

Sunglasses

FOR BUYERS AND SELLERS OF QUALITY SUNWEAR

WHAT'S IN A NAME?

Panoptx is kicking off the new year with the unveiling of its new logo. Featuring a stylized numeral seven tied to its new brand "7EYE," Panoptx's new logo is also being launched alongside the refocusing of its energies on Dysfunctional Tear Syndrome (DTS) treatment and servicing dispensaries that treat clients with DTS symptoms.

Panoptx switched gears to the number seven in its logo with the intent to be recognized as an eye health brand that helps consumers see all seven colors in the spectrum of visible light. The first Panoptx frames bearing the 7EYE logo are being introduced as Seven Eye by Panoptx Limited Edition III series to the motorcycle market, where it first became a hit among Harley-Davidson riders.

Most models will still carry their familiar names and fits to help retailers through the transition. These styles include the Bora Churada and Whirlwind in the Seal Protection Factor (SPF) 100 collection, and the Taku, Zephyr, Vortex, and Gale in the SPF75 series. SPF100 provides 100% protection with the patented Orbital Seal™ eyecup and SPF75 delivers 75% coverage through an EVA foam air dam. Polarized, photochromic, and color-enhancing lenses are available in any frame style.

GET IT NOW: Panoptx, 925.484.0292, panoptx.com.

