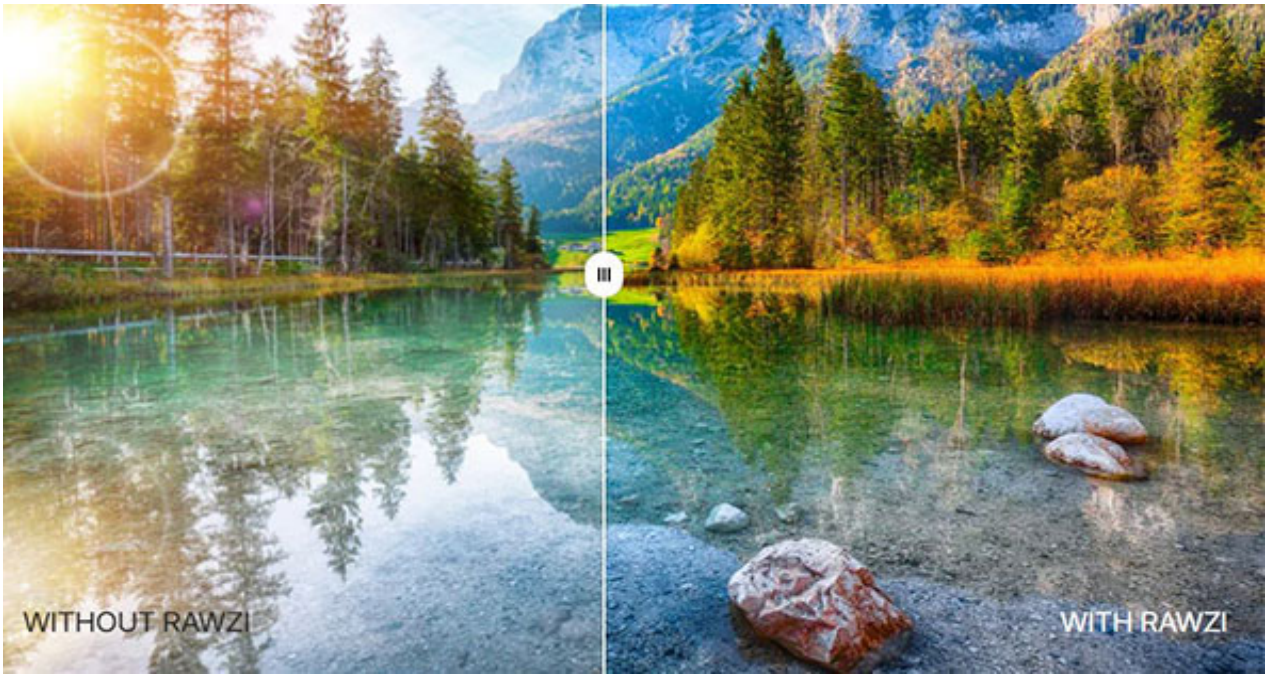


Rawzi Eyewear Launches Direct-to-Consumer Line Designed by Eye Doctors

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SALT LAKE CITY, UT - October 10, 2025 -
Rawzi Eyewear, the first eyewear company founded by an optometrist and ophthalmologist, has announced the national launch of its direct-to-consumer platform offering prescription and non-prescription sunglasses designed with clinical precision. The Utah-based brand, which completed a soft launch earlier this year, now offers its debut collection of five frame styles nationwide through their website.

Rawzi Eyewear was co-founded by optometrist Dr. Tyler Rawlins, who developed the line after identifying recurring issues with traditional sunglass lenses, including optical distortion, surface degradation, and inconsistent UV protection. His solution centers on nylon polyamide lenses engineered for unmatched optical clarity, impact resistance, and long-term UV protection. According to the company, the lenses deliver measurable optical performance benefits that differentiate them from conventional materials such as polycarbonate or CR-39 plastic.

?As an eye doctor, I saw a clear gap between what was available on the market and what patients actually needed,? said Dr. Rawlins. ?Most sunglasses are designed for fashion rather than sight. The goal with Rawzi Eyewear is to create eyewear that enhances visual integrity while creating the standards expected in a

clinical setting.?

Each Rawzi Eyewear non-prescription lens is made from nylon polyamide, a material that offers the most potent visual experience. Rawlins notes that, ?Unlike coated lenses, where UV protection can fade over time, Rawzi Eyewear?s lenses are inherently UV blocking because of the material itself - no coating required. This approach ensures consistent protection throughout the lens?s lifespan.? The material also provides enhanced clarity and reduced chromatic distortion, addressing a common concern among eye care professionals who note that many popular sunglasses subtly distort the wearer?s vision, which can lead to eye strain.

The company?s product line features a mix of all titanium or hand-polished acetate frames with titanium temples to balance weight, durability, and comfort. All five frame styles are available in both prescription and non-prescription versions, with customers able to submit their prescription details directly through the company?s website. Rawzi Eyewear?s ordering process allows for customization and purchase without the need for an in-person visit, while exceeding the precision standards typical of a clinical dispensing process.

Dr. Rawlins said the brand was designed to bridge the gap between clinical performance and everyday use. ?We?re combining the science of optics with thoughtful design,? he said. ?For me, it?s about ensuring people can enjoy their vision to its fullest, have long lasting eye protection, all without sacrificing accessibility.?

Rawzi Eyewear?s clinical approach reflects a growing consumer focus on health-driven eyewear. The Vision Council reports that more than half of U.S. adults now consider UV protection and optical performance among their top priorities when choosing sunglasses. Yet, many sub-$200 options fail to meet these standards. By applying clinical design principles to consumer eyewear, Rawzi Eyewear aims to offer products that deliver measurable performance benefits without the premium pricing of traditional optical retailers.

Following its soft launch in May 2025, the company refined its website and ordering process based on user feedback to improve accessibility and clarity around prescription submission. The result is an online experience designed to meet both clinical and consumer expectations. Rawzi Eyewear?s direct-to-consumer model allows the company to maintain control over product quality while eliminating intermediary costs associated with conventional retail distribution.

Dr. Rawlins emphasized that the company?s mission extends beyond product design. ?We want to become the trusted company for eyewear. We only use the best materials in our products because your eyes are important,? he said. ?There?s a misconception that all sunglasses provide equal protection. Many lenses are

not clear and some coatings deteriorate over time, leaving wearers exposed to UV rays without realizing it. Our goal is to change that conversation by offering a durable, clinically sound standard.?

Those interested in Rawzi Eyewear?s complete collection can find more information on their website, rawzieyewear.com.

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Rawzi

Rawzi Eyewear is dedicated to bringing doctor-designed, highest-quality sunglasses to people who care about both vision and style.

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