

85,000+

VERIFIED AMAZON REVIEWS

4.7 / 5

AVERAGE RATING

#1

3 AMAZON CATEGORIES

CATEGORY LEADERSHIP

- ▶ **#1** Eyeglass Cleaning Fluids on Amazon
- ▶ **#1** Electronics cleaning cloth on Amazon
- ▶ **Leader** in Camera & Photo cleaning

MANUFACTURING

- ▶ **Formula blended in USA**
- ▶ **Microfiber woven in Japan** (Bohin 3030)
- ▶ Alcohol-free, VOC-free, solvent-free
- ▶ Safe on AR coatings, polarized lenses, camera elements

PRESS COVERAGE

- ▶ **HuffPost** "witchcraft" (Mar 2025)
- ▶ **HuffPost** "crystal clear" (Aug 2025)
- ▶ **Yahoo Health** top roundup (2026)
- ▶ **Refinery29, Girlboss, EDC Magazine**



CVS Precision Lens Cleaner Kit

\$9.99 • CVS Item #705387

2oz alcohol-free spray · 1x 9x9 MAX cloth (red)
· 2x 6x7 original cloths (ink). MAX is a different material, weave, and production process – not a nominal upgrade.

ON THE ROADMAP

Lens wipes – new pre-moistened wipe line designed to redefine the wipe tier the way MAX redefines the cloth tier. 2026 H2.

Dedicated screen cloth – built specifically for laptop, tablet, and phone screens rather than the lens-first weave most multi-use cloths default to. 2026 H2.

Sister brand: Calyptus – concentrated vinegar solutions, sold on Amazon and Home Depot.

MEDIA & PARTNERSHIPS

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