

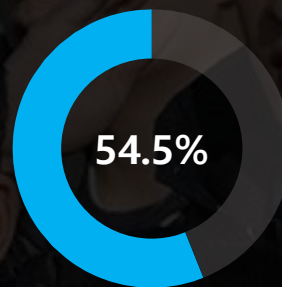
ANTI-FOG MICROFIBER FOR GLASSES

LOOY

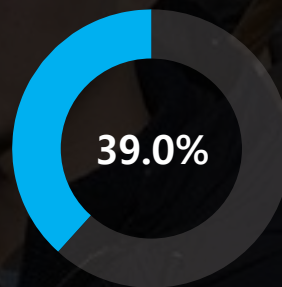


BLUE GOLD
ON THE SURFACE

■ 25M of Korean population are optical users
(2019 Korean Optometric Association)



Adult Population



Teenagers

WE SOLVE

EVERYDAY PROBLEM FOR

54.5%

OF THE POPULATION

- SUFFOCATING
- EAR PAIN
- FOGGING

How to Avoid Foggy Frames

Experts have engineered numerous remedies and products to alleviate this issue, with some yielding better results than others. Here are their best tips, tools, and masks to prevent lens fog.

Adjust Your Mask's Nose Wire

Sealing the top of your mask with a nose wire is one of the most effective techniques for blocking warm air from seeping through.

"Masks that create some amount of suction around the nose and mouth can limit fogging," [Harbir Sian, OD](#), an optometrist in Canada, and owner of Highstreet Eyecare and Clarity Eyecare, tells Verywell. "Masks with wires in the trim help keep the mask more secure over the nose and reduce the amount of air that rises up towards the glasses."

Most surgical masks are equipped with built-in nose wires, making it easy to pinch them into place for a better fit. However, you can easily make a DIY version for any mask using pipe cleaners, paper clips, or jewelry wires and securing them along the bridge of your nose with fabric glue.

Wash Glasses With Soap

Researchers found that washing your lenses with soap leaves a trace amount of soap molecules that limits fogging.^[1] Since soap is a surfactant, it reduces the surface tension of water, which blocks condensation.

"At the end of each day, soak your glasses in warm water with the original blue Dawn dish soap, or go to Amazon and purchase an ultrasonic cleaner," [Candria Krywko, OD](#), an optometrist and owner of Eyes on Hayden in Arizona, tells Verywell. "My favorite is the [Magnasonic Professional Ultrasonic Cleaner](#)."

ASK WELL

Help! My Mask Fogs My Glasses

Health workers have a few tricks for solving this vexing problem, but it will take trial and error to find the one that works for you.



Just before Covid struck Alex, at 21, thought he was on his way...

"It's a common problem that every ophthalmologist in the U.S. and the probably around the world is dealing with right now, and we don't have a perfect solution,"



Fogging during **Winter**

- Condensation occurs on eyeglass lenses when water vapor—from your sweat, breath, and ambient humidity—lands on a cold surface, cools, and then changes into tiny drops of liquid, forming a film that you see as fog – This causes daily discomfort towards optical users



Temperature / Humidity difference in internal / external condition during **Summer**

- When AC is used in the building / vehicle, temperature/humidity difference is inevitable, which causes fogging of glasses



Fine dust (Air pollution) issue regardless of **Seasons**

- Ever since fine dust became a social problem, wearing masks became non-seasonal, which affects optical users



The most **Convenient / Optimal** solution

- There are various suggestion towards fogging issue. However, LOOY is BY FAR the most convenient and optimal solution without changing/ adjusting your masks against fogging

FOGGING SITUATION

5



Eating hot food (Ramen)



Drinking hot beverage



Riding bicycle / Personal transportation



Public transportation



Wearing mask



Physical Activity



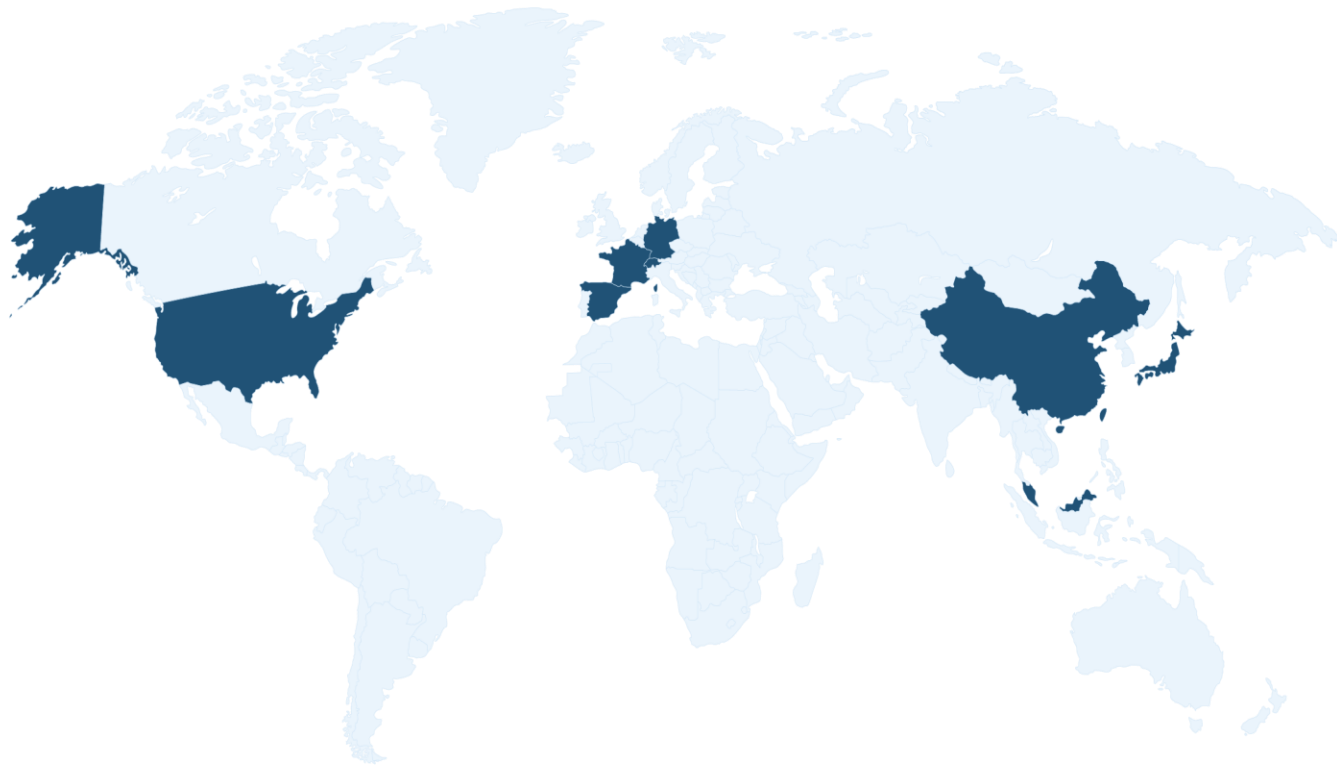
Coating is completed by rubbing the lens using the anti-fog microfiber (LOOY)



Once it is coated, anti-fog function will last 12 HRS

LOOY can be used up to 6 month / Coated 200 times

(USAGE PERIOD / NUMBER OF COATING IS SUBJECT TO CHANGE DEPENDING ON ENVIRONMENT / HOW IT IS COATED)



#1 Choice for Opticians
30% M/S in domestic optical



NAVER - Shopping
MOST POPULAR BRAND



KAKAO Makers
SOLD OUT
40 TIMES



Exported world-wide
Over 10 Countries as of 21'



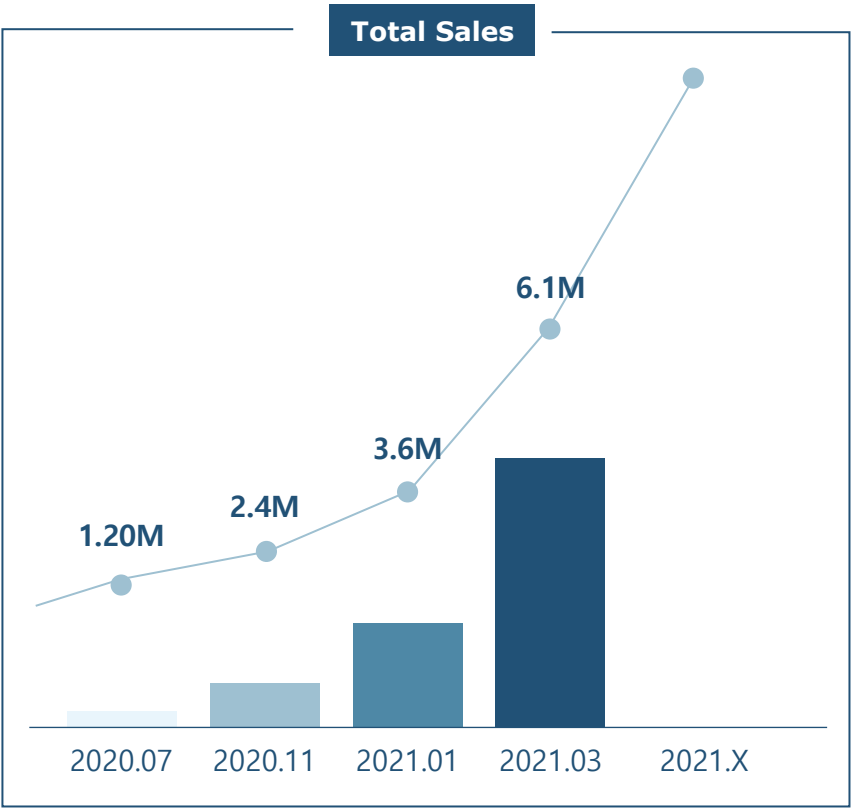
#1 in the World
OVER 7M SOLD




#1 Selling Product in the World

Market share leader in Germany and Spain

Currently exporting to..

CN, JP, HK, GR, FR, ESP, MY, CH, VN, RU, USA



Subject	LOOY	OTHER PRODUCTS
Lens Coverage	Works well on all type of lenses (water resistant, HMC) 	No function / works only on some lenses
Duration of Function	Highest 	Low - Mid level function
Number of use	200 +	200 +
Transparency	Good 	Leaves smear / scratch on lenses

- ✓ Existing anti-fog functioning products such as special lenses, coating products from competitors do not perform well under extreme conditions. However, LOOY will function immediately under any situation/environment
- ✓ Unlike competitor's products that work only under certain lenses, LOOY not only works perfectly on all lenses, but it also does not damage or change the physical appearance of the lens
- ✓ It works the same and simple like a normal microfiber cloth. Once is coated, its function will last up to 48 hrs and it can be coated over 200 times



Product Name	LOOY – ANTI-FOG MICROFIBER FOR GLASSES
Usage	Anti-fog
Quantity	1 EA
Cloth Size	140×190(mm)
Package Size	82×197(mm)
Manufacturer	BLUE GOLD (Made in Korea)
Expiration Date	2 Years from Production Date



OEM / Different package available upon request

bluegold.

X

L O O Y



Condensation on eyeglass lenses has long been an annoyance we've all learned to tolerate. But we believe that nature shouldn't dictate our experience. Lens fogging can go beyond discomfort and even become hazardous in certain situations.

LOOY isn't just for eyeglasses; it's a solution for various products that rely on clear vision. From sunglasses that battle glare to camera lenses that capture moments without obstruction, helmets that prioritize safety and visibility, and winter sports goggles that conquer slopes without fogging up.

Partnering with our product, LOOY can bring numerous advantages to your brand. LOOY, known for its exceptional quality and innovative technology, can significantly enhance your brand's value. Our company has a history of successful collaborations with various brands. This collaboration extends beyond merely selling LOOY; it involves customization options like imprinting customized designs on microfiber and modifying product packaging while preserving your brand's identity. We look forward to becoming a trusted partner on your journey.

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BLUE GOLD is a company founded by a group of professionals with more than 10 years of academic and industrial experience, majoring in chemical engineering at the University of Minnesota and Seoul National University, the world's best chemical engineering laboratory, with the belief that " Super-Nano-Technology" can change the world.

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