

Longform SEO Article (Costa Vida Sunglasses)

Born on the water, Costa sunglasses and their performance-enhancing lenses were originally developed by fishers in Florida for fishers in Florida. We now specialize in eco-friendly performance sunglasses designed to keep up with every lifestyle.

If your lifestyle includes fishing, you're in the right place. A solid pair of sunglasses can be your best friend when you're gone fishing. It's no secret that polarized lenses significantly reduce glare and allow anglers of all kinds to see farther out and deeper down into the water where their competition lives, but Costa knows there's more to sunglasses than a simple polarized lens. That's why we work constantly to develop the clearest lenses in the world and house them in comfortable, protective frames that fit everyone from competitive sport fishing enthusiasts to professionals who travel for work. Anyone whose idea of a good time includes hours and hours interacting with mother nature understands the need for a lens that performs beautifully, and Costa lenses ensure that performance includes world class sun protection. Our goal is to keep you doing what you love to do for the rest of your life with no worries.

Personally, we love fishing—it's in our blood, and it's always in the back of our minds as we research and develop new products—but there's plenty of room for other water sports. Whatever your adventure, Costa glasses are designed to perform right alongside you. Whether you're a professional speedboat driver pushing the limits in a high-stakes race or a first-time standup paddle boarder who took the day off to stop and smell the waterlilies, Costa has you covered. With or without a prescription, our blue mirror lenses are specifically designed for use on open water where surface reflection can do as much damage to your eyes as the sun does.

If water isn't your scene, Costa offers plenty of other lens colors and enhancements to optimize your experience no matter where you find yourself. Green mirror lenses provide high contrast for pinpointing small objects at long distances, like the golf ball you drove so expertly (or not) down the fairway; Copper Silver mirror lenses heighten natural contrast in your vision so you can see the big picture more clearly, which comes in handy particularly when you're driving in uncharted or unfamiliar settings; and Sunrise Silver mirror lenses enhance their wearer's vision even in low light, so you'll have the clarity your adventure calls for even if it keeps you outside literally from dawn to dusk. Between these and our other color options, your Costa sunglasses will live up to all your expectations no matter where you see yourself.

Anyone whose go-to sidekick is a killer pair of sunglasses knows their eyewear does much more than protect them in the fast-paced adventures. The journey is long and includes many more quiet moments than in-your-face activities, and Costa sunglasses are versatile enough to add some relaxation to your down time. We love our sea seekers, but not everyone is a tackle box enthusiast. There are plenty of Costa products for those who see themselves as voyagers and beachcombers. Costa lenses take all the worry out of your health and fashion decisions. Every pair of Costas protects you right off the rack, and we enjoy offering many frames and accessories that protect without calling attention to themselves. Vendors can fit customers of all ages and vision needs, even if you just need a high-quality pair of readers for diving into your new book at the beach house. Once you find that right pair, there's no need to think or worry about the quality of your sunglasses. Over time, you'll find your Costas become a part of you—your wardrobe, your style, your life. Even in the times life isn't careening at lightspeed, we've got your back the moment you step outside. Every time.

Costa sunglasses are built to survive and thrive outside, and we love the great outdoors more than anything. We're still based out of Florida—there's no place like home—but we're now a global brand that offers premium products. We take our influence very seriously, and we strive to ensure our products are as eco-friendly as they are functional. To make good on our commitment to the environment, our plastic sunglass frames are made from castor plant bio-based resin. In less fancy terms: the plastic we use is created using natural raw materials instead of petroleum-based materials, and starting the frame creation process with environmentally-friendly materials reduces our carbon footprint. You still get a strong, flexible pair of glasses that can take whatever comes at you, and Earth gets to take it a little easier every day. Everybody wins.

Bio-based materials are a great place to start, and Costa has also founded several enterprises to help teach people everywhere to reduce, reuse, and recycle as much as possible. When you buy a pair of Costa sunglasses, you're participating in various earth- and ocean-saving undertakings. For example, estimates show that over one trillion (TRILLION!) pounds of fishing nets and fishing gear are discarded into the ocean every year. To counter some of this pollution, Costa has teamed up with Bureo, a company who recycles discarded fishing nets so the plastic can be put to other uses. In our case, Bureo's recycled materials have resulted in the Untangled line of frames, which feature Costa lenses. Our partnership with Bureo falls right in line with our very own Kick Plastic program, which we've rolled out to educate people about the harm plastic is doing to our oceans and offer simple tips for curbing our plastic habit. Something as simple as buying a reusable water bottle seems small, but if everyone did it the worldwide impact would be immense. Search [#kickplastic](#) or visit [kickplastic.org](#) to learn and share.

There's always a lot going on at Costa, and while we love our products we are constantly thinking about our customers. A lot of companies will tell you they prioritize customer service, but we really do want to hear from you. There's plenty of ways to reach us, including on social media. Repair requests, feedback of any kind, new ways for giving back, even suggestions for product improvements—we're all eyes. Here at Costa, we have the luxury of doing what we love, so don't hesitate to reach out at any point along the road. Now stop reading and go see what's out there.