

Created by: Debra C. Argen

Smith Optics - Fashion meets State-of-the-Art Equipment

As an avid sports adventurer, I know that high-adventure sports require reliable, durable, **safety equipment**, and appreciate that **Smith Optics, Inc.**, **manufacturers** of hi-quality **sports helmets, goggles**, **eyewear**, and **accessories** deftly marries **state-of-the-art technique** and **fashion** without compromise. Being safe never looked so stylish!

Dr. Bob Smith, an orthodontist by trade, founded **Smith Optics, Inc.**, based in Sun Valley, Idaho in 1965, creating the first-ever goggle featuring a sealed thermal lens and breathable vent foam. Since then, Smith Sports Optics has set standards with its innovations in high-performance eyewear and goggles including Fog-X anti-fog coating which has a hydrophilic lens treatment that creates a micro-etched surface on the inner lens to absorb and disperse moisture before it can condense and allow fog to form, PMT Perforated Membrane Technology lens ventilation system, patented Turbo C.A.M. (Constant Air Management) system, patented Regulator adjustable lens ventilation system, patented Roll Off's film advance system for motocross, patented ODS (Ocular Docking System) prescription insert, and patented Slider series sunglasses with interchangeable lens sunglass.

As downhill skiers, Edward and I were looking for ski helmets not only for our safety consideration, but also because many ski resorts are now recommending or even requiring the use of helmets by all skiers and snowboarders. Wearing a helmet would be something new for us, so we did our research on safety, functionality, and fashion, and Smith Optics, Inc. received high marks across the board. My father did not call me his "Daredevil Princess" for nothing; as much as I wanted a sturdy helmet, I also wanted a helmet with style, and happily found the combination with Smith Optics, Inc.



Debra and Edward wearing

Smith Optics Helmets and Ski Goggles

Edward selected the new **Smith Vantage Helmet** in Matte Black, which is the most ventilated hybrid shell helmet ever created, with a low profile design, and dual regulator that separates the ventilation into zones.

Other factors that he appreciated was the Adjustable Boa® Helmet Fit System (HFS) where he could customize the fit of his helmet on-the-fly with a mere twist of the dial on the back; the Removable Ultra-Light Goggle Lock to secure his goggles to the helmet; ergonomically designed Snapfit SL Ear Pads; 21 Vents; AirEvac 2 Ventilation, ASTM F 2040, CE EN 1077 Class B Certification, and a weight of a mere 15.5 ounces (440 grams).

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Smith Vantage Helmet

I selected the **Smith Intrigue Helmet** in White Pearl for its low profile Hybrid Shell that is designed for women, and is where function and fashion go hand-in-hand. I appreciated its elegant lines, as well as the Adjustable Boa® Helmet Fit System (HFS) to easily customize my helmet for a perfect fit with a twist of the dial on the back, the Fleece-lined Tricot Lining, which was comfortable, warm, and eliminated the need for me to wear a skull cap under my helmet even on extremely cold days.

I also appreciated the Hybrid Shell Construction, 10 Adjustable Vents, Low-Profile Regulator Adjustable Climate Control to easily control the airflow into the helmet even when wearing gloves, Removable Goggle Lock so that I could secure my goggles to my helmet, AirEvac 2 Ventilation, Snapfit Ear Pads which can be easily removed and washed, ASTM F 2040, CE EN 1077 Class B Certification, and weight of 17 ounces (490 grams). Skullcandy™ Twin-Tip Link Phone/Audio Systems are also available on both the Vantage and the Intrigue Helmets, although we did not select that option.



Smith Intrigue Helmet

For skiers, goggles are an important piece of equipment, protecting eyes from wind, snow, and glare. Smith Optics, Inc. has a wide selection of goggles, and Edward selected the **I/O Spherical Series Goggles** medium fit with a white foundation frame color, and red Sol-X mirror lens tint to complement his Matte Black Vantage Helmet.

A few of the factors that he appreciated about the goggles was the interchangeable lens technology, rimless design, Quick Release Lens System, Spherical Carbonic-X Lens with TLT Optics where each lens is individually molded for maximum scratch and impact resistance, increased visual acuity, and enhanced contrast sensitivity.

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I/O Spherical Series Goggles

Other distinguishing factors include Smith's Patented Vaporator Lens Technology with Porex™ Filter, Two Performance Mirror Lenses, Ultra-Wide Silicone Backed Strap, Quickfit Strap Adjustment System with Clip Buckle, Dual Layer, DriWix Face Foam for maximum protection from wind and moisture; Helmet Compatible, and Microfiber Goggle Bag with Replacement Lens Sleeve.

I selected the **I/OS Spherical Series Goggles** designed for small to medium fit with rimless Bright Plum Alpenglöw Frame Color, and Ignitor Mirror Lens Tint. What I appreciated about the I/OS design was the Quick Release Lens System, Spherical, Carbonic-X Lens with TLT Optics, Patented Vaporator Lens Technology with Porex™ Filter, Two Performance Mirror Lenses, Ultra-Wide Silicone Backed Strap, Quickfit Strap Adjustment System with Clip Buckle, Dual Layer, DriWix Face Foam, Helmet Compatible, and Microfiber Goggle Bag with Replacement Lens Sleeve. The fact that the strap on my I/OS Spherical Series Goggles was a gorgeous bright magenta that complemented my White Pearl Intrigue Helmet, was an added bonus.



I/OS Spherical Series Goggles

Sometimes you feel like wearing goggles, sometimes you feel like wearing sunglasses, and Smith Optics, Inc. has a full complement of eyewear. Edward selected the **Chief Sunglasses in Brown Linen with Polarized Brown tinted lenses** for their quality and functionality, as well as for the attractive Italian styling.



Chief Sunglasses

The Chief sunglasses feature Anti-Reflective and Hydrophobic Lens Coating, Medium Fit/Med-Large Coverage, Techlite Polarized Glass TLT Lenses, Anti-Reflective and Hydrophobic Lens Coating, Evolve Frame Material, Hydrophilic Megol Nose and Temple Pads, Stainless Steel Italian Spring Hinges, and 8 Base Lens Curvature.

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Edward wearing his

I/O Spherical Series Goggles and Chief Sunglasses

With light colored eyes, sunglasses are a regular part of my wardrobe for daily wear as well as for when I am off on an adventure, and I selected the **Aura Sunglasses in Vintage Tortoise with Polarized Brown Lenses** for their style as well as Anti-Reflective and Hydrophobic Lens Coating, Medium Fit/Medium Coverage, Techlite Polarized Glass TLT Lenses, Evolve Frame Material, Hydrophilic Megol Nose and Temple Pads, Stainless Steel Italian Spring Hinges, and 6 Base Lens Curvature.



Aura Sunglasses

Smith Optics, Inc. products include sunglasses, prescription sunglasses, bike goggles, motorsport goggles, snow goggles, helmets, ski poles, and accessories, and are sold worldwide in more than 50 countries through specialty and sporting goods stores.



Debra wearing her Aura Sunglasses

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As always, remember, that when it comes to fashion, it is not only about what you wear, it is also, how you wear it! Know your own style and have a fashionable season!

For additional product information and where to purchase, please visit the Smith Optics, Inc. website: www.SmithOptics.com. Their office hours are Monday through Friday from 8:00 am until 5:00 pm, Mountain Standard Time.



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