

CADDIS®  
EYE APPLIANCES

CADDIS

# Welcome to the New Age.®

Wholesale Catalog V.1

WWW.CADDISLIFE.COM.AU

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Wholesale Catalog V.1



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LIZ LAMBERT  
D28 IN SWEETGRASS



## **WE'RE A MISSION DISGUISED AS READING GLASSES.**

In spite of the fact that the entire world is hell-bent on marketing to our long-gone youthful vanities or trying to scare us into an early grave, now is the time to generate ideas, spawn creativity, and plant inspiration to move forward. Start that “thing” you’ve been over-talking about. If you’re stuck... it’s time to un-stuck. If you’re moving forward, keep on keepin’ on. Join the conversation.

Get older. Own it.



**THIS IS FOR PEOPLE WHO ARE NOT IN THE LONG PROCESS OF GIVING UP. IT HAS EVERYTHING TO DO WITH AGE, BUT NOTHING TO DO WITH YOUR JOB, YOUR GENDER, OR WHETHER YOU LIVE IN ORANGE COUNTY OR HAZZARD COUNTY. IT HAS TO DO WITH BEING WHO YOU ARE AND OWNING IT.**

INDUSTRIAL HINGES BUILT TO  
WITHSTAND 25,000+ FLEX CYCLES

DURABLE, FLEXIBLE, LIGHTWEIGHT  
ALLOY TEMPLE CORES

BIO-ACETATE FRAME  
RESISTS DEFORMATION

AVAILABLE WITH PROPRIETARY BLUE  
LIGHT-BLOCKING LENSES



*Miklos* SHOWN IN TURTLE

The original Caddis® crowd pleaser.

Miklos is Track One from our greatest hits album. Larger faces like this frame's substantial look and feel. Smaller faces like wearing a frame that stands out. We've engraved "Port" over the left eye and "Starboard" over the right. It's boat rock. Not yacht rock.



Available in thirteen colors.  
Readers, Prescription, Sun & Light  
Responsive. From \$159



# READERS

LYSA COOPER, Vibe Enhancement Specialist  
MUZZY IN TURTLE

GREG GIANNUKOS, Music Photographer  
PORGY IN BLACK TORT



LISA ANDERSEN, 4x World Surfing Champion

# Miklos

AUD \$159 / NZD \$169



People like the thickness and solid feel of Miklos. Customers with smaller faces like wearing a frame that stands out. Engraved over the left eye is “Port,” and over the right eye is “Starboard.” It’s a boat thing. Not a yacht thing.

#### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

#### FIT

- A bowtie shape frame ideal for all face shapes.



# Bixby

AUD \$159 / NZD \$169



Meet Bixby, the bold statement condensed into a smaller package. Bixby is designed with the same Miklos DNA, yet still its own animal and designed for slightly smaller faces.

#### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

#### FIT

- A square frame shape ideal for heart, square, and oval faces.



Turtle



Heritage Green



Honey

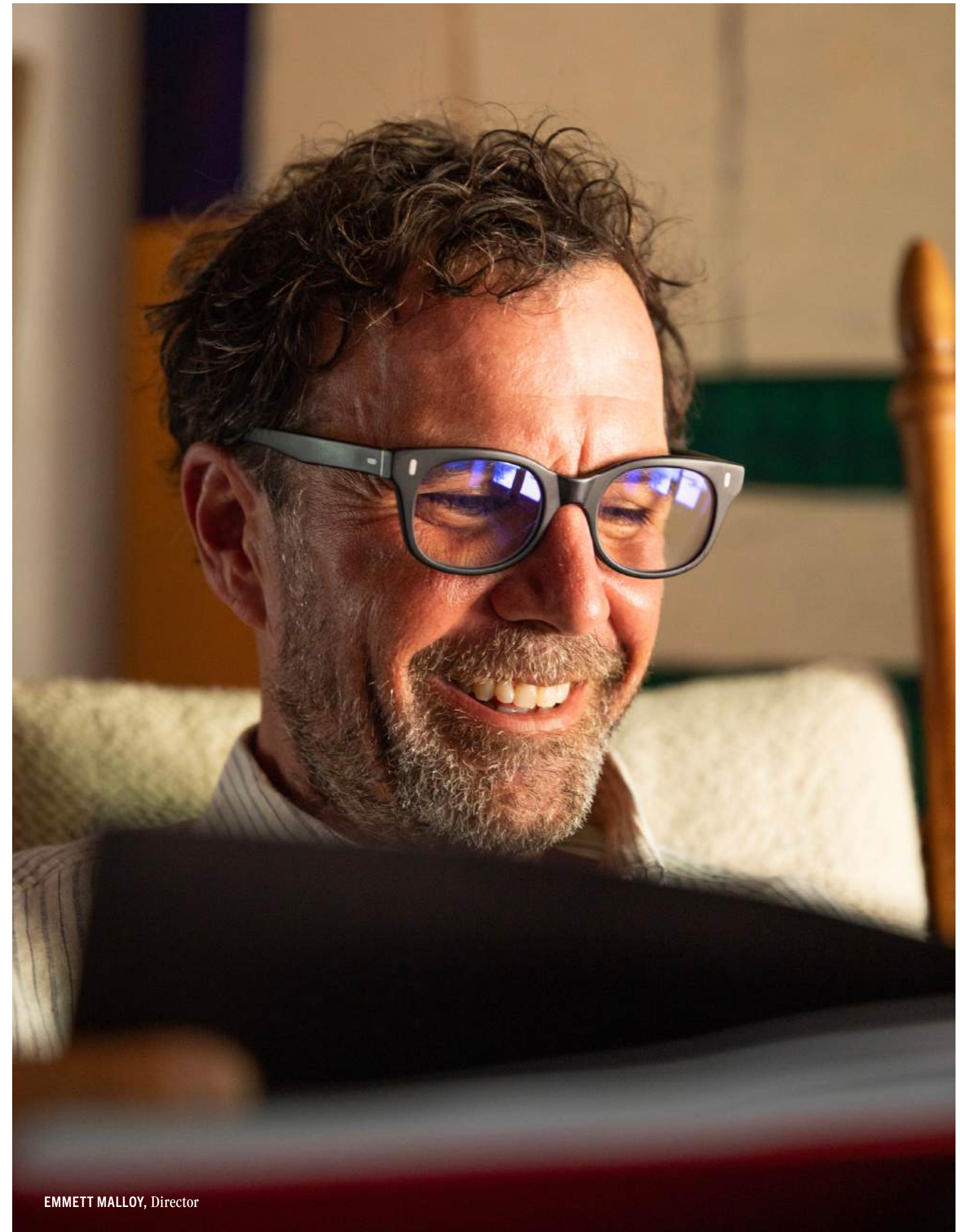


Best Seller

Polished Clear Pink



Hemognar



EMMETT MALLOY, Director



CHERYL FREMAN, Tamra Copper LA

# D28

AUD \$159 / NZD \$169



For those fans of substance, this frame will not fold four different ways into a square the size of a Starburst. D28 is a hearty helping of precision-cut, 100% acetate with “Izquierda” and “Derecha” laser-etched across the top in case you forget which side is left and which is right.

#### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

#### FIT

- A square frame shape ideal for heart, round, and oval faces.



Best Seller

80-20  
Gloss Black / Vodka



Heritage Green



Minor Blues



Turtle



Bullet Coffee



Hemognar



New Color

Polished Clear Pink



# Porgy

AUD \$159 / NZD \$169



It's time to take it backstage. It's dark backstage. Please give a warm welcome to Porgy Backstage. With full, clear magnification lenses, see what you're eating in the green room as you hear the crowd behind the velvet curtains. Two dot detail with "Goofy" and "Regular" engraved on top of the frames.

#### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 7-barrel industrial hinges.

#### FIT

- A classic fit ideal for all face shapes.



Gloss Black



Turtle



Polished Bone



Vodka



JAYMEY GARZA, Furniture Designer / Artist



VIRGINIE GUNN, Songwriter

## Muzzy

AUD \$159 / NZD \$169

The Muzzy takes on some new angles where other angles feared to tread. It was time to dust off the protractor and get our obtuse, acute, and right-angle muscles back from the Cortizone shots received earlier this month. Muzzy is a bold sturdy frame that will sit on any face...wait...that didn't come out right.



80-20  
Gloss Black / Vodka



Polished Gopher



### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

### FIT

- A square frame ideal for all face shapes.

# RCA

AUD \$199 / NZD \$209

The Root Cause Analysis is a high-density acetate frame, which means it's created from the good, expensive stuff. The time-tested aviator shape originates back to a date that the Internet is just not letting up that easily... but trust us when we say, "timeless."

## FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 3-barrel industrial hinges.

## FIT

- An aviator frame shape ideal for oval, square, and heart faces.



Gloss Black



Gopher



Maple Tort



Seawater

New Color



MISTER CARTOON, Artist

# Mister Cartoon

AUD \$179 NZD \$189

Mister Cartoon is part of our Caddis collaboration series with world-renowned tattoo and airbrush artist Mister Cartoon. Mister Cartoon's work is showcased on the likes of Beyoncé, Snoop Dogg, Eminem, classic lowriders and select products.

## FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

## FIT

- A square frame shape ideal for heart, round, and square faces.



New Color

Dark Metallic Grey



Cobalt Blue



ERIN LEE SMITH, Beauty Director



MEL ESTES, Modern Aloha

# Neta

AUD \$199 NZD \$209

Neta is an aviator-style frame made from bio-based, high-density acetate with soft, rectangular orbitals, and a punch-through nose bridge with integrated acetate nose pads. 5-barrel industrial hinges are built to withstand over 25,000 flex cycles. Temples are tapered to feature the full-wrap, custom alloy temple caps, and temple cores are made of metal alloy for adjustability.

## FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

## FIT

- A rectangle frame shape ideal for square, heart, and round faces.



80-20  
Polished Black / Vodka



Leatherback Turtle

# Dohbro <sup>New</sup>

AUD \$199 / NZD \$209

It could've been a train wreck. Or it could've been fine, but failed to transcend "two performances in one piece." Dohbro is an interplay of traditional aesthetic and edgier-than-average geometry. And the sum is hall-of-fame greatness.

## FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 5-barrel industrial hinges.

## FIT

- A rounded cat-eye frame shape ideal for square, heart, and oval faces.



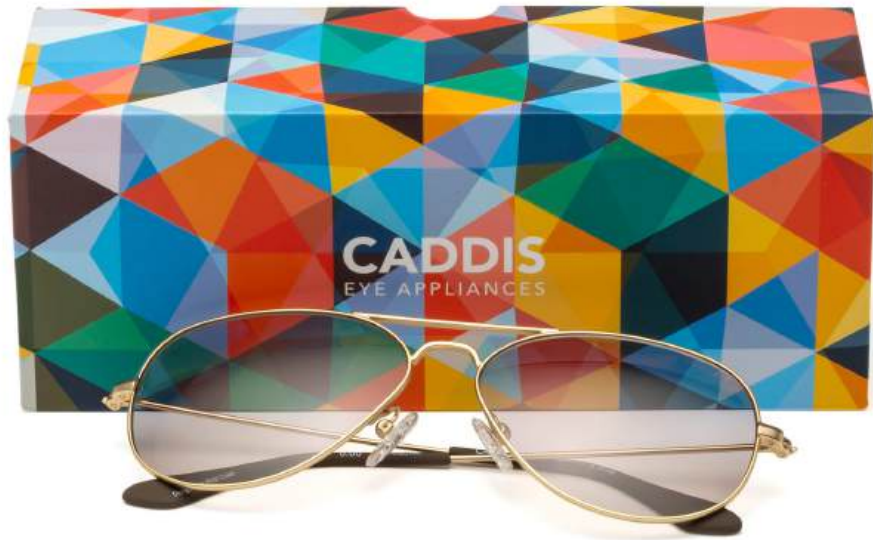
Tabby



Texas Tea



TINA SCHLIESKE, Musician



# Mabuhay

AUD \$199 NZD \$209

The Mabuhay is a classic wire frame aviator design. We have added rubber texture to the temple tips to secure these frames to your face in times of gravitational diversity. The lens has a slight color tint, depending on which model you can't live without.

## FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Nickel-free metal alloy frame with adjustable temple tips and 3-barrel industrial hinges.

## FIT

- An aviator frame shape ideal for oval, square, and heart faces.

Polished Gold / Rose



Matte Gold / Charcoal



ALISON DICKEY, Producer



HEIDI ZUMBRUN, Photographer

# Hooper

AUD \$199 / NZD \$209



Hooper is a lightweight frame design that slides on like sand through the hourglass. Hooper comes in polished silver or gold frames. Choose the perfect lens tint for jumping cars over river gorges...but to be clear, that has nothing to do with the naming of this product.

#### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Nickel-free metal alloy frame with adjustable temple tips and 3-barrel industrial hinges.

#### FIT

- A square frame ideal for all face shapes.



Polished Gold / Yellow



Polished Gold / Green



SEULGI BURNS, Creative

## Metamodernist

AUD \$199 \$209

We've dipped these lenses in a steamy bath that is one part Chrysler Cordoba and one part Pam Grier. The end result is an orchestrated visual representation of that exact moment when Burt met Sally and we all dreamed a little dream of Trans-Ams and escaping the law.

### FEATURES

- Proprietary near-clear lenses are infused with blue light blocking technology to reduce eyestrain and improve sleep.
- Lenses include anti-reflective, scratch-resistant coating.
- Premium, bio-based acetate frame with 3-barrel industrial hinges.

### FIT

- Nickel-free metal alloy frame with adjustable temple tips and 3-barrel industrial hinges.



Matte Vintage Bronze / Grey



# Progressive Readers

See up close and far away without squinting.

## Miklos

Readers  
AUD \$229 / NZD \$239



## D28

Readers  
AUD \$249 / NZD \$259



## Root Cause Analysis

Readers  
AUD \$249 NZD \$259



Heritage Green



Polished Bone



80-20  
Gloss Black / Vodka



Gopher

## Porgy Backstage

Readers  
AUD \$229 NZD \$239



Gloss Black



Turtle



Here

There



Your  
mail

Mailman



Your  
watch

Watch  
out!



Small  
stuff

Every-  
thing  
else

A man and a woman are shown in a joyful embrace, laughing together. The man is wearing a light-colored hat and sunglasses, and the woman is also wearing sunglasses. They are positioned in front of a wooden fence and a brick wall. The scene is brightly lit, suggesting an outdoor setting during the day.

# SUNGLASSES

ANNIE PARR, Movement Artist  
MISTER CARTOON BLACK SUN (ONLINE ONLY)

TIM PARR, Founder of Caddis  
MIKLOS IN TURTLE

# Sunglasses

Straight-up sun protection, no magnification or prescription.

## Miklos

Sunglasses  
AUD \$229 NZD \$239



Matte Black / Grey



Tabby/Grey



Heritage Green / Green



Clear Pink/Polished Grey



Minor Blues / Grey



Marine / Grey

## D28

Sunglasses  
AUD \$229 NZD \$239



Turtle / Bronze

## Porgy Backstage

Sunglasses  
AUD \$229 NZD \$239



Camo / Grey



Vodka / Grey

## Jockamo

Sunglasses  
AUD \$249 NZD \$259



Turtle / Bronze

## Root Cause Analysis

Sunglasses  
AUD \$249 NZD \$259



Black / Grey



Gopher



Maple Tort

# Progressive Sunglasses

See up close and far away without squinting.

## Miklos

Sun Progressives  
AUD \$229 NZD \$239



Matte Black



Turtle

## Root Cause Analysis

Sun Progressives  
AUD \$249 NZD \$259



Gopher



Gloss Black



WIL THOMAS, Custom Bike Builder

LYSA COOPER, Vibe Enhancement Specialist

# Merchandising



## 'Leather' Glass Cases



This case is made out of apples - dried peels, pulverised and mixed with materials to make them into velvety soft, ultra-durable cases for your CADDIS eyewear.

Water resistant and as durable as leather.

- Sustainable leather alternative
- Eco-friendly manufacturing
- Stain and water resistant
- Built with a high tear tensile for long-lasting use

## Dr Garcia's Super Wash Kit

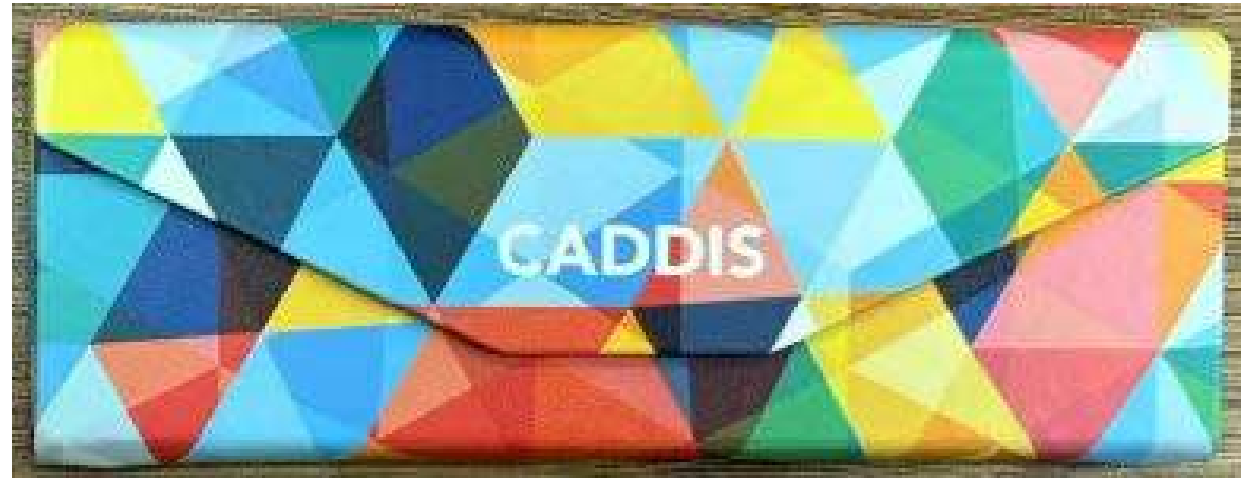


Our CADDIS SuperWash is an organic, anti-bacterial lens cleaner specially formulated for us. Picture people in lab coats, Birkenstocks, and smart talking on bio-dynamic farming methods. These are the people who make our Caddis SuperWash, and we're lucky that they do what they do.

Made in Canada.  
30ml/~100 sprays

## NEW FOLDABLE CASES

MABUHAY Art -  
CADDIS MABUHAY Art Stained Glass Origami  
CODE: CADORISTNDGLS  
BARCODE: 810141929722



BIXBY Art  
CADDIS BIXBY Art Palm Springs Origami  
CODE: CADORIPLMSPGS  
BARCODE: 810141929739



## Organic Linen Eyewear Pouch



Glasses can thrive quite nicely roaming free on the coffee table, the bedstand, on top of your head or just hanging from your shirt collar.

But if you really want to treat your frames right, you might want to think about domesticating them in our new case made from biodegradable, organic, linen with a recycled poly liner and strings, and printed with organic inks.

## Folding Glass Cases



A collapsible rigid eyewear case to protect your readers from the unknown depths of your purse, backpack, suitcase, or desk drawer.

Three-panel design folds flat for compact storage. Washable padded exterior, plush fuzzy interior.





# CELEBRITIES LOVE CADDIS



**CADDIS IS A MISSION DISGUISED  
AS READING GLASSES. JOIN UP,  
TUNE IN, AND GET INSPIRED BY  
A GROUP OF HIGHLY INTELLIGENT,  
WILDLY EXPERIENCED, AND HYPER  
ENGAGED HUMANS.**





**SO JOIN US, MAKE YOURSELF KNOWN,  
AND HELP DEFINE WHAT'S TO COME  
NEXT. RESHAPING THE EXPECTATION OF  
WHAT IT MEANS TO GROW OLDER WITH  
IDENTITY, AN OPINION, AND A VOICE  
IS NO SMALL TASK AND WE ARE HAPPY  
TO HAVE YOU ALONG FOR THE RIDE.  
WELCOME TO THE NEW AGE.**

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EYE APPLIANCES

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