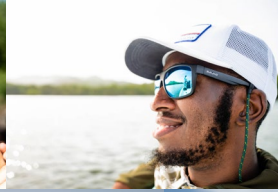


HOW TO PICK YOUR NEW SUNGLASSES

BAJIO

SUNGLASSES

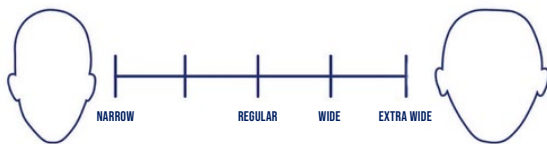


SIZE AND FIT GUIDE

BAJÍO SUNGLASSES

This is a rough fit guide based on frame width and temple length, so you can easily compare and locate the Bajío sunglasses that provide the best fit for you.

Frame Fit



// BIO-BASED NYLON FRAME

FRAMES MADE FROM PLANTS
EASILY COMPOSTABLE
STRONGER AND LIGHTER THAN PLASTIC
DOES NOT HARM THE ENVIRONMENT

// ERGO-TEXTURED RUBBER TEMPLE TIPS

ALL-DAY COMFORT
MAXIMIZES GRIP

* NOT ALL FRAMES HAVE ALL FEATURES

// KEEPER HOLES

INTEGRATED
HOLES FOR YOUR
KEEPER CABLES

// 8-BASE WRAP

FOLLOWS THE
CONTOURS OF
YOUR FACE TO
BLOCK OUT THE
MOST LIGHT

// 6-BASE WRAP

CONTOURS
SLIGHTLY LESS
THAN AN 8-BASE
BUT PROVIDES A
MORE FASHION
FORWARD LOOK

// FLEX HINGES

HIGHEST QUALITY
LIGHTWEIGHT
FLEXES IN-AND-OUT
TO FIT YOUR FACE

// BARREL HINGES

HIGHEST QUALITY
LIGHTWEIGHT
STRONG

// VENTED RUBBER NOSE PADS

ALL-DAY COMFORT
PROMOTES AIRFLOW
KEEPS YOU COOL

// FRAME SIZE

WE SIZE OUR
FRAMES FROM
HINGE TO HINGE
FOR ALL FACE
TYPES

// VENTED RUBBER SIDE SHIELDS

BLOCKS PERIPHERAL SUNLIGHT
PROMOTES AIRFLOW
KEEPS YOU COOL

// ERGO-TEXTURED RUBBER NOSE PADS

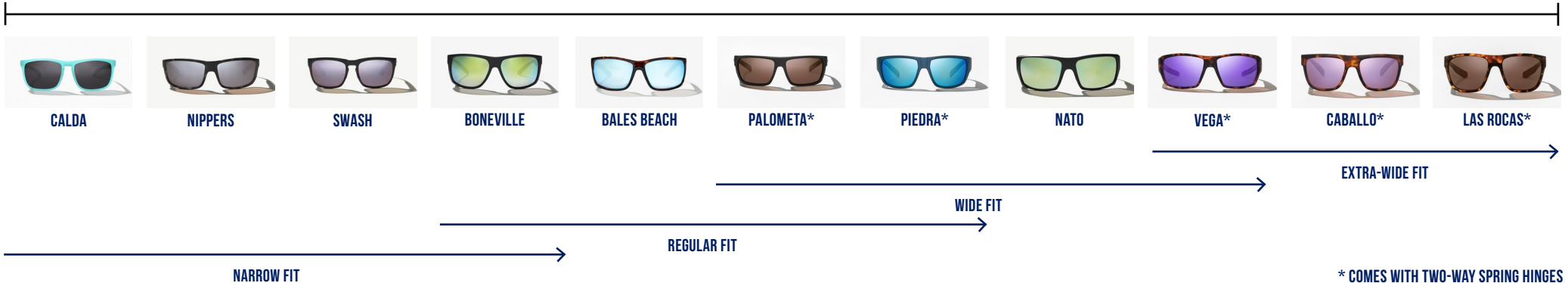
ALL-DAY COMFORT
MAXIMIZES GRIP

// TEMPLE SIZE

DIFFERENT SIZED
TEMPLES WILL
BLOCK MORE OR
LESS LIGHT

// INTEGRATED SUN LEDGE

INTEGRATED FRAME ELEMENT ON THE
SIDES AND TOP OF THE LENS AREA THAT
ALLOW THE FRAME TO BLOCK MORE
PERIPHERAL SUNLIGHT



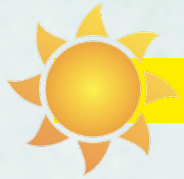
* COMES WITH TWO-WAY SPRING HINGES

LENS OPTIONS

LAPIS™ LENSES

LENS COLORS

Bajío lenses are designed to help you see clearly in all light conditions. Each lens color is created specifically to give the angler optimum performance in any environment and weather scenario.



BLUE MIRROR LENS
BRIGHT LIGHT CONDITIONS
BLUE MIRROR / GREY BASE
VLT 10%

COPPER LENS
MEDIUM LIGHT CONDITIONS
NO MIRROR / COPPER BASE
VLT 14%

ROSE MIRROR LENS
LOW LIGHT CONDITIONS
ROSE MIRROR / RED BASE
VLT 16%

YELLOW MIRROR LENS
LOW LIGHT CONDITIONS
YELLOW MIRROR / RED BASE
VLT 22%
GLASS ONLY

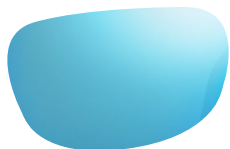
GREEN MIRROR
BRIGHT LIGHT CONDITIONS
GREEN MIRROR / AMBER BASE
VLT 12%

SILVER MIRROR
MEDIUM LIGHT CONDITIONS
SILVER MIRROR / COPPER BASE
VLT 14%

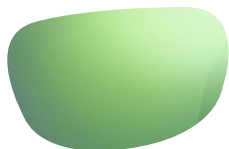
VIOLET MIRROR
LOW LIGHT CONDITIONS
VIOLET MIRROR / RED BASE
VLT 20%
VIOLET LENS
POLY ONLY

YELLOW LENS
LOW LIGHT CONDITIONS
NO MIRROR / RED BASE
VLT 26%
GLASS ONLY

*VLT: VISIBLE LIGHT TRANSMISSION, OR THE AMOUNT OF LIGHT THAT REACHES YOUR EYE THROUGH THE LENS



BRIGHT LIGHT
OFFSHORE



BRIGHT LIGHT
FLATS



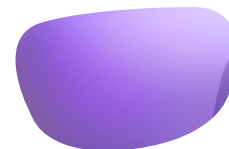
MEDIUM LIGHT
EVERYDAY



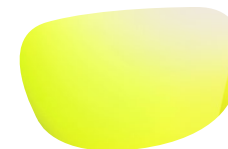
MEDIUM LIGHT
INSHORE



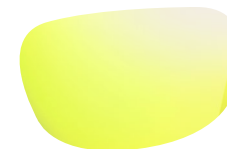
DIM LIGHT
RIVERS/LAKES



LOW LIGHT
RIVERS / LAKES



LOW LIGHT
RIVERS/LAKES/COAST



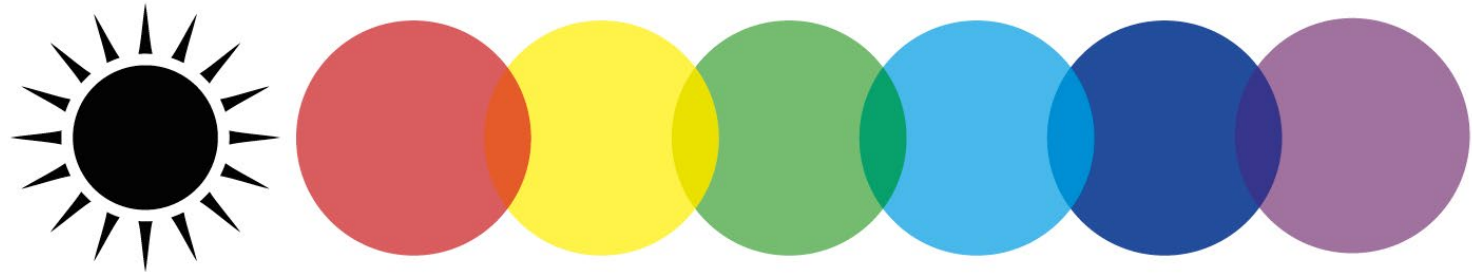
EXTREME LOW LIGHT
DUSK/DAWN

LAPIS™ LENSES

In comparison to the top 5 fishing sunglass manufacturers, Bajío blocks significantly more bad blue light than anyone else, and the same or better as the other high performance lenses when it comes to harsh yellow—all while allowing in good light and brilliant color. In the rainbow of light spectrum, harsh yellow light interferes with color definition, ultraviolet (UV) light contributes to cataract development and skin cancer, and bad blue light scatters when it enters the eye resulting in haze and visual blur. Bajío lenses are purpose built to combat these negative effects from the sun's rays.

Our eyes have specialized color receptors called cones that only process red, blue and green light (RGB). The science behind making the clearest lenses on the planet is to manage the light that stimulates the cones for optimum visual clarity. Using proprietary LAPIS™ technology developed by our optical experts, Bajío lenses block 95% of bad blue light (up to 445 nm), the majority of harsh yellow light (at its peak of 580 nm), and 100% of UV light. The result: No more hazy days, no more color interference and better protection of the eyes.

SPECTRUM OF LIGHT RAYS FROM THE SUN



LAPIS™ TECHNOLOGY BLOCKS BAD LIGHT RAYS



BLOCKS 90% OF HARSH YELLOW AT 580 NM FOR HIGH COLOR DEFINITION OF RED, GREEN AND BLUE

BLOCKS 95% OF BAD BLUE LIGHT UP TO 445 NM: NO SCATTER, NO HAZE. NO BLUR, PROTECTS THE RETINA

BLOCKS 100% OF UV LIGHT PROTECTS THE EYE AND SURROUNDING SKIN

LAPIS™ TECHNOLOGY TRANSMITS GOOD LIGHT RAYS



TRANSMITS RED LIGHT FOR COLOR RECOGNITION & COLOR DEFINITION

TRANSMITS GREEN LIGHT FOR COLOR RECOGNITION AND COLOR DEFINITION

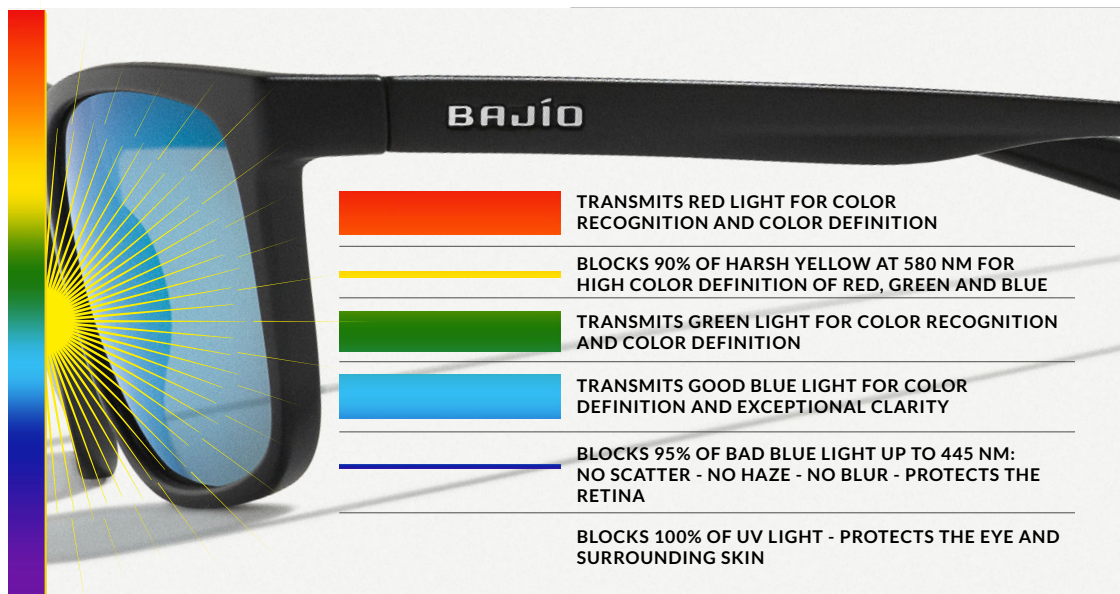
TRANSMITS GOOD BLUE LIGHT FOR COLOR DEFINITION & EXCEPTIONAL CLARITY

GLARE-BUSTING POLARIZATION



SEE MORE FISH & BOTTOM STRUCTURE WITHOUT EYE FATIGUE





LAPIS™ LENSES LIGHT TRANSMISSION

While polarization and bad light blocking are key lens technologies, understanding light transmission and base colors is also important in selecting the appropriate Bajío lens for specific light conditions and fishing environments. As mentioned above, one function of polarized lenses, is that they limit the amount of light that reaches the eye. Visual light transmission (VLT) measures just how much light enters the lens versus how much is blocked. If the light transmission of a lens is below 9-9.5%, they are not suitable for driving because they are too dark. Most sunglass lenses start around 10-11% percent transmission. Generally the blues, greens and darker colors will have very low light transmission made for high light situations. Then there are mirrors. Many polarized sunglasses intended for anglers also have mirror finishes. In addition to looking cool, these finishes also reduce light transmission by up to 2% and help manage annoying reflections from the water.

LAPIS™ LENSES LENS COLOR = CONTRAST

Designed to directly relate to light transmission, Bajío's polarized sunglass lenses come in a wide range of colors and mirror finishes. The trick is understanding what colors work best for what conditions, or more accurately, what level of contrast is best for your fishing situation. For example, Gray-base colors are going to be very low contrast meaning everything appears as it does naturally, just darker. In the middle, between low and high contrast, are our Silver Mirror (copper base) and Rose Mirror (red base) lenses. The Rose Mirror lenses are a little bit brown and a little bit red. If you can only choose one pair, this is a solid middle-of-the-road option. On the other end of the spectrum, are high contrast lenses from the brown color family (which can range from brown to copper to amber to red). The more amount of red color in a lens, the more contrast. High contrast amber, copper, or rose based lenses work great for sight fishing and looking down into the water column to spot fish against the bottom, no matter the color of the water. We don't build our lenses for watercolor, we build them for light conditions.

LAPIS™ LENSES GLASS VS POLY LENSES

Bajío's polarized sunglass lenses are made with either glass or polycarbonate. Which is the superior lens material? The short answer is both—each has its benefits that anglers can weigh based off a few factors. Glass is harder and offers mirrors within the lens that cannot be scratched, which is great for wild, action-packed battles. However, glass is heavier. Polycarbonate lenses are impact resistant, scratch resistant and lightweight, which makes a big difference for long days on the water. You can't go wrong with either, but most anglers have a personal preference depending on what's more important to them, lightweight or scratch-resistance.

LAPIS™ LENSES GLARE-BUSTING POLARIZATION

When the sun's powerful rays enter our atmosphere, they come at us in all directions, reflecting off every object they strike. When these rays hit water, they reflect strongly causing glare which not only interferes with our vision but also makes spotting fish nearly impossible. Before polarized sunglasses, traditional dark-tinted sunglasses were used to reduce the amount of light in all directions, but the glare was still there. With polarized lenses horizontal light rays are absorbed, but vertical light waves still pass through. Bajío lenses essentially work like venetian blinds to eliminate glare, increase depth perception and contour—so not only do you see things better in the water, but you also see things from further away on the water (a key technology for sight fishing).

