

**“SUNGLASSES FOR SPORT”, UK ONLINE SPORTS RETAILER,
ADDS DEFOG IT ANTI FOG TO PRODUCT LINE**

June 15, 2011 – Valley View, Ohio – [Sunglasses for Sport](http://www.sunglassesforsport.com/), one of the United Kingdom’s leading online stores for sports style sunglasses and eyewear, is now offering [Defog It anti fog](http://www.defogitworks.com/) on its website. This makes the Defog It reusable anti fog towelettes and liquid available to customers throughout the UK with free delivery. Sunglasses for Sports serves athletes and enthusiasts in boating, cricket, cycling, motorcycling, fishing, shooting, skiing and other sports.

First used by the military worldwide, Defog It is proven to prevent fogged eyewear in the toughest sports environments, keeping eyewear clear in spite of heat, cold, humidity and exertion. It’s recommended by triathletes, motorcyclists, skiers, scuba divers, and other athletes.

“We’re proud that Sunglasses for Sports trusts Defog It anti fog to make a difference for its customers,” says John Swett, Vice President of Sales and Marketing for Nanofilm, maker of Defog It. “Around the world, more and more people are seeing the difference Defog It anti fog makes to the safety and enjoyment of sports activities.”

“A product has to be top quality to be offered to our customers,” adds Denzil Lee of Sunglasses for Sports. “We put Defog It to the test and know it stops fogged sunglasses in all kinds of sports, under all kinds of conditions.”

Lab tests confirm the Defog It’s high performance. In one test, a lens treated with Defog It was held over constant hot steam for 60 minutes without fog forming. Similar products failed in as little as 5 minutes. In another test, lenses coated with Clarity Defog It were moved between cold and hot environments 100 times without fog forming.

More information, including testimonials, case studies and performance videos are available at www.defogitworks.com or by calling 1-888-ENDS-FOG.

[Nanofilm](http://www.nanofilm.com/), founded in 1985, is the maker of Clarity Defog It and a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings.

Sunglasses for Sport (<http://www.sunglassesforsport.com/>) was established in 2007, and has grown to become one of the UK’s leading online stores for sports style sunglasses and eyewear.

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