

TINT-A-SHIELD

REUSABLE TINT FOR YOUR HELMET AND GOGGLES



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TINT-A-SHIELD

EYE SEE!

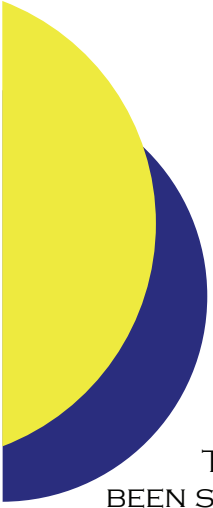
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NO MORE WEARING SUNGLASSES WHILE YOU RIDE

NO MORE EXPENSIVE SHIELDS TO BUY

NO MORE DANGEROUS SUN GLARE

SAFETY, PLEASURE, COMFORT and ... CONVENIENCE!



TINT-A-SHIELD

REUSABLE TINT FOR YOUR HELMET AND GOGGLES

THE CREATION PART 1

TINT-A-SHIELD WAS CREATED OUT OF A NEED THAT I HAD FOR AWHILE. I HAVE BEEN SNOWMOBILING AND SNOW SKIING FOR THE PAST 25 YEARS. I HAVE BEEN AROUND SNOW AND THE AFFECTS OF SUN GLARE MORE THAN MOST PEOPLE, BECAUSE OF MY LOVE FOR SNOW.

BACK WHEN I WAS A SKI INSTRUCTOR I TRAVELED TO UTAH WITH A FEW OTHER INSTRUCTORS TO SOME SKIING. ONE DAY WHILE WE WERE OUT SKIING, IT WAS EXTREMELY SUNNY. HALF WAY THROUGH THE DAY, I PURCHASED SOME CHEAP SUNGLASSES BECAUSE THE SUN WAS BOTHERING ME TO MUCH. ONE OF THE OTHER INSTRUCTORS DECIDED NOT TO BUY A PAIR. ON OUR WAY DOWN THE MOUNTAIN, HE BECAME BLIND FOR ABOUT 1 / 2 HOUR, DUE TO THE BRIGHTNESS OF GLARE OFF THE SNOW (SNOW-BLIND). SO I UNDERSTAND THE AFFECTS OF SUN GLARE GREATLY.

IN THE WINTER OF 2004, I CAME UP WITH THE IDEA OF APPLYING A STATIC CLING PLASTIC TO MY HELMET SHIELD TO REDUCE THE GLARE. I HAVE TRIED WEARING SUNGLASSES UNDER MY HELMET, BUT THEY JUST FOGGED UP AND HURT FROM THE ARMS PRESSING AGAINST THE SIDE OF MY HEAD. IT TOOK A WHILE RESEARCHING THE DIFFERENT TYPES OF PLASTIC TO FIND THE MOST OPTICALLY CLEAR PLASTIC MADE. THE FIRST FEW TYPES OF PLASTIC WERE BLURRY TO WHERE YOU COULD BARELY SEE THROUGH IT. AFTER FINDING A MORE OPTICAL CLEAR PLASTIC, I CUT MY OWN UNIVERSAL SHAPE AND STARTED USING THE TINT ON MY SNOWMOBILE HELMET. ANYONE THAT SAW IT, WANTED TO KNOW WHERE I GOT IT. SO THE IDEA OF TINT-A-SHIELD WAS BORN, AFTER SEEING HOW MUCH OF A NEED AND INTEREST THERE WAS IN SUCH A PRODUCT.

AFTER USING THE TINT, IT WAS DECIDED THAT ONE LEVEL OF TINT WAS NOT ENOUGH. CURRENTLY WE PRODUCE A LIGHT (20% UV LIGHT GETS THROUGH IT) AND A DARK (5% UV LIGHT GETS THROUGH IT) AND 2 DIFFERENT UNIVERSAL SHAPES, HELMET AND GOGGLE.

AT THIS POINT, I STARTED RESEARCHING DIFFERENT TYPES OF MANUFACTURING AND PACKAGING AND WHAT TYPE OF LOCAL TRADESHOWS TINT-A-SHIELD COULD BE SOLD AT. THE NEXT OBJECTIVE WAS TO CREATE A WEBSITE (WWW.TINTASHIELD.COM) AND GET THAT UP AND RUNNING BEFORE THE TRADESHOW SEASON BEGAN. AFTER A LOT OF RESEARCH AND DEVELOPMENT, I STARTED MASS PRODUCING THEM OUT OF MY HOUSE. OUR FAMILY HELP A GREAT DEAL IN PRODUCING AND PACKAGING TINT-A-SHIELD'S TO PREPARE FOR THE TRADE SHOWS.

AFTER DOING OUR FIRST SNOWMOBILE SHOW IN GRAYSLAKE ILLINOIS, WE LEARNED A LOT FROM OUR CUSTOMERS AND WHAT THEIR NEEDS WERE. DURING THE GRAYSLAKE SHOW, WE HAD A LOT OF REQUEST FOR TINT-A-SHIELDS FOR GOGGLES AND DIFFERENT COLORS. THAT DAY WE CREATED A GOGGLE PROTOTYPE AND SOLD APPROXIMATELY 6 OF THEM AT THE GRAYSLAKE SHOW.

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THE CREATION PART II

ONCE BACK AT HOME, I RESEARCHED AND DEVELOPED A UNIVERSAL SIZE TO FIT MOST ALL GOGGLES. AS FOR THE DIFFERENT COLORS, WE HAVE NOT YET FOUND A COMPANY THAT CREATES COLORED STATIC CLING PLASTIC THAT IS OPTICALLY CLEAR. AT THIS POINT, IT LOOKS LIKE WE WILL HAVE TO APPROACH A COMPANY TO MANUFACTURE THE PLASTIC SPECIFICALLY FOR TINT-A-SHIELD. WE ALSO HAD PEOPLE WANTED DISTRIBUTOR PRICING AND INFORMATION, THAT NIGHT AT THE HOTEL, WE DEVELOPED THAT INFORMATION AND PRESENTED IT TO OTHER EXHIBITORS.

ONE MONTH AFTER THE GRAYSLAKE SHOW WAS NOVI MICHIGAN SNOWMOBILE SHOW. WE INTRODUCED OUR NEW UNIVERSAL GOGGLE TINT. THE TINT-A-SHIELD HELMET AND GOGGLE PRODUCTS WE ACCEPTED WELL BY THE CUSTOMERS AT THE SHOWS. AT THE NOVI SHOW, WE ALSO LEARNED THAT PEOPLE WERE INTERESTED IN A CLEAR UNIVERSAL SHAPED GOGGLE AND HELMET PLASTIC TO PROTECT THE SHIELDS FROM GETTING SCRATCHED AND DIRTY. WE ARE CURRENTLY IN PROCESS OF FINDING THE CLEAR MATERIAL AND WILL ADD IT TO OUR PRODUCT LINE.

CURRENTLY WE HAVE A PATENT PENDING, AFTER SEEING HOW MUCH INTEREST THERE WAS IN A TINT-A-SHIELD. AFTER JUST THE FIRST SHOW, WE KNEW THAT GOING TO TRADESHOWS WAS NOT THE FUTURE FOR TINT-A-SHIELD. WE WANT TO BE MORE OF A COMPANY THAT SUPPLIES PRODUCT TO DISTRIBUTORS TO SELL IN THE STORES AND OR HAVE SALES PEOPLE GOING TO THE ATV STORES, BARS & GAS STATIONS ON TRAILS, PAINTBALL STORES ETC. AND SELLING THE STORES ON THE PRODUCT.

AT FIRST GLANCE, MOST PEOPLE THINK IT IS A ONE TIME USE PRODUCT. BUT ONCE THEY SEE UNDERSTAND TINT-A-SHIELD CAN BE USED OVER AND OVER AGAIN, IT USUALLY SELLS THEM ON THE PRODUCT INSTANTLY.

TINT-A-SHIELD IS NOT LIMITED TO JUST SNOW-MOBILING, THERE ARE NUMEROUS SPORTS AND ACTIVITIES THAT USE HELMET OR GOGGLES. MOTOCROSS, FOUR WHEELING, RACE CAR DRIVERS, SNOW SKIING AND PAINTBALL, JUST TO NAME A FEW.

WHO KNOWS WHERE TINT-A-SHIELD AS A COMPANY WILL BE IN A YEAR OR TWO FROM NOW, ALL WE CAN DO IS HOLD ON AND SEE WHERE THIS TAKE US. AS OF NOW, TINT-A-SHIELD IS GROWING FASTER THEN WE EVER COULD OF EXPECTED.



TINT-A-SHIELD

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PRODUCT INFORMATION

HELMET AND GOGGLE TINT-A-SHIELD'S
RETAIL PRICE \$11.95



UNIVERSAL HELMET TINT-A-SHIELD



UNIVERSAL GOGGLE TINT-A-SHIELD

LIGHT TINT ALLOWS 20% OF LIGHT THROUGH
DARK TINT ALLOWS 5% OF LIGHT THROUGH

TINT-A-SHIELD IS HELD ON BY STATIC ELECTRICITY, MAKING
TINT-A-SHIELD REUSABLE MANY, MANY TIMES OVER.

TINT-A-SHIELD

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PACKAGING

BELOW IS THE DISPLAY BOX DISTRIBUTORS WOULD USE FOR RETAILS SALES ON THE COUNTER IN THEIR PLACE OF BUSINESS. EACH TINT-A-SHIELD COMES IN IT VERY OWN HANDY CARRYING TUBE FOR EASY STORAGE WHEN NOT IN USE.



TINT-A-SHIELD

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SALES FACTS



THAT IS ME, ROB PUZIO IN THE WHITE SHIRT, MY WIFE BRENDA IN THE OTHER WHITE SHIRT, ALONG WITH MY COUSIN MIKE IN THE BLACK SHIRT. THIS IS OUR BOOTH SET-UP THAT WE USE AT TRADE SHOWS.

- 2005 TO PRESENT, WE HAVE SOLD APPROXIMATELY 130 TINT-A-SHIELD'S THROUGH OR WEBSITE, WITH JUST HAVING A BANNER AD ON JOHNDEE.COM
- 2005 GRAYSLAKE IL SNOWMOBILE SHOW WE SOLD JUST OVER 100 TINT-A-SHIELD'S
- 2005 NOVI MI SNOWMOBILE SHOW WE SOLD APPROXIMATELY 175 TINT-A-SHIELD'S
- 2006 WE DID NOT DO THE GRAYSLAKE SNOWMOBILE SHOW. AFTER EXPENSES AND SALES WE FIGURED IT WAS NOT WORTH IT.
- 2006 NOVI MI SNOWMOBILE SHOW, WE SOLD APPROXIMATELY 250 TINT-A-SHIELD'S, WITH A LOT OF OUR PREVIOUS CUSTOMERS BRINGING FRIENDS AND FAMILY BACK TO BUY SOME TINT-A-SHIELD'S. WE WERE ALSO SURPRISED TO SEE A LOT OF PEOPLE SAYING "HEY THERE'S TINT-A-SHIELD" AS THEY PASSED OUR BOOTH. SO THE NAME IS DEFINITELY GETTING OUT ABOUT OUR PRODUCT.

THE ONLY ADVERTISING WE HAVE DONE SO FAR IS THE ONE BANNER AD ON JOHNDEE.COM AND JUST GOING TO THESE 3 SNOWMOBILE SHOWS, AND HAVE BEEN VERY HAPPY WITH THE RESULTS FOR THE MINIMAL INVESTMENT. I AM IN PROCESS OF TALKING WITH A PATENT ATTORNEY, AND GETTING THE BALL ROLLING ON OBTAINING A FULL PATENT. WE WANT TO START PURSUING ALL THE OTHER HELMET AND GOGGLE WEARING MARKETS LIKE, MOTORCYCLE RIDERS, RACE CAR DRIVERS, ETC.



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REUSABLE TINT FOR YOUR HELMET AND GOGGLES

SUN & EYE DAMAGE FACTS

SUN AND EYE DAMAGE

SUNLIGHT IS VERY BRIGHT, AND LOOKING DIRECTLY AT THE SUN IS PAINFUL TO THE EYES. LOOKING DIRECTLY AT THE SUN WHEN IT IS HIGH IN THE SKY CAUSES TEMPORARY *BLEACHING* OF THE PHOTOSENSITIVE PIGMENTS IN THE RETINA, WHICH MAKE PHOSPHENE VISUAL ARTIFACTS AND MAY CAUSE TEMPORARY PARTIAL BLINDNESS. DIRECT VIEWING OF THE SUN WITH THE NAKED EYE DELIVERS ABOUT 4 MILLIWATTS OF SUNLIGHT TO THE RETINA THAT IS IN THE SOLAR IMAGE, HEATING IT UP AND POTENTIALLY (THOUGH NOT NORMALLY) DAMAGING IT. BRIEF VIEWING OF THE DIRECT SUN WITH THE NAKED EYE IS UNPLEASANT BUT GENERALLY SAFE. LONG-TERM EXPOSURE OF THE EYES TO DIRECT SUNLIGHT CONTRIBUTES TO THE NORMAL UV-INDUCED YELLOWING OF THE LENS AND CORNEA OVER PERIODS OF DECADES, AND COULD PLAY A PART IN THE FORMATION OF CATARACTS.

PROTECT YOUR EYES FROM SUN DAMAGE

UV RAYS ARE INVISIBLE, HIGH-ENERGY RAYS OF LIGHT THAT, IF ABSORBED BY YOUR EYES, CAN CAUSE OR ENHANCE SEVERAL EYE AILMENTS. THIS HAPPENS BECAUSE THE UV LIGHT CAN CAUSE A REACTION IN THE EYE TISSUE. AND ONCE IT OCCURS, IT CANNOT BE REVERSED.

THE UV RAYS CAN PLAY A LARGE ROLE IN THE FOLLOWING EYE DISEASES:

- CATARACT - CLOUDING OF THE EYE; CAUSING BLURRING OR DIMMING OF VISION - UV RAYS ARE THE LARGEST CULPRIT IN THE FORMATION OF CATARACTS
- PTERYGIUM - TISSUE GROWTH ON THE WHITES OF EYES; CAN BLOCK VISION
- SKIN CANCER - EYELIDS AND FACIAL SKIN CAN DEVELOP MELANOMA
- AGE-RELATED MACULAR DEGENERATION - DETERIORATION OF THE EYE'S MACULA (SENSITIVE CENTER OF THE RETINA).

PREVENTING SUNBURN

TAKING CARE OF YOUR EYES SHOULD BE A TOP CONCERN FOR ALL NO MATTER THE TIME OF THE YEAR, BUT ESPECIALLY DURING THE HOT SUMMER MONTHS OF JUNE, JULY AND AUGUST.

- SUNGLASSES PROVIDE ONE OF THE BEST SOURCES OF UV PROTECTION. IN ORDER TO PROPERLY PROTECT YOUR EYES, CHOOSE SUNGLASSES THAT ARE OVER AT LEAST 95 PERCENT UV PROTECTION. ALSO, CHOOSE A LENS TINT THAT BLOCKS 80% OF TRANSMISSIBLE LIGHT, BUT NO MORE THAN 90-92% OF LIGHT BECAUSE LENS TINT DOES NOT PROTECT FROM UV RAYS, AND CAN AFFECT YOUR ABILITY TO SEE CORRECTLY. LARGE LENSES THAT FIT CLOSE TO THE EYES ARE BEST. THOSE THAT BLOCK VISIBLE BLUE LIGHT ARE EVEN SAFER.



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SNOW BLINDING FACTS

SNOW CAN BE BLINDING

(NC) - WE'VE ALL HEARD THE EXPRESSION "A BLINDING SNOWSTORM". THROUGH THAT REFERS TO WHITEOUT CONDITIONS WHERE VISIBILITY IS REDUCED, MAKE NO MISTAKE, THE SNOW CAN BE BLINDING TOO. BRIGHT SUN REFLECTING ON A BLANKET OF FRESH WHITE SNOW CAN REFLECT DAMAGING RAYS INTO UNPROTECTED EYES. THE CASUALTY MAY NOT BE AWARE OF THE DAMAGE AT THE TIME NOT FEELING THE EFFECTS FOR UP TO SEVERAL HOURS.

WATCH FOR THESE SYMPTOMS OF SNOW BLINDNESS:

- EYES BECOME SENSITIVE TO LIGHT
- PAIN IN EYES OR FOREHEAD
- GRITTY FEELING IN THE EYES

SNOW BLINDNESS

SNOW BLINDNESS IS A PAINFUL CONDITION, TYPICALLY A KERATITIS, CAUSED BY EXPOSURE OF UNPROTECTED EYES TO SUNLIGHT REFLECTED FROM SNOW. THIS IS ESPECIALLY A PROBLEM AT HIGH ALTITUDE AND POLAR REGIONS. THE PROBLEM IS ALSO RELATED TO THE CONDITION ARC EYE SOMETIMES EXPERIENCED BY WELDERS.

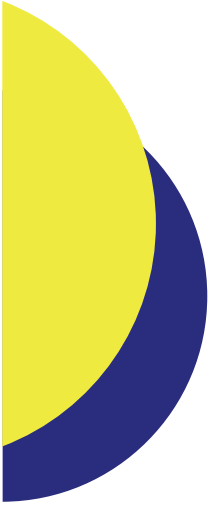
SNOW BLINDNESS DOES NOT USUALLY CAUSE PERMANENT VISION LOSS. RESTING THE EYES IN A DARK ROOM FOR SEVERAL DAYS WILL CAUSE THE PAIN AND SYMPTOMS TO DISAPPEAR.

THE INUIT CARVED GOGGLES FROM CARIBOU ANTLER TO HELP PREVENT SNOW BLINDNESS. THE GOGGLES WERE CURVED TO FIT THE USER'S FACE AND HAD A LARGE GROOVE CUT IN THE BACK TO ALLOW FOR THE NOSE. A LONG THIN SLIT WAS CUT THROUGH THE GOGGLES TO ALLOW IN A SMALL AMOUNT OF LIGHT. THE GOGGLES WERE HELD TO THE HEAD BY A CORD MADE OF CARIBOU SINEW.

PREVENTION

WHEN TREKKING OR MOUNTAINEERING, SUNGLASSES THAT OFFER THE FOLLOWING ARE FREQUENTLY RECOMMENDED:

- 99-100% UV ABSORPTION
- POLYCARBONATE OR CR-39 LENS (LIGHTER, MORE COMFORTABLE THAN GLASS)
- 5-10% VISIBLE LIGHT TRANSMITTANCE
- LARGE LENSES THAT FIT CLOSE TO THE FACE
- WRAPAROUND OR SIDE-SHIELDED TO PREVENT INCIDENTAL LIGHT EXPOSURE



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