


A man and a woman are shown in a natural, outdoor setting. The man, in the foreground, is wearing a brown knit sweater and Botaniq eyeglasses, looking upwards. The woman, behind him, is wearing a light purple knit sweater and Botaniq eyeglasses, looking to the side. The background features lush green foliage.

BOTANIQ®

Sustainable eyewear.  
Thoughtfully made.

[botaniqeyewear.com](https://botaniqeyewear.com)

 [@botaniqeyewear](https://www.instagram.com/botaniqeyewear)

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# WHY SUSTAINABLE EYEWEAR?

**WWD** Think Tank: Making *Sustainability* Sexy

 **LIVEKINDLY** Louis Vuitton Launches Luxury, Sustainable, Corn-Based Sneakers

SUSTAINABILITY / INNOVATION

Fashion Brands Are Now Using NFTs to Further Sustainability Aims



Apple commits to be 100 percent carbon neutral for its supply chain and products by 2030



Optical Companies See Benefits of Working to 'Protect the Planet'

**V O L V O**

"Father of Green Chemistry" wins Volvo Environment Prize 2021



Nike Launches Footwear Collection Made from Post-Consumer Waste

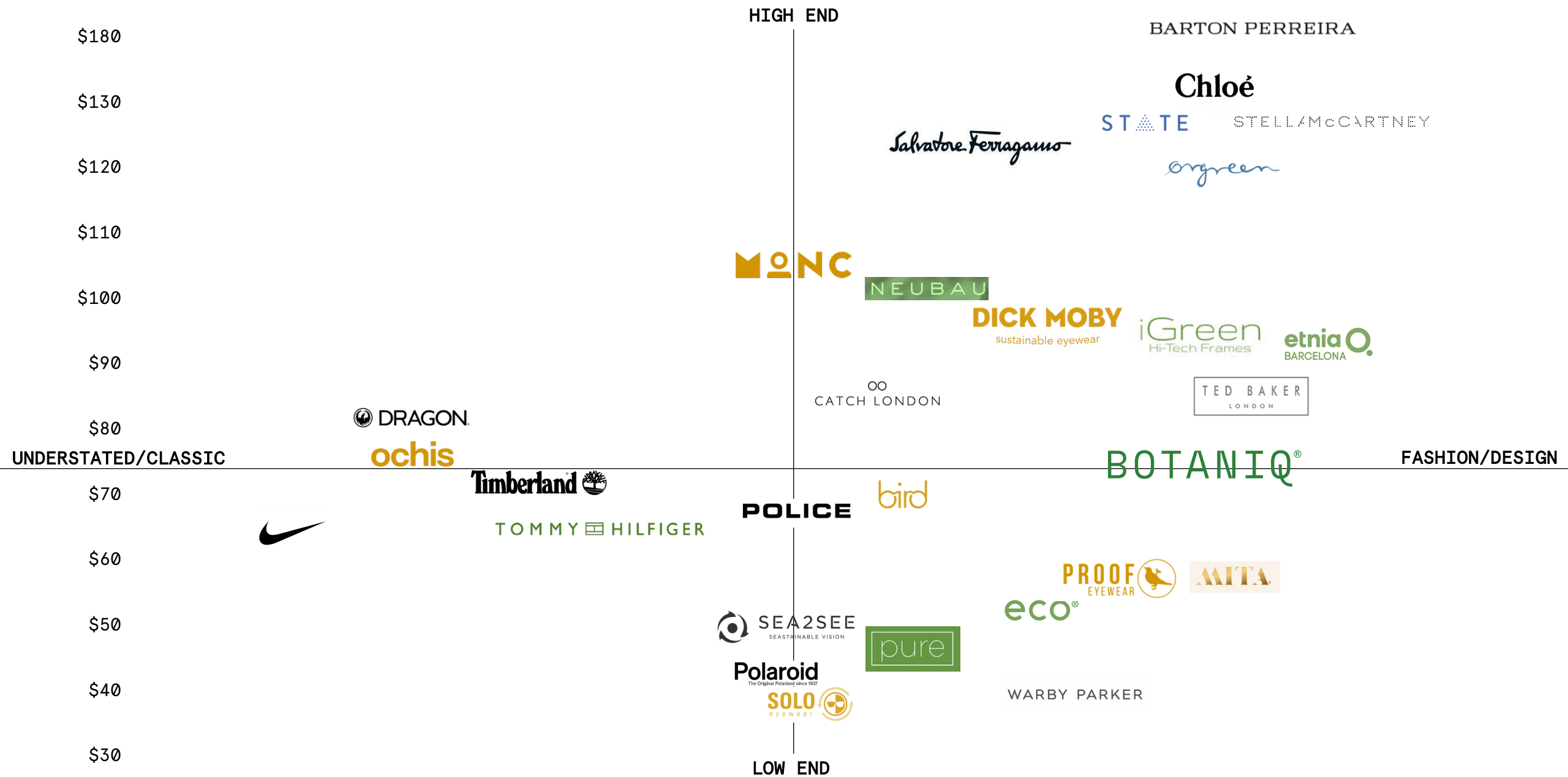
# BOTANIQ Competitive Landscape

COLOR KEY:

Direct Competitor

Online Only

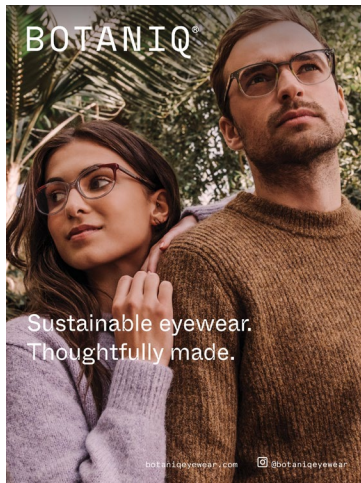
Non-sustainable





# Why Botaniq?

## (1) Looking Good.



Style-centric

## (2) Doing Good.



Planet-friendly

## (3) Feeling Good.

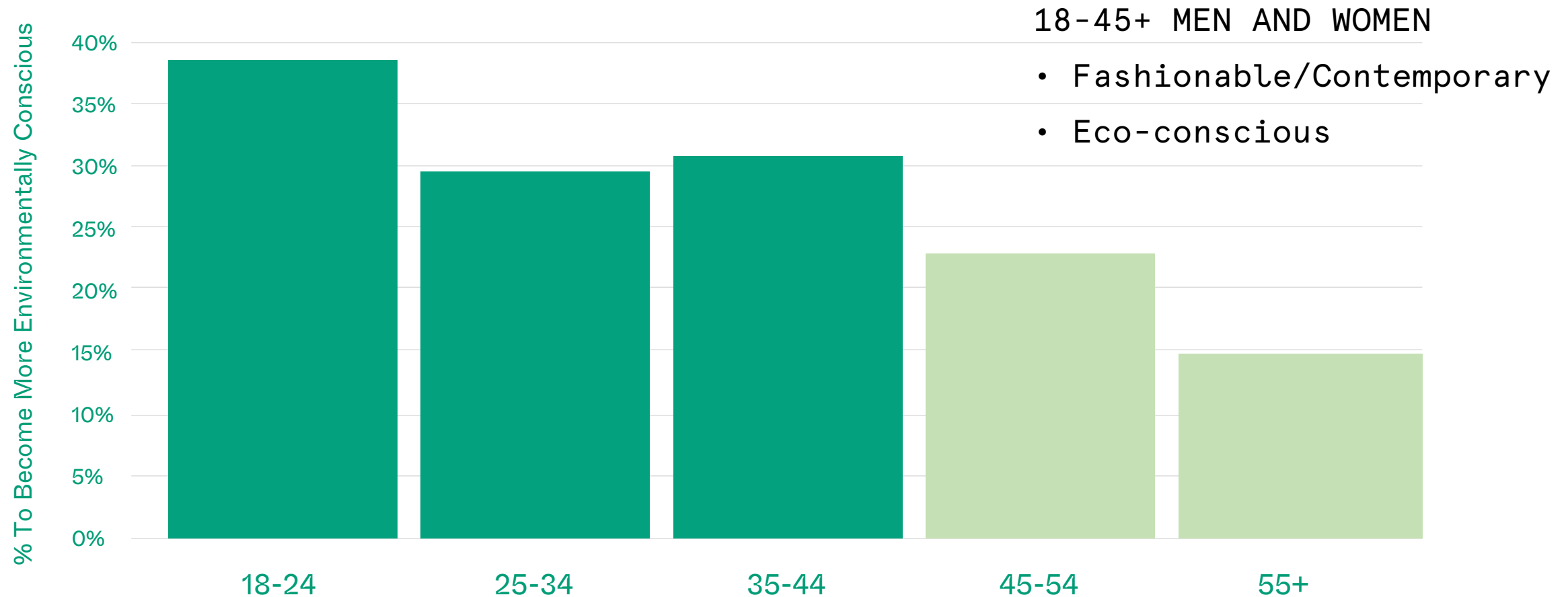


Your tree will be planted!



# Botaniq Target - Age

Percentage of Respondents Actively Becoming Environmentally Conscious in 2020 By Age Group



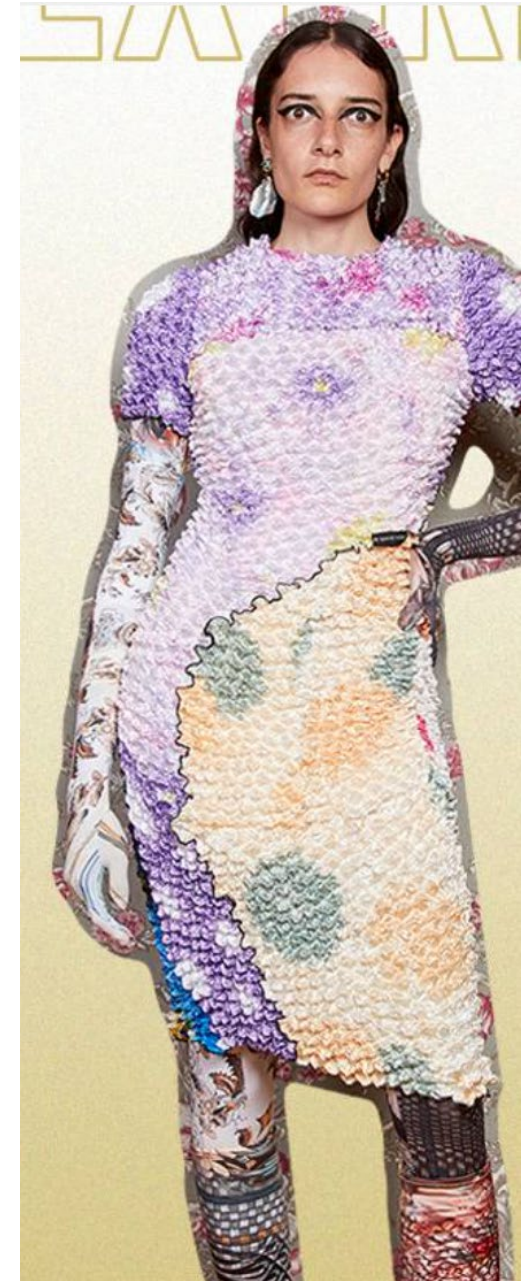
# No Matter What – It's Beautiful Product

- Design-centric product that is innovative and wearable
- Will appeal to consumers whether they're eco-conscious or not
- Tura is helping the environment with every sale regardless of the environmental mindset of the consumer





# More is MORE!



\*Imagery cannot be used for publication



# More is MORE

## COLORFUL CUSTOM MATERIALS

Custom laminated frame fronts & temples, engineered in complex patterns



BIO 1003T GRN



BIO 1010T SLA

# More is MORE

## ADJUSTABLE WOOD TEMPLES

Proprietary technology that allows for a flexible, adjustable temple made completely of wood



BIO 1015 T OLI



BIO 1018T NAV

# More is MORE

## INSPIRED BY NATURE

Focus on rich earthy color palettes that speak to inspiration from nature



BIO 1002T PUR



BIO 1012T BLK






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LESS IS MORE -  
Carbon Footprint

# Biodegradable Cellulose Acetate

## LESS IS MORE – Carbon Footprint

ISO 14855 certified and biodegrades within 120 days under controlled composting conditions

Natura's natural origin is 50%

Made from vegetal sources such as cotton linters or wood pulp

Comes in many colors & textures, unlike other sustainable plastic

It can be treated, heated and adjusted in the same manner as regular acetate



# Natural Wood

## LESS IS MORE – Carbon Footprint

FSC Certified Wood – The “gold standard” for wood harvested from responsibly managed forests

PCP Free Wood (PentaChloroPhenol) –  
Specifically treated with a rich range of colors and styles

Malleable Wood – Adjustable temples up to 90 degrees





# Stainless Steel

LESS IS MORE – Carbon Footprint

RECYCLED  
CONTENT  
OF OVER 60%



BIO 1016T GUN

# Cork

## LESS IS MORE – Carbon Footprint

One of the most sustainable materials – no trees harmed in the harvesting process; only the bark is used

Made from the bark of cork oak trees

Once a cork oak tree has been stripped of bark, it absorbs 3-5x more CO<sub>2</sub> than usual to aid in the regeneration process

Naturally flexible and strong



BIO 1001T RED



BIO 1012T GRY



# Recyclable Packaging

LESS IS MORE – Carbon Footprint

All packaging is recyclable; paper and cardboard is from FSC sources. The case is constructed from recyclable board and can be folded flat making it efficient to ship.





# Storytelling



## Boldly

Raise the bar in contemporary sustainable fashion!



## Lightly

Reduce your carbon footprint!



## Brightly

Act today for a bright tomorrow!

# Brand DNA

## Contemporary

Modern, design-focused, expressive colors



BIO 1003T IVO

## Sustainable

Biodegradable acetate, return to nature



BIO 1002T PUR

## Revolutionary

Adjustable wood temples, complex laminations, cutting edge technology



BIO 1018T DGN

# Signature Details



Natura Bio Acetate



Recycled Stainless Steel



Wood & Cork Inlay



Adjustable Wood Temples



Signature Tip with IQ Metal Inlay



Custom Laminations



Matte Finishes



Color Pops



# BIO1005T

A – DBL – TEMPLE  
52 – 16 – 135

B  
41.5

PANTO  
10 Degrees

HEAD CURVE

FULL HEAD WIDTH



BLK



PNK



TOR

Custom acetate lamination on front and temples  
Signature tip with IQ metal inlay

# BIO1004T

A – DBL – TEMPLE  
52 – 18 – 135

B  
36.5

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



PUR



TEA



TOR

Custom acetate lamination on front and temples  
Wood and cork inlay  
Signature tip with IQ metal inlay

# BIO1003T

A – DBL – TEMPLE  
51 – 16 – 135

B  
35.6

PANTO  
12 Degrees

HEAD CURVE

FULL HEAD WIDTH



BUR



GRN



IVO

Custom acetate lamination on front and temples  
Wood and cork inlay  
Signature tip with IQ metal inlay

# BIO1002T

A – DBL – TEMPLE  
52 – 17 – 135

B  
40.5

PANTO  
10 Degrees

HEAD CURVE

FULL HEAD WIDTH



GRY



IVO



PUR

Custom acetate lamination on front & temples  
Wood inlay  
Signature tip with IQ metal inlay



# BIO1006T

A – DBL – TEMPLE  
51 – 16 – 135

B  
43.8

PANTO  
12 Degrees

HEAD CURVE

FULL HEAD WIDTH



BRN



GRY



TEA

Custom acetate lamination on temples  
Rich acetate faces on front  
Signature tip with IQ metal inlay

# BIO1001T

A – DBL – TEMPLE  
53 – 16 – 135

B  
42.5

PANTO  
10 Degrees

HEAD CURVE

FULL HEAD WIDTH



PUR



RED



BLS

Custom acetate lamination on temples  
Wood and cork inlay  
Signature tip with IQ metal inlay

# BIO1007T

A – DBL – TEMPLE  
51 – 18 – 135

B  
36.5

PANTO  
9 Degrees

HEAD CURVE

FULL HEAD WIDTH



GRY



PUR



TAU

Custom acetate lamination on front and temples  
Signature tip with IQ metal inlay

# BIO1008T

A – DBL – TEMPLE  
51 – 16 – 135

B  
41.8

PANTO  
9 Degrees

HEAD CURVE

FULL HEAD WIDTH



BON



GRY



RGD

BON & GRY enameled rim detail  
Wood inlay  
Signature tip with IQ metal inlay



# BIO1016T

A – DBL – TEMPLE  
53 – 15 – 140

B  
46.9

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



BLK



GUN



NAV

Custom acetate lamination on temples  
Wood inlay  
Signature tip with IQ metal inlay

# BIO1012T

A – DBL – TEMPLE  
49 – 20 – 140

B  
41.4

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



BLK



GRY



TOR

BLK & GRY Custom acetate lamination on front  
Wood and cork inlay  
Signature tip with IQ metal inlay

# BIO1010T

A – DBL – TEMPLE  
55 – 17 – 145

B  
41.5

PANTO  
10 Degrees

HEAD CURVE

FULL HEAD WIDTH



CRY



GRY



SLA

GRY & SLA matte finishes  
Complex combination temples custom lamination  
of wood and acetate  
Signature tip with IQ metal inlay

# BIO1013T

A – DBL – TEMPLE  
47 – 20 – 140

B  
43.4

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



CRY



GRN



TOR

GRN Custom acetate lamination on front  
Wood and cork inlay  
Signature tip with IQ metal inlay



# BIO1015T

A – DBL – TEMPLE  
52 – 19 – 145

B  
39

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



BLK



OLI



TOR

Lamination wood temples  
OLI matte finish fronts  
OLI & TOR custom acetate lamination

# BIO1014T

A – DBL – TEMPLE  
54 – 16 – 140

B  
37.4

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



BRN



GRY



TOR

TOR Custom acetate lamination on front  
GRY & BRN rich acetate fades  
Custom acetate lamination on temples  
Signature tip with IQ metal inlay

# BIO1018T

A – DBL – TEMPLE  
56 – 18 – 145

B  
38.7

PANTO  
8 Degrees

HEAD CURVE

FULL HEAD WIDTH



DGN



OLI



NAV

Lamination wood temples  
Two tone plating



NAV



BLK















DGN

Lamination wood temples



# Release Calendar

	FEB	JULY	OCT
WOMEN'S	8 (7 plastic, 1 metal)	5 (3 plastic, 2 metal)	3 (2 plastic, 1 metal)
MEN'S	8 (5 plastic, 3 metal)	4 (3 plastic, 1 metal)	2 (1 plastic, 1 metal)
TOTAL	16	9	5

																													
TURA	BOTANIQ	LOOK		TURA	BOTANIQ	DESIGN		TURA	BOTANIQ	STYLE/COLOR		TURA	BOTANIQ	TECHNOLOGY		TURA	BOTANIQ	FOCUS		TURA	BOTANIQ	ECP-FRIENDLY							
		Contemporary & fashion savvy style				Design-centric: custom lamination, accents of wood, cork, wood temples				Sophisticated collection. Rich earthy, cosmetic colors, aesthetically pleasing on the face				Proprietary technology that allows for a flexible, adjustable temple made completely of wood				Eco-friendly design brand with 16 super wearable styles				High-end looking collection at an attainable price point. Moderate buy-in: 12 pieces							
<ul style="list-style-type: none"><li>• \$45</li><li>• Average-looking assortment looks like many brands</li><li>• Nothing unique</li></ul>				<ul style="list-style-type: none"><li>• \$50</li><li>• Cheap-looking construction</li><li>• Faux wood &amp; horn plastic looks cheap</li></ul>				<ul style="list-style-type: none"><li>• \$90</li><li>• No color story. Neon colors make up a large assortment</li><li>• Focus on mix &amp; match fronts + temples</li></ul>				<ul style="list-style-type: none"><li>• \$100</li><li>• Proprietary SPX material lacks depth of texture &amp; color</li></ul>				<ul style="list-style-type: none"><li>• \$65</li><li>• Bio Capsule Collections only</li></ul>				<ul style="list-style-type: none"><li>• \$100</li><li>• Exclusive distribution</li><li>• High price point</li></ul>									
MARCHON PURE				MODO ECO				THEMA IGREEN				SILHOUETTE NEUBAU				SAFILO TOMMY HILFIGER				ETNIA BARCELONA									

# Distribution Criteria

## Selected doors should represent these characteristics:

- Staff needs to be interested in supporting a clean planet
  - Gauge interest in doing their part
  - Check for competition on board
- Serves women/men 18-45+
- Interest in receiving training materials
- Able to buy an assortment of 12

## Build Account Prospect List:

- 10 existing doors: what existing Tura doors fit the criteria?
- 5 new doors: consider competitive doors

## SUSTAINABLE BRANDS:



## DESIGN BRANDS:

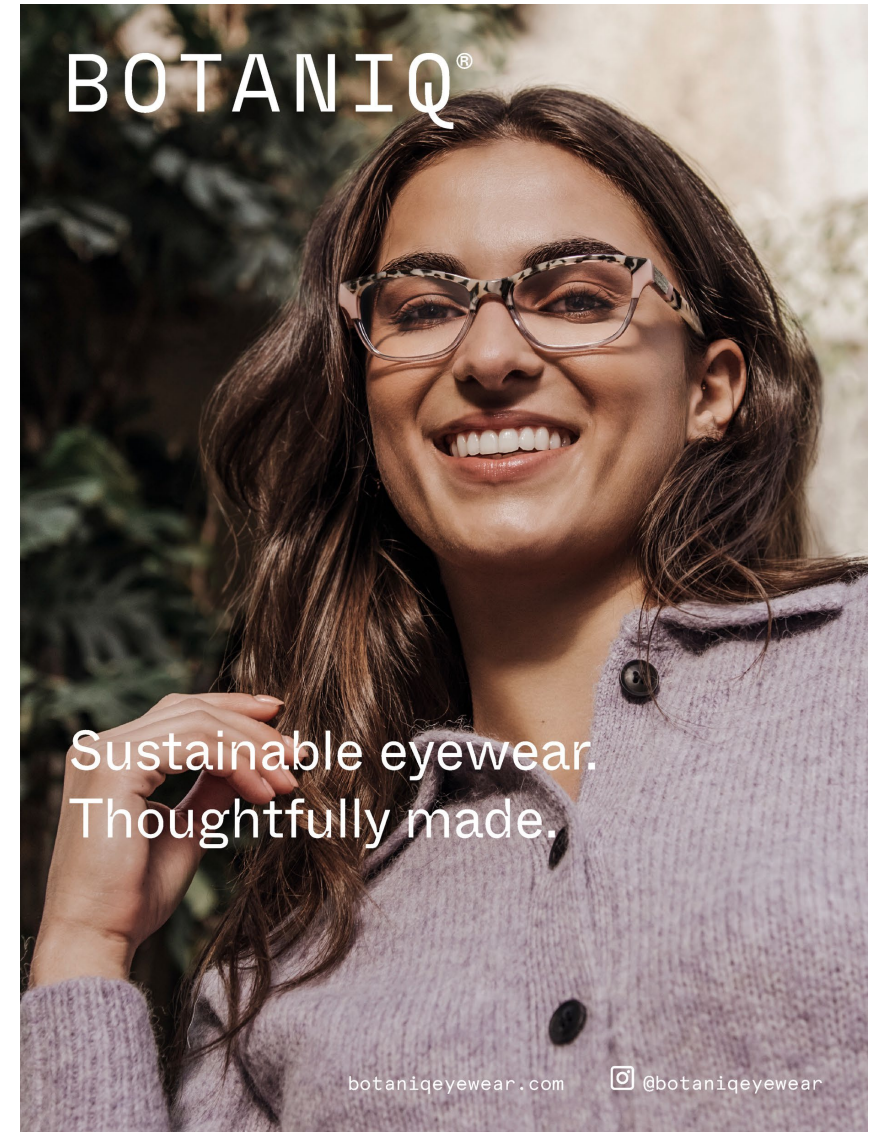




# Campaign



BIO 1003T IVO

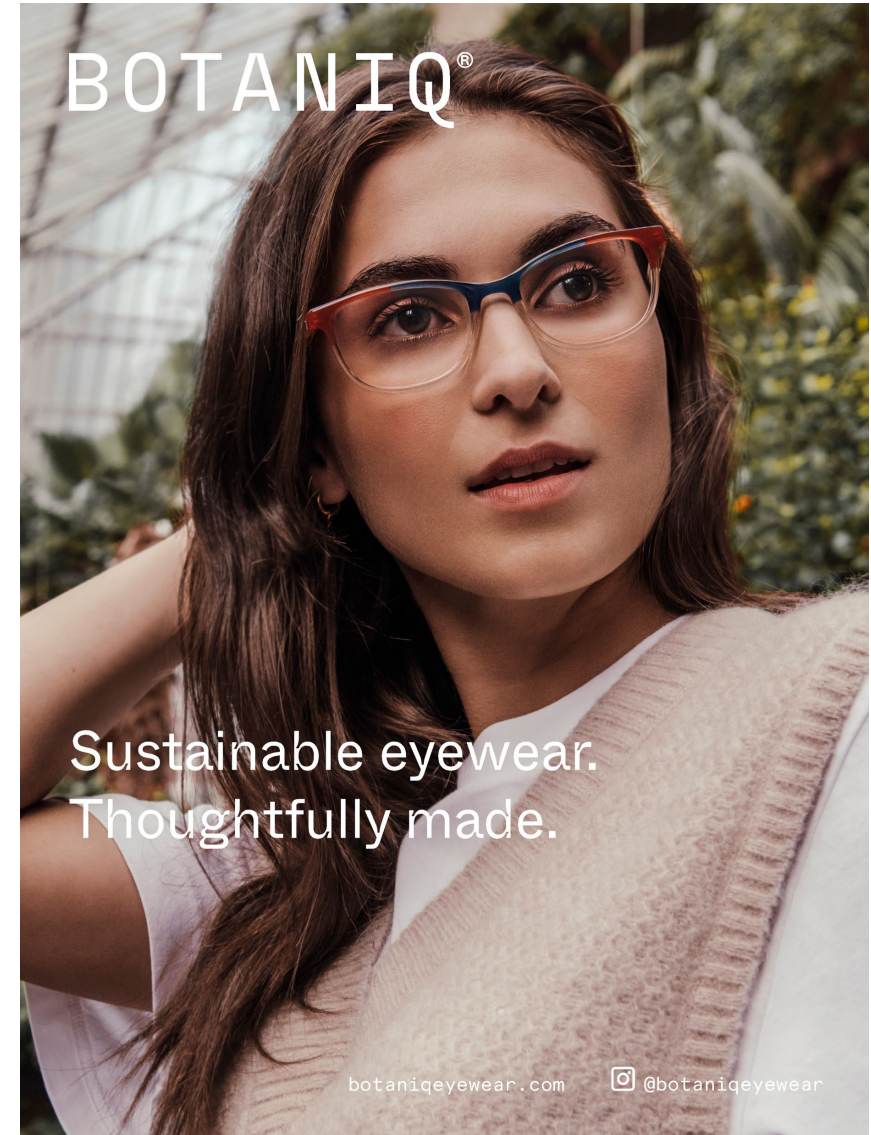




# Campaign

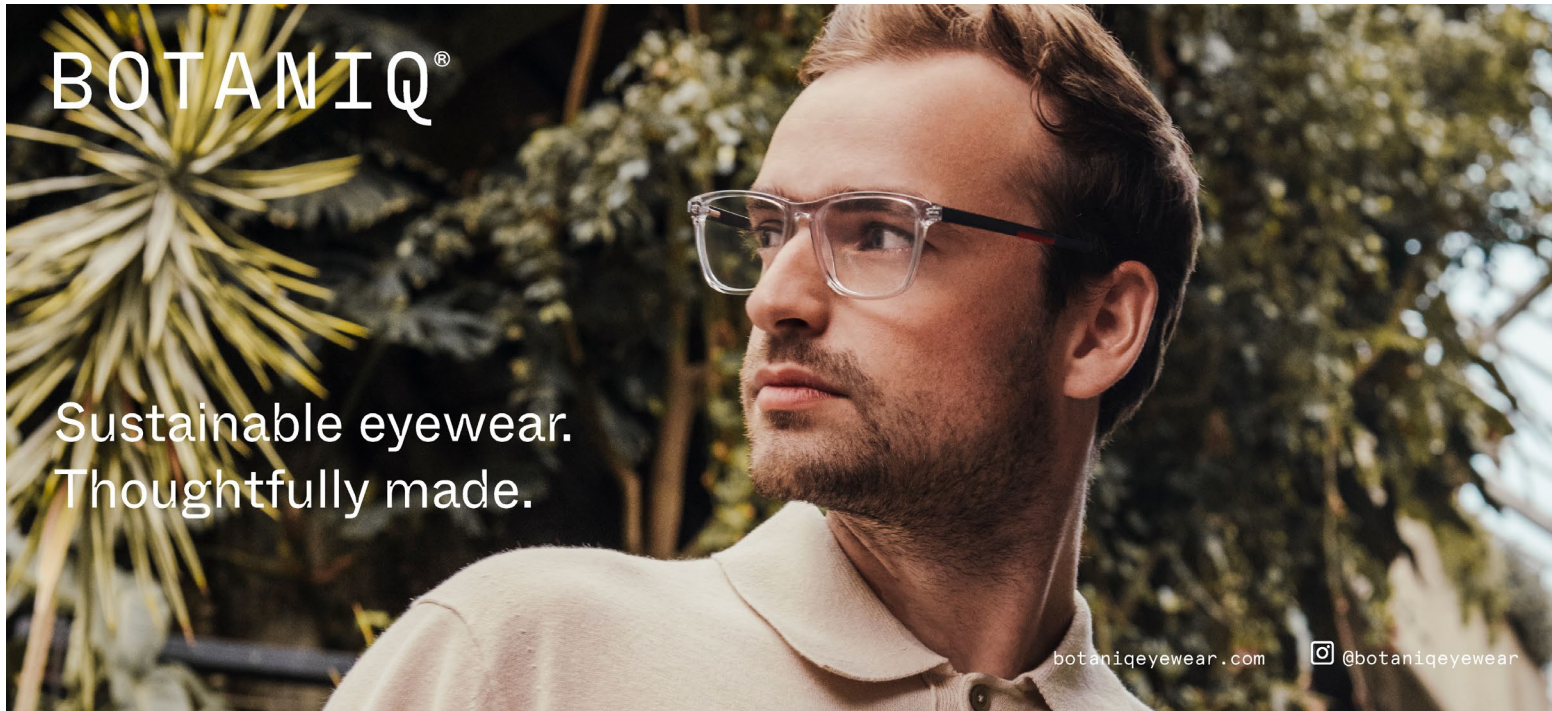


BIO 1004T TEA

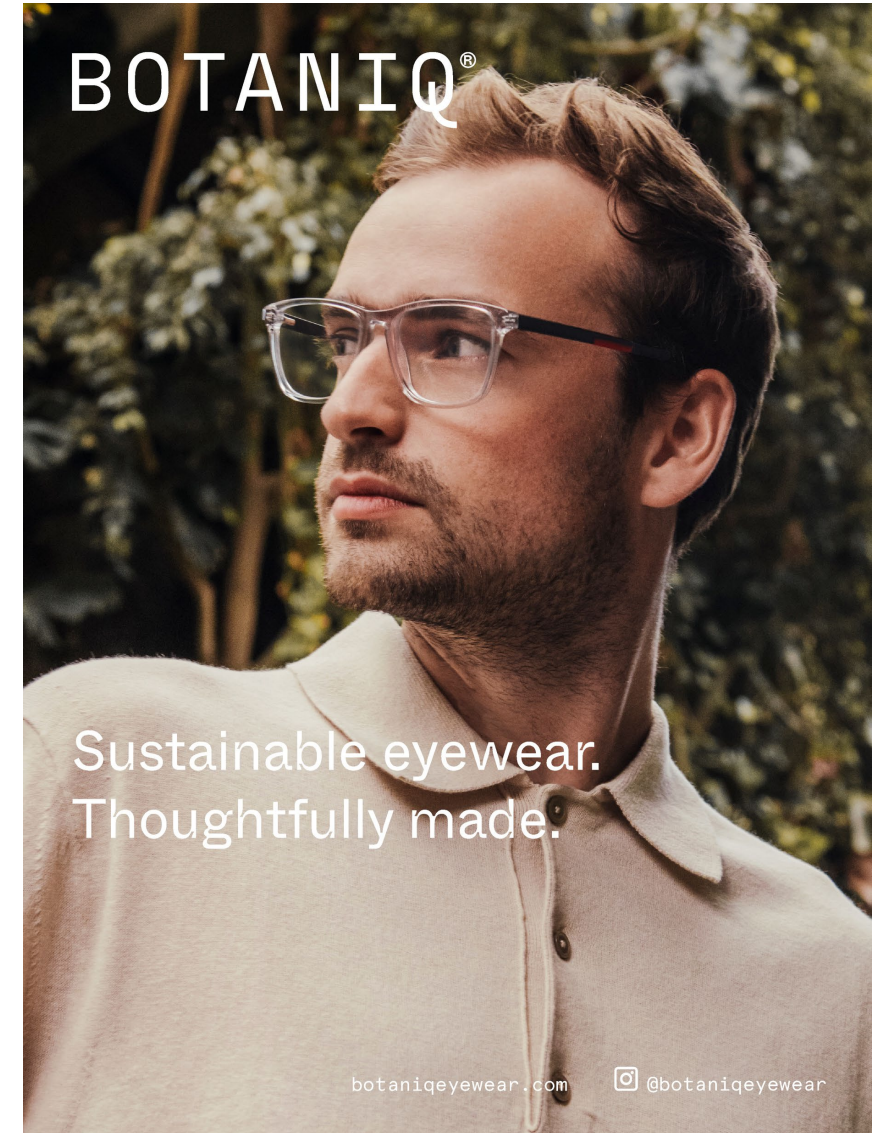




# Campaign

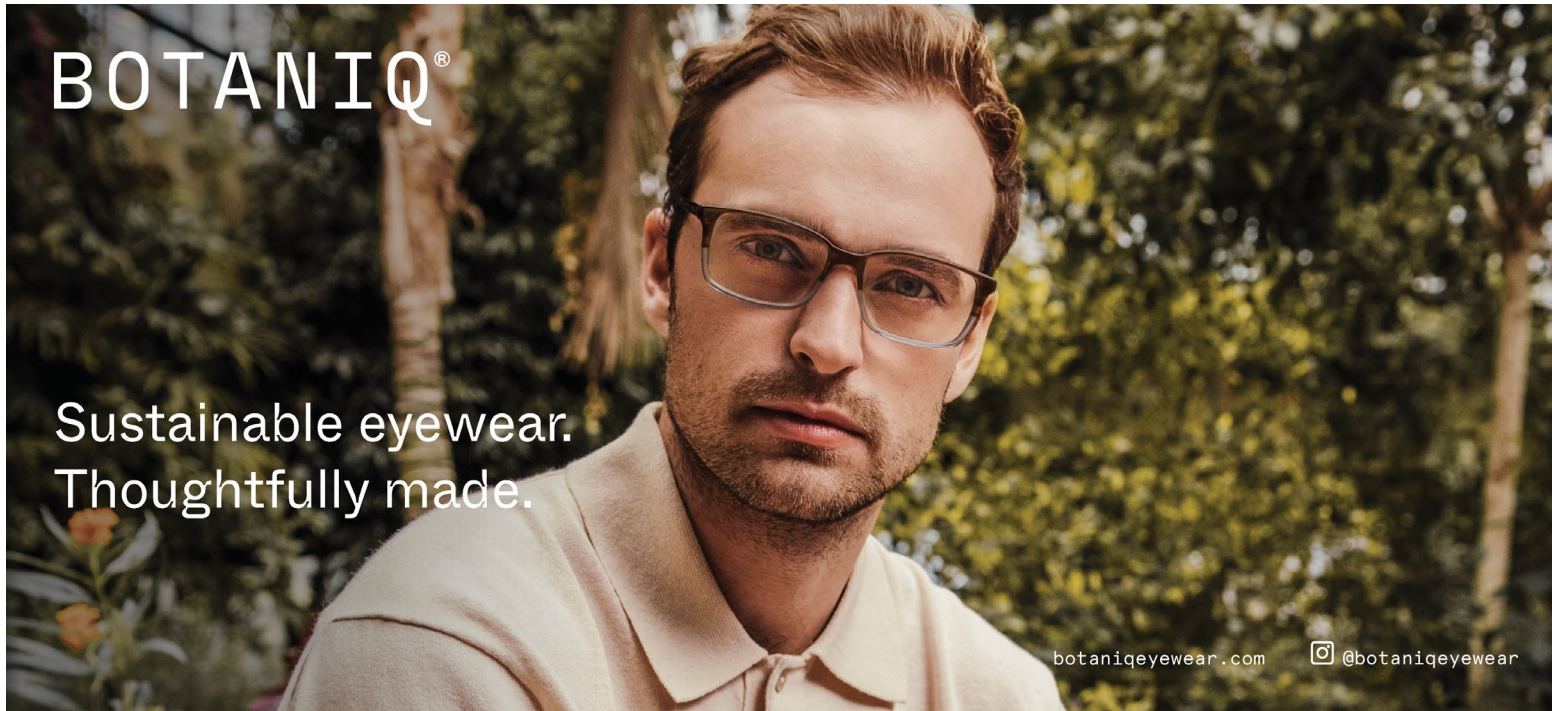


BIO 1010T CRY

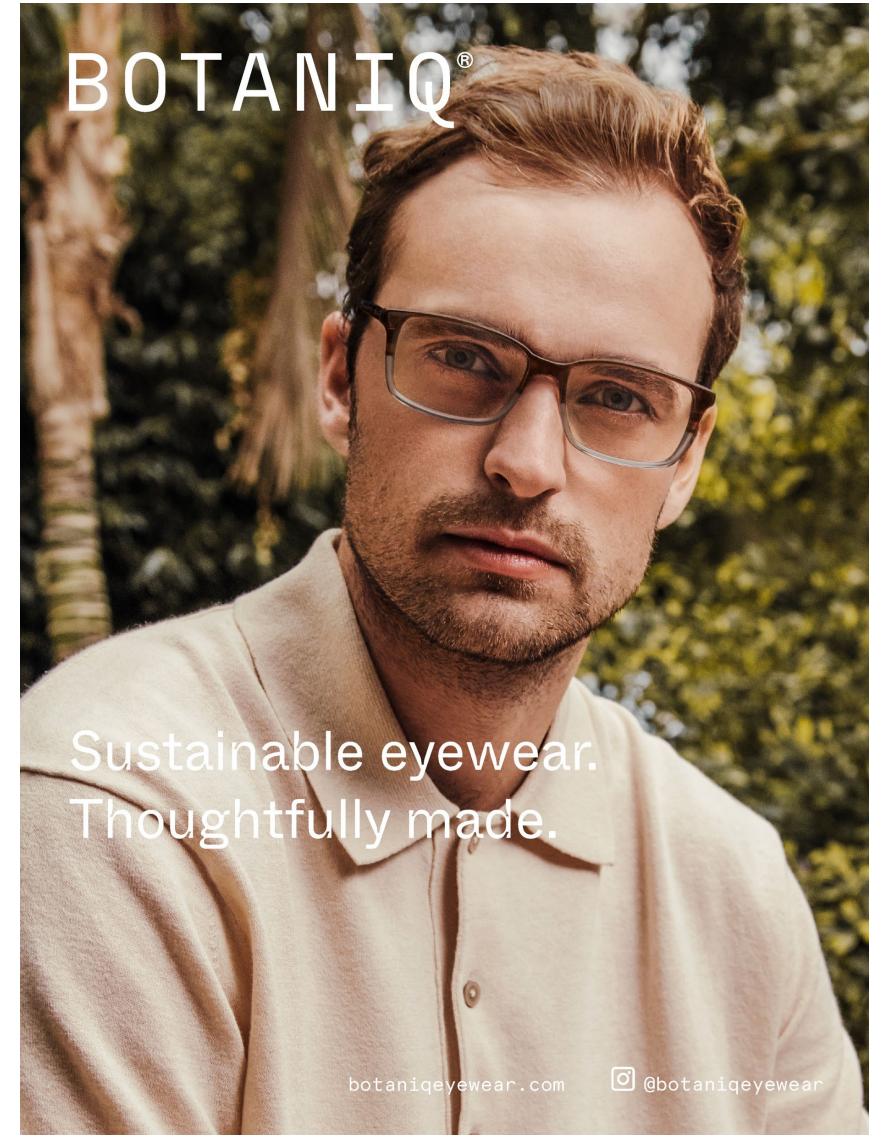




# Campaign



BIO 1014T TOR





# Campaign

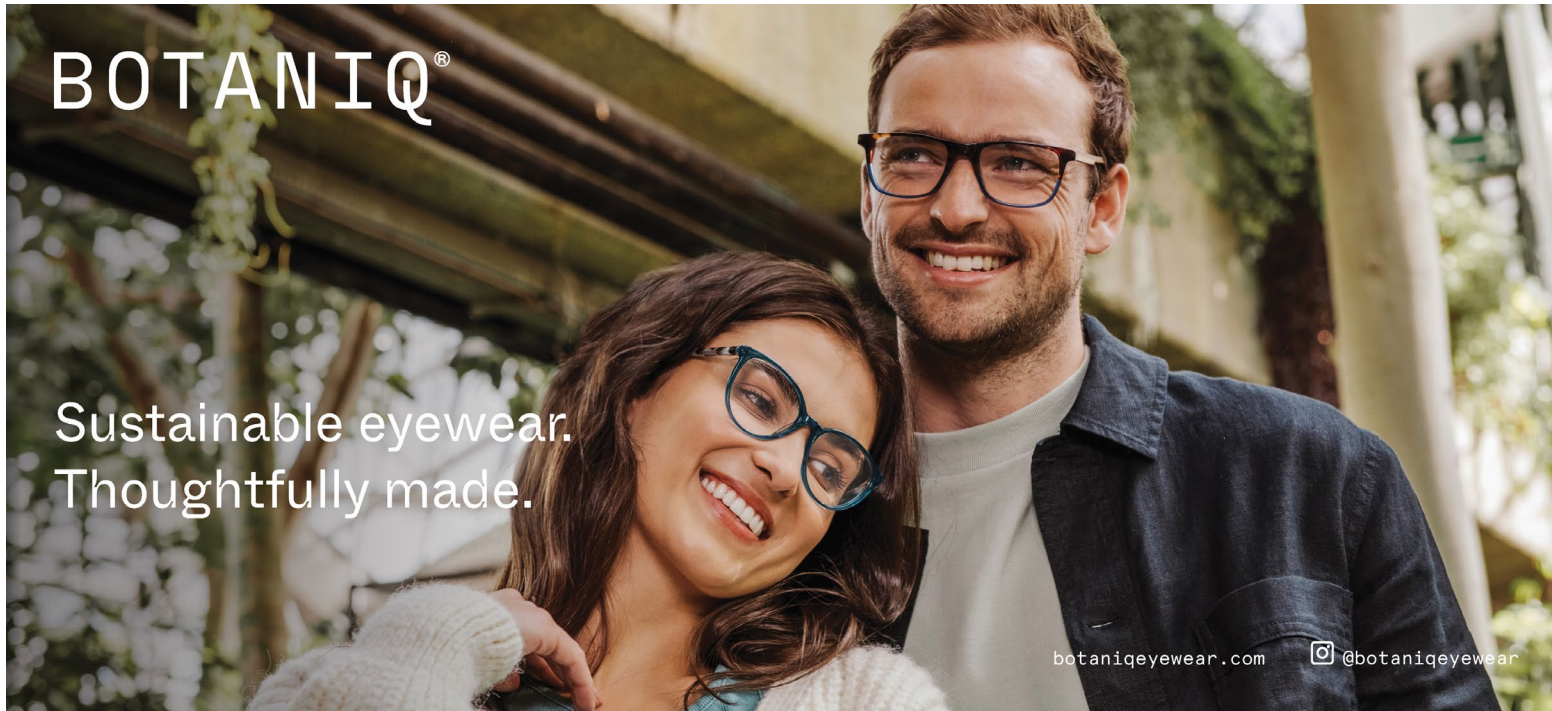


BIO 1012T GRY & BIO 1002T GRY





# Campaign

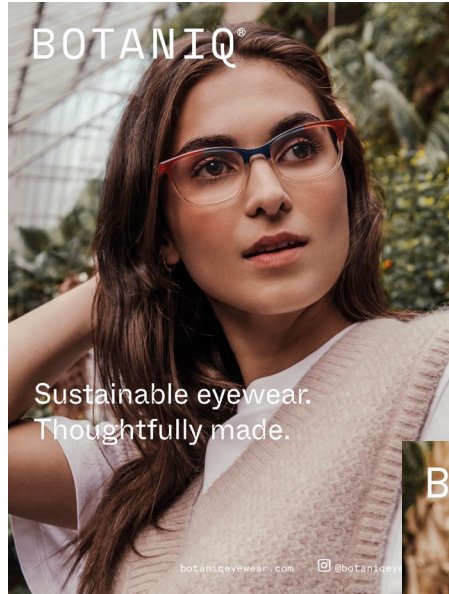


BIO 1006T TEA & BIO 1015T TOR

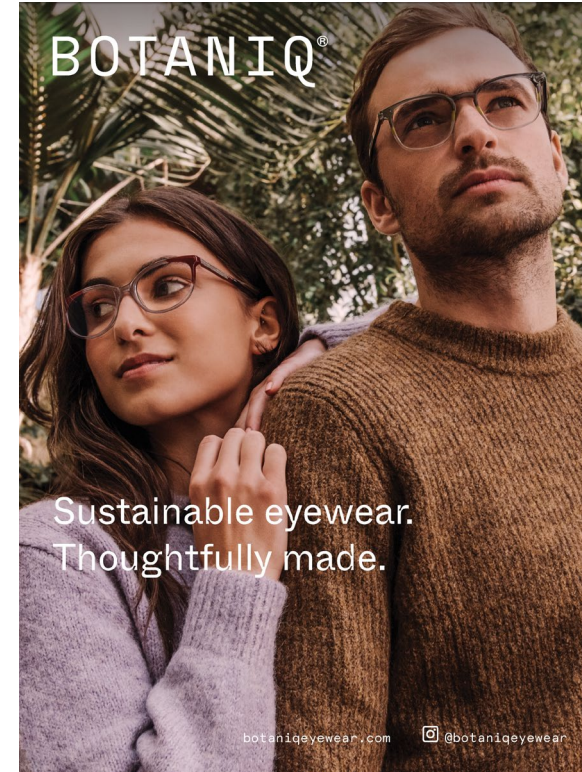
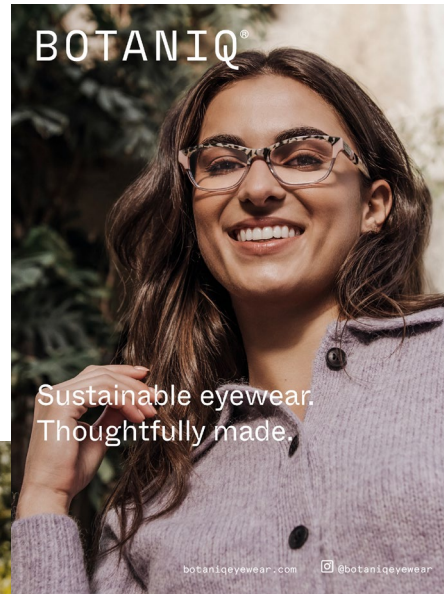




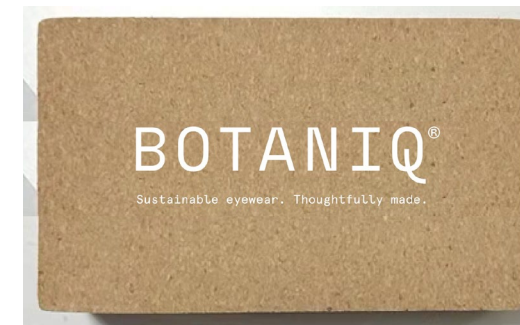
# Point of Sale



6x8  
Counter  
Cards



8x10  
Counter  
Card



Cork Logo  
Block  
6x3.5x1.5



# Dispensing Mat

The mats are absorbent and are high density  
Size: 10.5" x 16" x 1/8"





# Planter Gift Kit

Every element of  
the BOTANIQ eyewear  
collection is  
designed with the  
planet in mind.

For more information,  
visit our website  
[botaniqeyewear.com](http://botaniqeyewear.com)

## Enjoy your Clover Kit

To enjoy your clover kit follow these simple steps:  
Place peat pellet in separate container. Add approximately 1 cup water. Wait for the peat pellet to fully expand. Add **more water if necessary**. Remove casing on pellet and place in pot. Break apart peat to ensure even coverage. Plant 4-5 seeds and water. Keep damp until seeds sprout. Add plant food as needed (not included).

Includes seed packet, peat pellet, wooden cube planter and protective liner





THANK YOU!