



Rex Specs DOG GOGGLES

2016 SuperZoo Press Release
NEW Size Small Rex Specs Dog Goggles!
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Rex Specs Dog Goggles are protective eyewear for active and working dogs like you've never experienced before. Developed out of the founders' need to protect the eyes of their own dogs, Rex Specs are now being used all over the world - from police and military K9 units to leather adorned sidecar dogs. Also, the brand new size small for dogs under 30 pounds begins shipping in late summer!

Launched in March of 2015 by Jesse Emilo and Aiden Doane, Rex Specs were developed to assist in the treatment of canine eye conditions linked to UV light exposure. Making their home in Jackson, Wyoming, at an elevation of over 6,000 feet above sea level, Emilo and Doane's dogs suffered from pannus (a condition that affects the cornea) and chronic sunburn around the eyes.

Dr. Steve Roberts, a veterinary ophthalmologist based in Loveland, Colorado, who treats over 700 dogs every month for eye conditions, sees a direct connection between pannus severity and the amount of UV light dogs are exposed to each day, especially during summertime where he treats 6-8 cases every week. "Where I'm at in Colorado, the elevation is over 5,000 feet, and a lot of the dogs I deal with are up on the weekends at 7,000-10,000 feet," he said. "So that has a huge impact, and their treatment can be really difficult to manage. I've had people relocate to much lower elevations, and the pannus that was hard to control in Colorado is now very easy to control at elevations less than 1,000 feet." Along with a growing number of vets in the country, Roberts is now recommending Rex Specs as part of the treatment of pannus, especially for dogs living in areas with higher UV exposure.



Rex Specs' unique singular spherical lens provides ample field of view and space for the eyes and lashes. The lens is UVA and UVB protective, shatter resistant and interchangeable. The dynamic strap that transitions from elastic to static nylon allows for full jaw motion while still providing a secure and stable fit. While many Rex Specs customers purchase the product for medical needs, they have also proven highly durable and functional with hunting dogs, military K-9's and law enforcement K-9's. Rex Specs are now the preferred eye protection of working K-9 units in the USA and are spreading into Europe.



Rex Specs took on a tall order to develop a goggle that would be tolerated by active dogs. Getting a dog to wear any kind of gear can be a challenge, but equipment on their face adds an extra layer of complexity. The mission has been successful and Rex Specs customers are eager to share their appreciation for the new product.

"I tried some of the other brand of goggles on the market, but they could not keep up to his activity level. Then I came across Rex Specs...They fit Dash [dog] perfectly right out of the box. They increase his field of vision, compared to others, he does not try to get them off and they will not come off! The Rex Specs eye protection are a marvelous product and perfect for the active canine like my Dash." - Rex Specs customer

"Rev [police K-9] came back to me with his Rex Specs covered in something white. I thought they had fogged up, but I went to grab them and realized it was paint from sheetrock. He'd been searching for the stash of drugs, and it was on the other side of a sheetrock wall, and he busted through the wall to get to the stash. If he didn't have his Rex Specs, he'd have some type of damage to his face. This is by far the best product we've seen." - Bert Troncoso, BORTAC (Border Patrol Tactical Unit) K-9 Handler, who works on the US border with Rev on drug smuggling and other tactical operations

A quick glance at the company's active social media outlets (Instagram - @RexSpecsK9 / Facebook - Rex Specs K9) shows that many happy Rex Specs K9 customers share the sentiments.

Rex Specs dog goggles are currently available online at the company's website (www.rexspecs.com) and a selection of other retailers. Frame color options are flat black, blue, hunter orange, red, purple, neon green, neon pink, coyote tan and desert camo; lens tint options are clear, smoke, blue mirror, multi-color mirror and silver mirror. Rex Specs are sold with two lenses - one clear and one of the customer's choice. The price is \$79.95 for the goggles (with two lenses) and replacement lenses are available individually for \$8.95 or in packs of three for \$19.95. The goggle fits dogs between 30-100 pounds depending on head shape, and the NEW size small fits dogs under 30 pounds.

