carbon / Bronze Red Zalo Mirror
SKU 97002 / MSRP \$86



970
Matt Black / Bronze Flash Mirror
SKU 97001 / MSRP \$86



970
Shiny Orange / Bronze Flash Mirror
SKU 97003 / MSRP \$86

The 303 is our only single lens goggle and is a perfect value-driven option for downhill bikers and MotoX riders as it features clear tear-off lens covers crucial in clearing line of sight when dirt and mud gets in the way.

The 719 and 970 are the base models in our goggle line without being basic at all. They both offer spherical anti-fog polycarbonate lens, triple density anti-microbial foam pads and active venting providing all the comfort and performance characteristics as the rest of our line in a toned down color offering. These goggles, like all our others, are also supported by a limited lifetime warranty.



Optic Nerve Branded Tees

Tree Hugger / Green
SKU 3332010G

Script Nerve / Black
SKU 3332010B



In-Case Foresee 4pc Waterfall

14"D x 6.5"W
ON104F



ON Hybrid 24

17"D x 15"W x 60"H
SKU ON1024

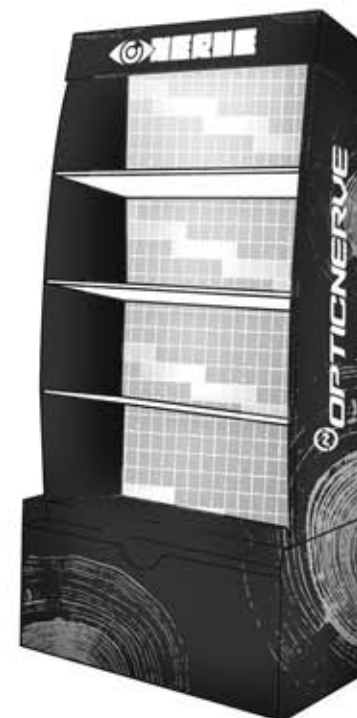
48pc Hybrid Flagship

17"D x 17"W x 71"H
SKU ON1048



ON Hybrid 18

11"D x 15"W x 31"H
SKU ON1018



48pc Goggle Display

24"D x 12"W x 51"H
SKU ON10GOGGLE



WE SUPPORT



To some businesses Corporate Social Responsibility has become a department, or an initiative, or even the purpose behind an ad campaign. We don't know what this philosophy used to be called because at Optic Nerve we've been running a responsible business simply because that's the way we are.

We work hard and are fortunate in many ways, and we take every opportunity to put back into the environment as well as provide for those less fortunate than us. Everybody has things they believe in, here's a short list of ours:

Save the Poles : ericlarsenexplore.com
 Romp to Stomp : tubbsromptostomp.com
 SOS Outreach : sosoutreach.org
 DZI Foundation : dzifoundation.org
 Big City Mountaineers : bigcitymountaineers.org
 Vision Screening Project in Samoa





 **OPTICNERVE®**

11931 West I-70 Frontage Road North, Wheat Ridge, CO 80033
info@nerveusa.com / PH : 303.462.0444 / FX : 303.462.0425
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