

GOGGLES

SNOW GOGGLE BRAND GUIDE

[SPORTRX.COM](https://www.sportrx.com)

TABLE OF CONTENTS

[Oakley](#)

[SMITH](#)

[Dragon](#)

[SPY](#)

[Anon](#)

[POC](#)

[Zeal Optics](#)

[SportRx - RX Goggle Insert](#)



A photograph of five skiers standing on a snowy mountain ridge, looking out over a vast, blue-tinted landscape. The skiers are wearing various winter gear, including jackets in red, blue, and camouflage patterns. The background is a clear, blue sky with some light clouds. The overall mood is serene and adventurous.

OAKLEY HISTORY

Jim Jannard founded Oakley in 1975 with the belief that everything can and will be made better. Since then, Oakley continues to develop the most advanced eyewear for the top athletes and amateurs alike.



“Get the best combination with Oakley PRIZM in the Flight Deck XM for the greatest experience”

SportRx



OAKLEY PRIZM LENS TECHNOLOGY

PRIZM enhances colors and contrast, giving you the upper hand on the competition. Oakley PRIZM manipulates the light spectrum, filtering out “noisy” colors, so your eyes can respond quicker when the environment changes.



SMITH HISTORY

Since 1965, Smith has amplified the thrill of the human experience, fueling fun so you can live every moment in greater detail with their dynamic snow goggles.



SMITH CHROMAPOP
LENS TECHNOLOGY

See every mogul in greater detail
with Smith [ChromaPop](#) lenses.
ChromaPop eliminates color
confusion by filtering the
crossover between wavelengths.

“Spend more time on
the slopes and less
time switching lenses
with the intuitive lens
changing system of
the **SMITH I/O Mag.**”



SportRx



DRAGON HISTORY

Since 1993, Dragon has set out to supply active youth with their leading eyewear and accessories, revolutionizing snow goggles by creating the first-ever frameless design.





DRAGON LUMALENS LENS TECHNOLOGY

Ride longer and harder with Dragon Lumalens, ultra-high definition optics with superior color vividness that reduces eye fatigue.

“Shred more runs this season with an expanded peripheral view in the Dragon X2 frameless snow goggles.”

SportRx





SPY HISTORY

Since 1994, SPY has been the unconventional, fun-loving creator's of exceptional optics for athletes and artists, taking style cues from outdoor sports communities and the lifestyle that surrounds them.



“Enjoy your run with less smudge, get the **SPY Bravo** for a fingerprint-free lens quick change system.”



SPY HAPPY LENS LENS TECHNOLOGY

Cruise or bomb down your next run in SPY Happy Lens, the only lens that maximizes long-wave blue light improving mood and alertness while enhancing terrain contrast and optical clarity.



ANON HISTORY

Anon was founded in 2001 under BURTON, leader in the snowboarding market. Anon is dedicated to building snow goggles and helmets for winter sport enthusiasts for living the best moments on the slope.



“For unprecedented versatility between runs this season, get the Anon M4.”

SportRx



ANON SONAR
LENS TECHNOLOGY

Experience the natural beauty of the untracked in Anon SONAR lenses. Sonar lenses retain true world color for the best possible definition and terrain recognition.



POC HISTORY

Since 2005, POC has offered solutions improving sport performance and reducing injuries on the slopes. POC delivers sports athletes superior helmets and produces snow goggles with the same demand for perfection.



“For times when nothing less than perfect sight will do, get the Fovea Clarity Comp.”

SportRx



POC CLARITY COMP LENS TECHNOLOGY

Race faster and safer with POC Clarity Comp lenses. Highly tuned base tints inside the lens improves your ability to react quicker during intense competition.





ZEAL OPTICS HISTORY

ZEAL Optics was founded in 1997 so people around the world could see clearly on their next outdoor adventure. ZEAL follows three tenets: 'Use Less' from nature, 'Give Back' to community, and 'Explore More' experiences.



“Conquer the slopes with unsurpassed peripheral vision and secure lens swaps anywhere on the mountain with Zeal Optics Portal.”



ZEAL OPTICS OPTIMUM
LENS TECHNOLOGY

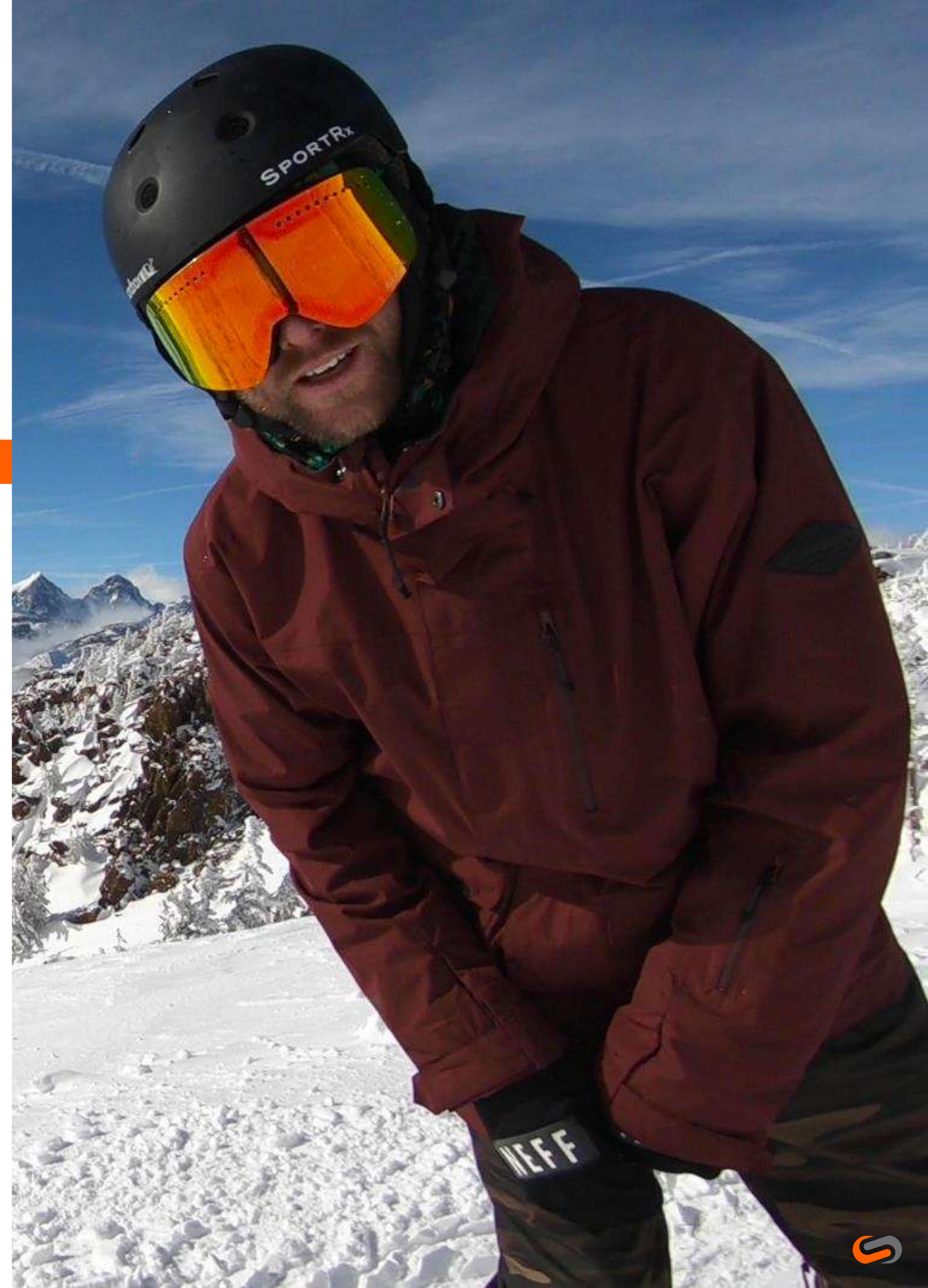
Explore more while using less in Zeal Optimum lenses. Made from plant-based materials, see more in Optimum while protecting those views that inspire us.

SportRx



SPORTRX HISTORY

Since 1996, San Diego-based SportRx has specialized in custom prescription eyewear for virtually every sport. Every day we dedicate ourselves to helping everyone see better because we know having clear vision means enjoying what you love. We strive to create the best prescription eyewear you'll ever wear, tailored uniquely for your activity and vision needs.



“See better with the **Prescription Goggle Insert** for clarity, comfort, and safety.”

SportRx



Dragon PXV with SportRx prescription goggle insert

