The Right Eyewear For The Ultra Runner: Purpose-Built Sunglasses

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Santa Cruz, California based specialty optics company Method Seven is inviting athletes to take a look at its line of ultra runner sunglasses. Composed of a group of scientists, engineers, and problem-solvers, Method Seven has dedicated itself to revolutionizing what it means to be a trail runner by redefining eyewear.

CEO of Method Seven James Cox comments, ?Trail running is more than just the amount of miles you run or the number of races you finish ? for us, trail running is a discipline that takes commitment and community. It is something that goes beyond individual statistics. To that end, we want to do our part to contribute to the community, and we are happy to say that our line of ultra runner sunglasses are a worthwhile contribution.?

With design contributions originally being made by trail runners, Method Seven?s Trail line of ultra runner sunglasses focus on providing the best running experience for this class of athlete. The team at Method Seven has combined their experience with optics technology and practical knowledge from trail running to develop the Huntress Trail26 and the Closer Trail26 ? both of which are trail-centric running glasses that allow a trail runner to be able to quickly and continuously assess the technical terrain three to ten feet ahead of them. This is known as the ?Trail Runner?s Cockpit.?

As Method Seven explains, trail running takes runners through varied terrain. As they run, the terrain will change from easy, flat, open trail and roads to technical climbs and descents. Throughout this experience, the primary focus for the eyes and brain changes, and each of the different zones within the runner?s visual field has information to be processed. Anything within three feet of the runner, for instance, is an object or surface that they will not have time to process as they would already be running past it.

Within 5 - 8 feet are the ?Hot Zones,? especially during technical portions of the run. In this zone, runners will need to quickly take in accurate and precise information to make quick, careful decisions on critical upcoming steps. Beyond eight feet is a more relaxed zone, where runners have time to process information, especially

if they can clearly see in the distance.

Method Seven?s team of experts studied these zones and their impact on runners to make sure color and light information was super-available for the runner?s eye. The team found that conventional sunglasses fall short on the near zones due to cheap and overdone polarizing which kills contrast and distorts vision in the Hot Zones, which are the most critical decision-making zones for a trail runner on technical terrain. Method Seven?s Trail line of eyewear is made to fix this issue.

The Huntress Trail26 is hand-tooled, made with ultra-lightweight Japanese titanium (weighing just 18.2 grams). It has slip-free temple tips and no-tangle nose pads designed for movement, and it uses custom-formulated polycarbonate lenses in a brown-red frame that provide 26% VLT (visible light transmission) lens with M7 30% polarization. The Huntress Trail26 is made for smaller faces as well, with 121 mm temple length.

The Closer Trail26 is similar to the Huntress Trail26 in most aspects. It is hand-tooled, and made with the same quality ultra-lightweight Japanese titanium (weighing slightly higher at 20.9 grams) and has slip-free temple tips and nose pads designed for movement. The Closer Trail26 also uses custom-formulated polycarbonate lenses with 26% VLT (visible light transmission) lens with M7-30% polarization. However, the Closer Trail26 has a wrap style for great peripheral coverage and is set in a gray-blue frame, and it is meant for normal/wider faces, with 135mm temple length. Both of these glasses are extra durable, and the lenses are anti-fog, anti-scratch, and hydrophobic in addition to providing protection against UV and infrared heat.

Those who want to learn about Method Seven and the range of ultra runner eyewear the company has on offer should visit its official website to get started. James Cox encourages interested parties to get in touch with an agent of the company via email or phone for any questions or concerns. Method Seven also maintains a social media presence on Facebook, Instagram, and YouTube.

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For more information about Method Seven, contact the company here:Method SevenJames Cox(831) 600-7455customerservice@methodseven.com1010 Fair Ave suite K, Santa Cruz, CA 95060

Method Seven

Method Seven designs and manufactures stylish eyewear for protection and color balance in extreme lighting conditions like grow rooms and airplanes.

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