

A full-page advertisement featuring three models in a sunlit field of yellow wildflowers. In the background, a woman in a red dress and red sunglasses stands with her arm raised. In the foreground left, a woman in a yellow top and a wide-brimmed hat wears white-rimmed sunglasses. In the foreground right, a man with curly hair wears tortoiseshell-rimmed sunglasses. The text '• PARAFINA •' is centered in the upper half, with 'ECO-FRIENDLY EYEWEAR TO SEE A BETTER WORLD' below it.

• PARAFINA •

ECO-FRIENDLY EYEWEAR
TO SEE A BETTER WORLD



Aloha!
It's time to
change **the way**
you see the
world.

▶ **CORPORATE VIDEO**



Look out for this symbol through out the presentation and click it to learn more.

Our Origins

We Are Triple Impact

Eco-Friendly Eyewear

Packaging

Community

The Team

Find us

Contact Us

• **PARAFINA** •

A group of people, mostly seen from behind, are standing on a rocky shore looking out at the ocean. The waves are breaking, creating white foam. The scene is captured in a cinematic style with a slightly desaturated, teal-toned color palette.

PARAFINA WAS BORN FROM A DREAM: Change the world.

And traveling was our source of inspiration .



It was precisely during one of our trips in 2012, while we were reflecting in front of the ocean on how to develop a project that would have a **positive impact on the planet and people**, when we observed how the surfers had a special connection with their environment.

Surfers were aware that **in order to enjoy what they loved the most, they had to protect it, they had to take care of it, they had to preserve it**. From that inspiring look, our project took shape and name.

So where others have long seen **a problem, waste**, we found **the solution to give an everyday object like eyewear the power to drive change**.

In 2014 we founded PARAFINA in honor of the best ally of the “guardians of the ocean”, an innovative Spanish brand of eco-friendly eyewear, with design, quality and accessible to all.

We are Triple Impact.
From waste to solution since 2014.

Triple Impact.

Choosing PARAFINA is choosing a brand with purpose.
Triple Impact is its business model, based on 3 pillars:

1. SUSTAINABLE GROWTH
2. ENVIRONMENTAL IMPACT
3. SOCIAL IMPACT

The company certifies its triple bottom line through independent certification partners that enable the brand to implement continuous improvements in its processes and products. Powered by:



1. Sustainable growth

BCorp® Certification collects data from the companies it audits to determine their impact on the environment and society. In 2019 PARAFINA became the first Spanish eyewear brand to be BCorp certified, more than proving that by meeting the highest standards of social and environmental impact, we are one of the best companies for the world.

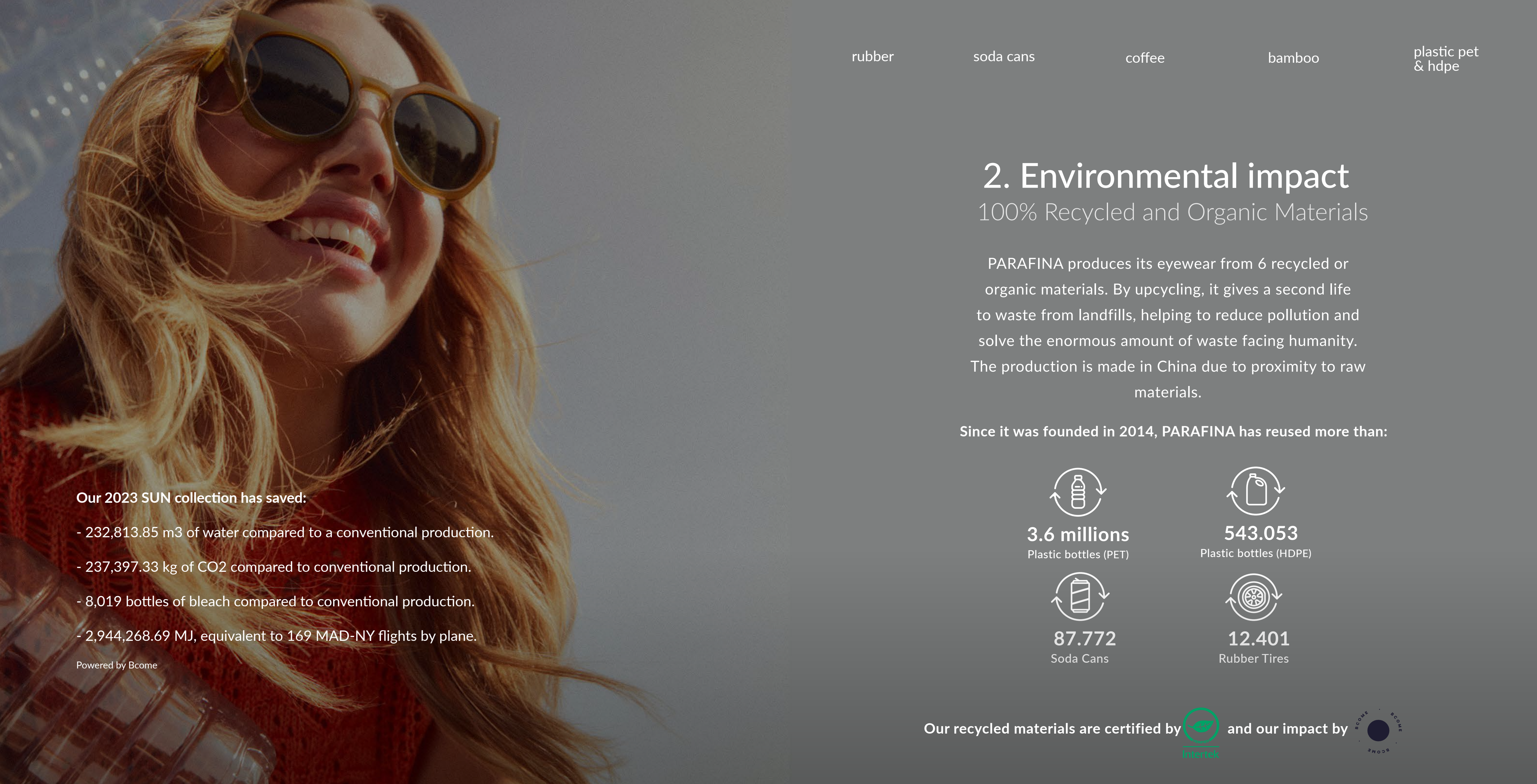


As Certified B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.





2. Environmental impact

100% Recycled and Organic Materials

PARAFINA produces its eyewear from 6 recycled or organic materials. By upcycling, it gives a second life to waste from landfills, helping to reduce pollution and solve the enormous amount of waste facing humanity. The production is made in China due to proximity to raw materials.

Since it was founded in 2014, PARAFINA has reused more than:

Our 2023 SUN collection has saved:

- 232,813.85 m3 of water compared to a conventional production.
- 237,397.33 kg of CO2 compared to conventional production.
- 8,019 bottles of bleach compared to conventional production.
- 2,944,268.69 MJ, equivalent to 169 MAD-NY flights by plane.

Powered by Bcome



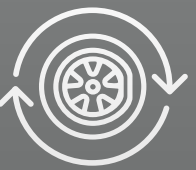
3.6 millions
Plastic bottles (PET)



543.053
Plastic bottles (HDPE)



87.772
Soda Cans

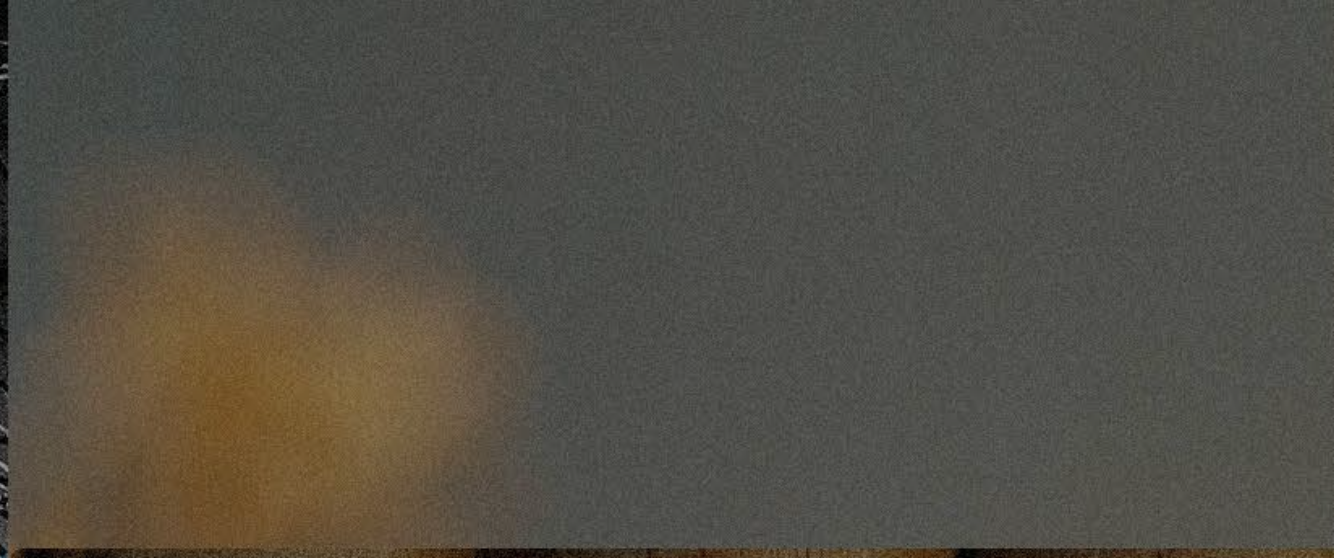


12.401
Rubber Tires

Our recycled materials are certified by  and our impact by 



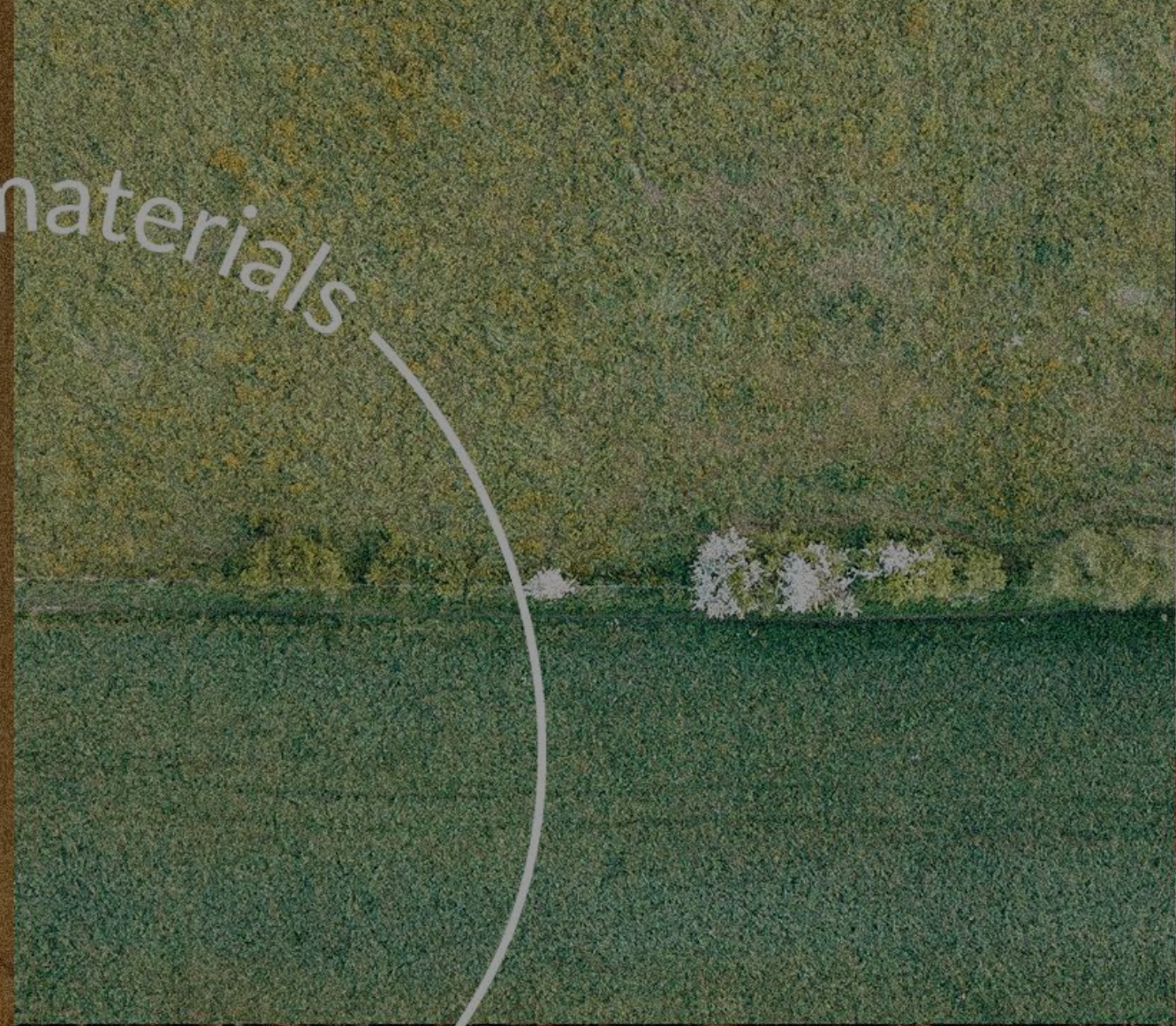
Rubber



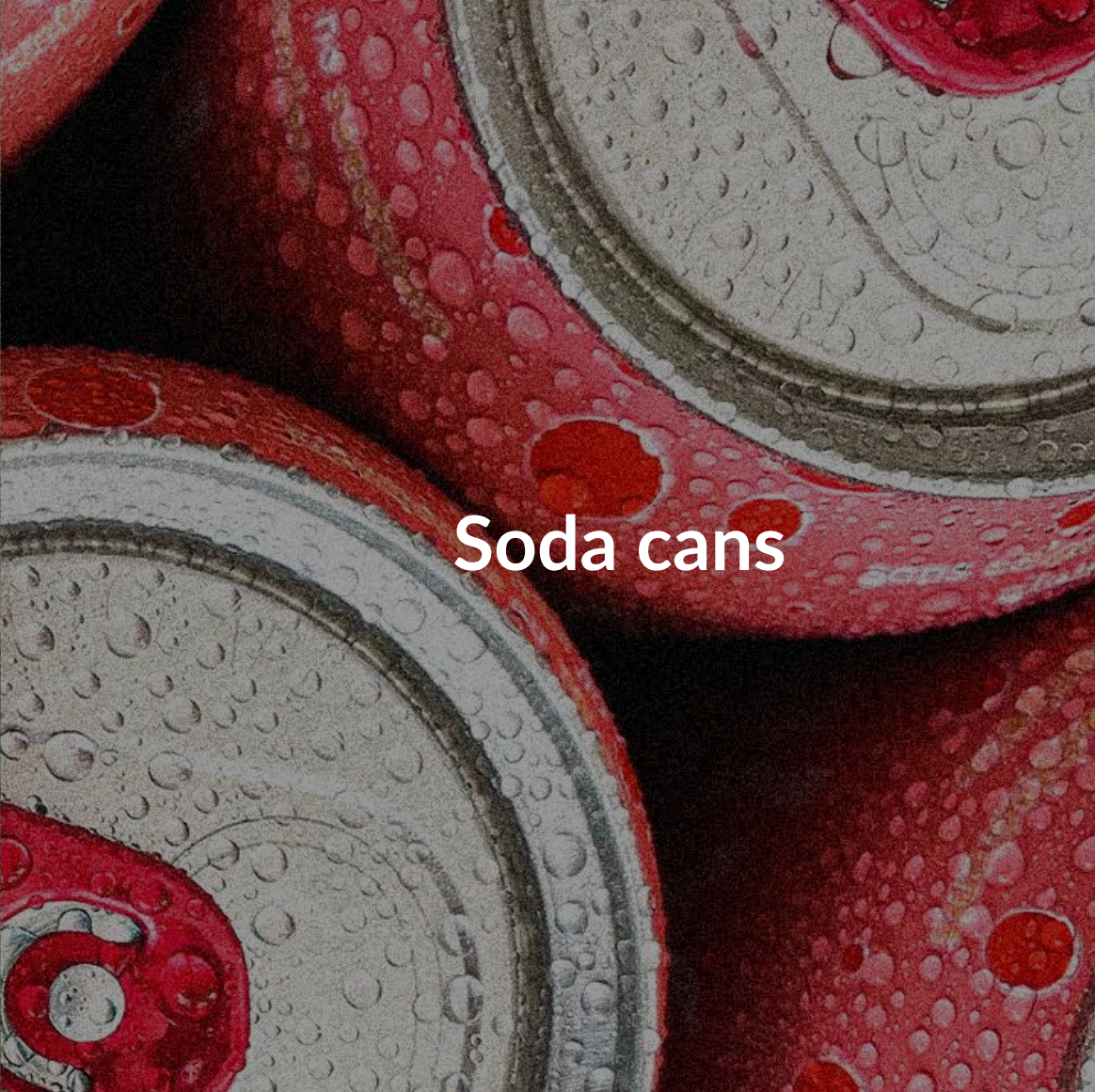
Plastic HDPE



Bamboo



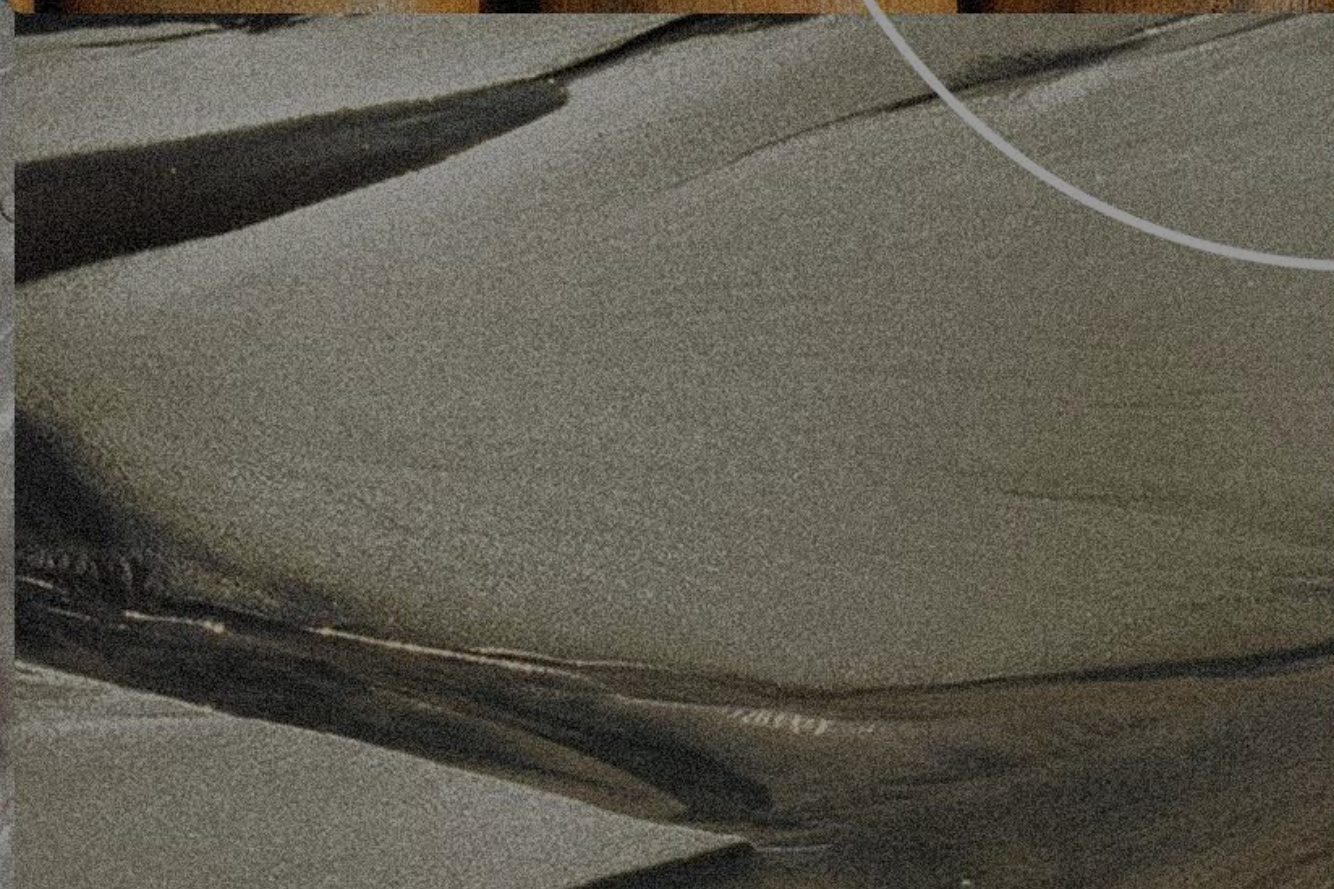
Our recycled materials



Soda cans



Plastic PET



Coffee



PARAFINA

Our commitment to change the
world goes beyond our products.

3. Social Impact

Social Project

Our commitment to change the world goes beyond our products. We promote education as the axis of change through the dissemination and awareness of our PARAFINA community, and by supporting quality education with our own PARAFINA Social Project.

We donate 5% of our sales to scholarships and school support projects so that children with few resources in a small suburb of Asunción (Paraguay) can have a better future.

80 children have already received scholarships this year - a total of 485 scholarships awarded since the beginning!

PARAFINA also finances a school support program run by 3 educators.

▶ SEE VIDEO 2'

▶ SEE VIDEO 11'

We are change makers.

**And we know that to make
a positive impact on the
planet and on people,
we need to be different
from other brands, starting
with our product.**



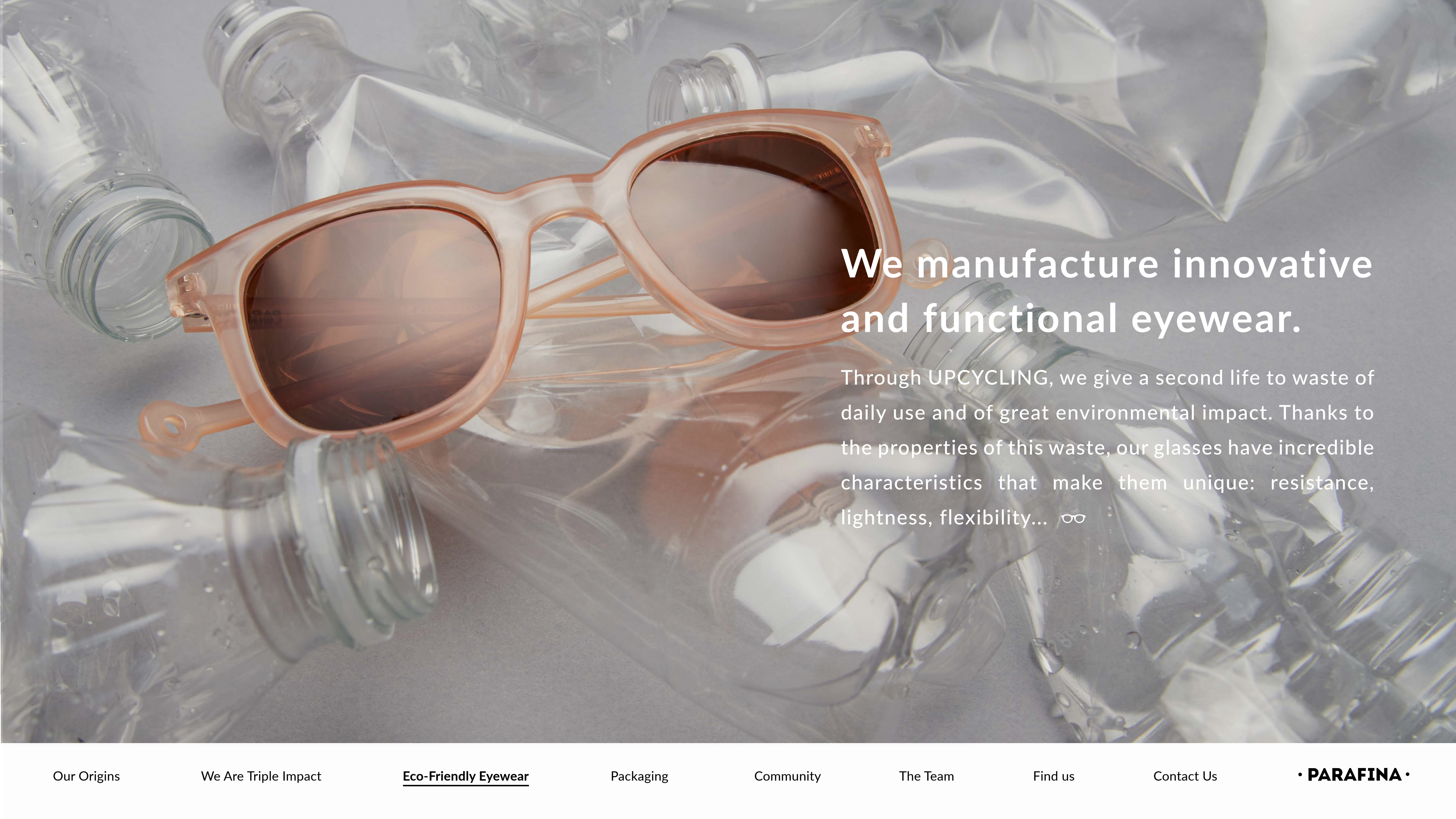


For that reason:

We were born 100% eco-sustainable.

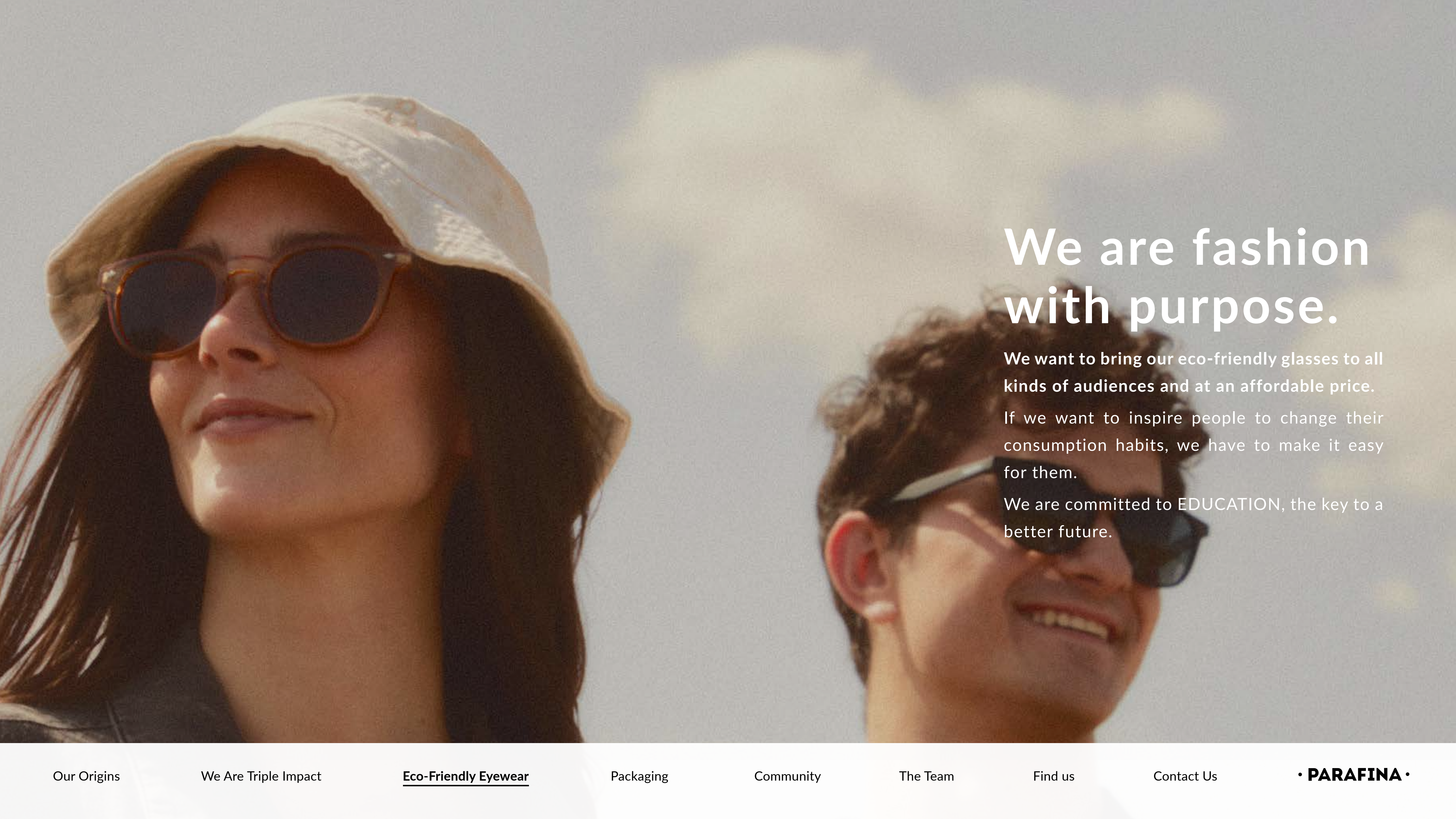
PARAFINA is 100% eco-friendly from our origin, manufacturing our glasses with 100% recycled and/or organic materials such as plastic from bottles, aluminum from soda cans and rubber from tires.

We also use organic and sustainable materials such as bamboo and coffee.



We manufacture innovative and functional eyewear.

Through UPCYCLING, we give a second life to waste of daily use and of great environmental impact. Thanks to the properties of this waste, our glasses have incredible characteristics that make them unique: resistance, lightness, flexibility... ∞




We are fashion with purpose.

We want to bring our eco-friendly glasses to all kinds of audiences and at an affordable price.

If we want to inspire people to change their consumption habits, we have to make it easy for them.

We are committed to EDUCATION, the key to a better future.



When you choose PARAFINA
eyewear **you have the power
to change the world.**

ECO-FRIENDLY EYEWEAR

FOR EVERYONE



SUN

SEE COLLECTION



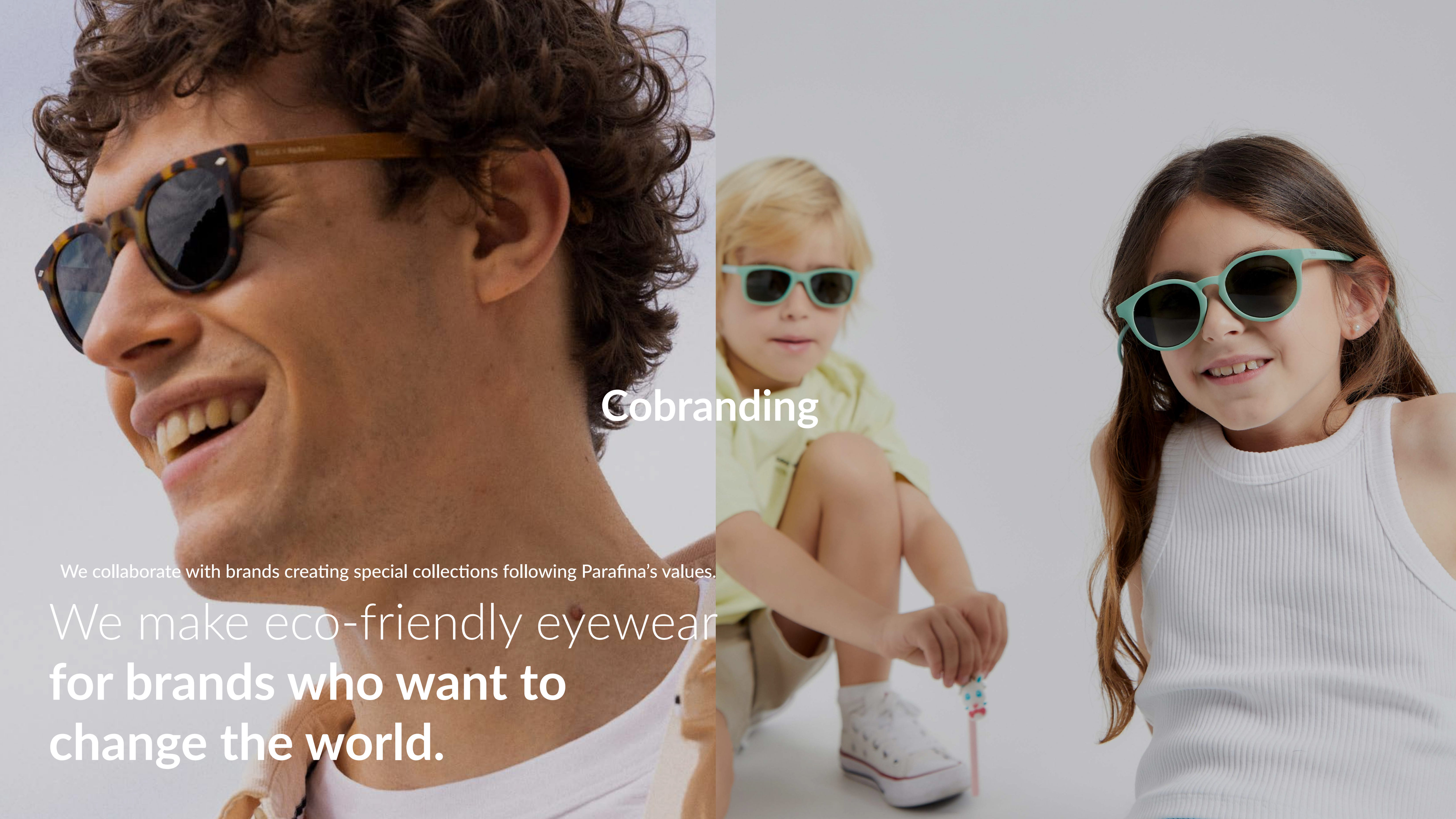
KIDS

SEE CATALOGUE



READING

SEE CATALOGUE



Cobranding

We collaborate with brands creating special collections following Parafina's values.

We make eco-friendly eyewear
**for brands who want to
change the world.**



FAGUO is a French company committed to offering
quality products that respect our planet.

We worked with them to design an eco-responsible eyewear collection.

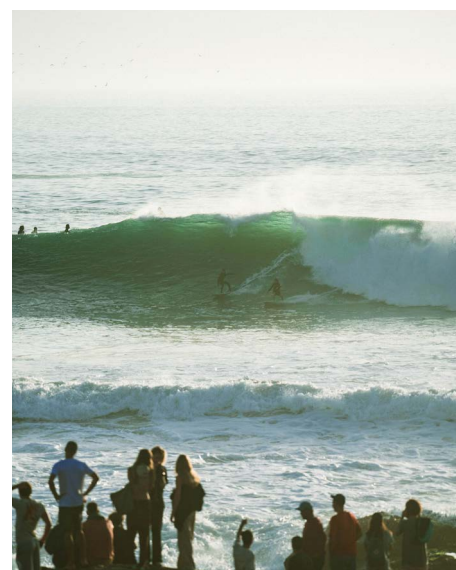
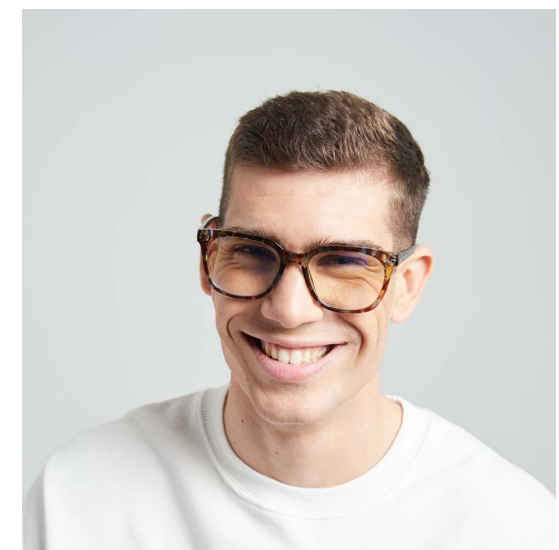
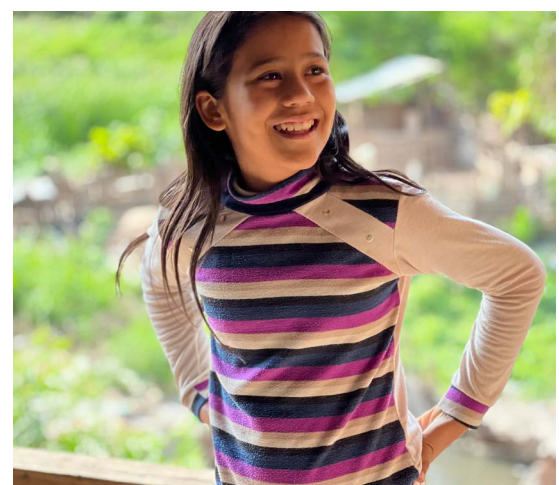
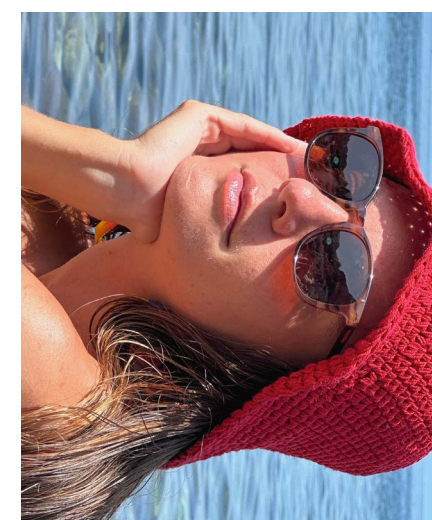
*June 2023

FAGUO x PARAFINA

Mustela is a family-owned, French and proudly B Corp
**certified brand that manufactures skin care products
of natural origin.**

We work together with them to design an eco-responsible children's eyewear collection.

*July 2022

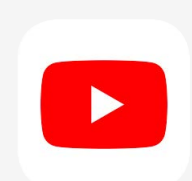
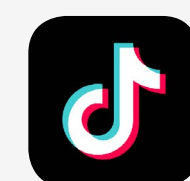


parafinaco 

PARAFINA · Eco-Friendly Eyewear

Everyone who wants to see a better world is WELCOME to the PARAFINA community.

If you are enthusiastic about traveling, adventures,
nature and the outdoors. And also if you're an
urbanite, PARAFINA is for you.

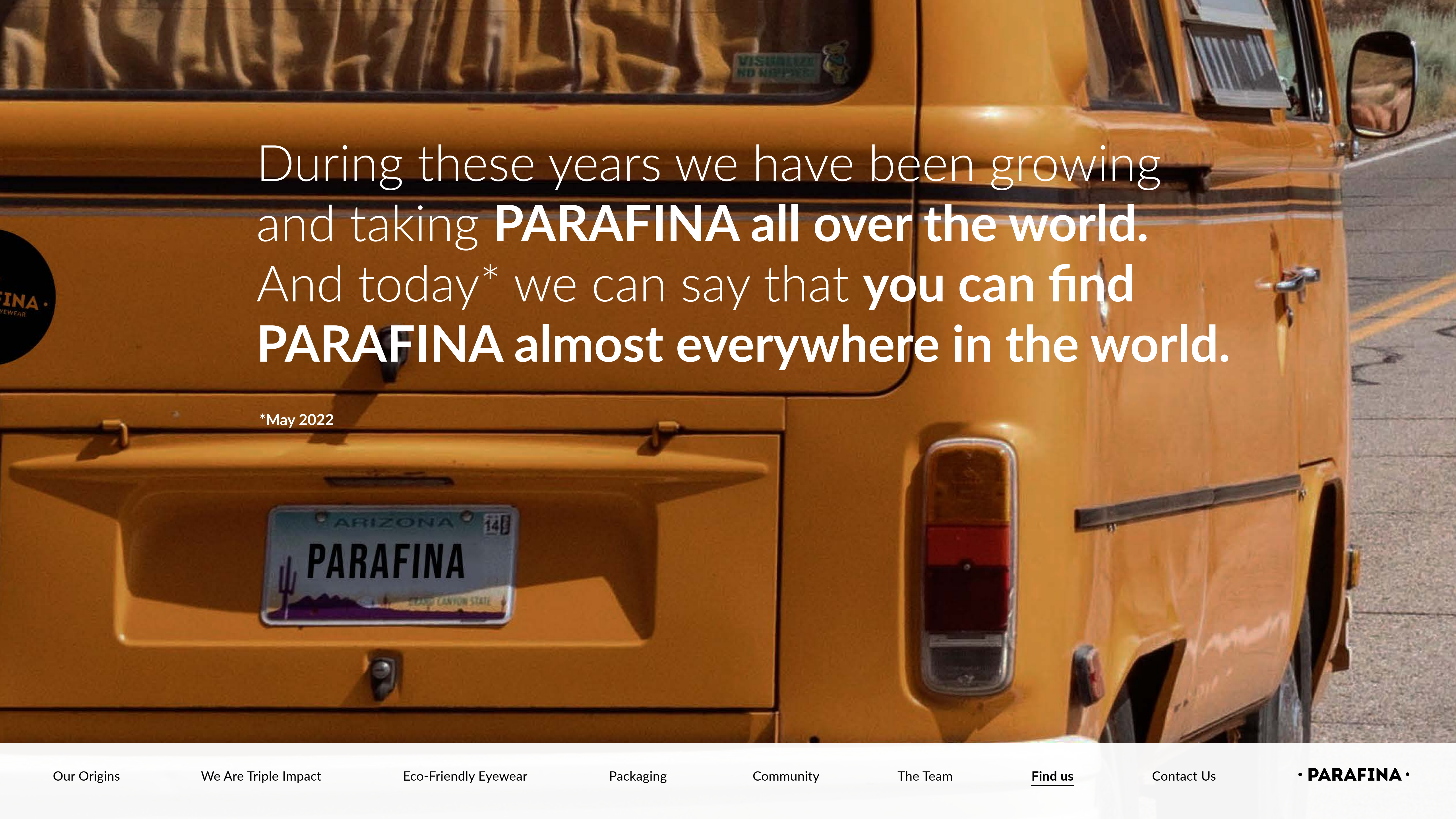


The Team

We fight every day to see a better world.



From right to left clockwise:
Diego Rovira (International Director Sales)
Antonio Folgar (Accounting)
Consuelo Sastre (Image & Creativity)
Javi Costillo (Operations)
Eli Novillo (Digital Marketing)
Juanma Pousibet (National Sales)
Samuel Soria (C.E.O.)
Leticia Garcia (Marketing B2B & Sales)
Victor Pintor (Warehouse)

A close-up, low-angle shot of the side of a yellow school bus. The bus is parked on a paved road. A large, white, sans-serif text overlay is centered on the bus's side. Below the text, an Arizona license plate is visible, featuring the word 'PARAFINA' in large, bold, black letters. Above the license plate, the word 'ARIZONA' is visible. To the left of the license plate, there is a small, circular logo with the word 'PARAFINA' and 'EYEWEAR' below it. The bus's side door is visible, and a side mirror is on the right. The background shows a road and some greenery.

During these years we have been growing
and taking **PARAFINA** all over the world.
And today* we can say that **you can find**
PARAFINA almost everywhere in the world.

*May 2022



Europe
2694 Points of Sale



Asia
182 P.O.S.



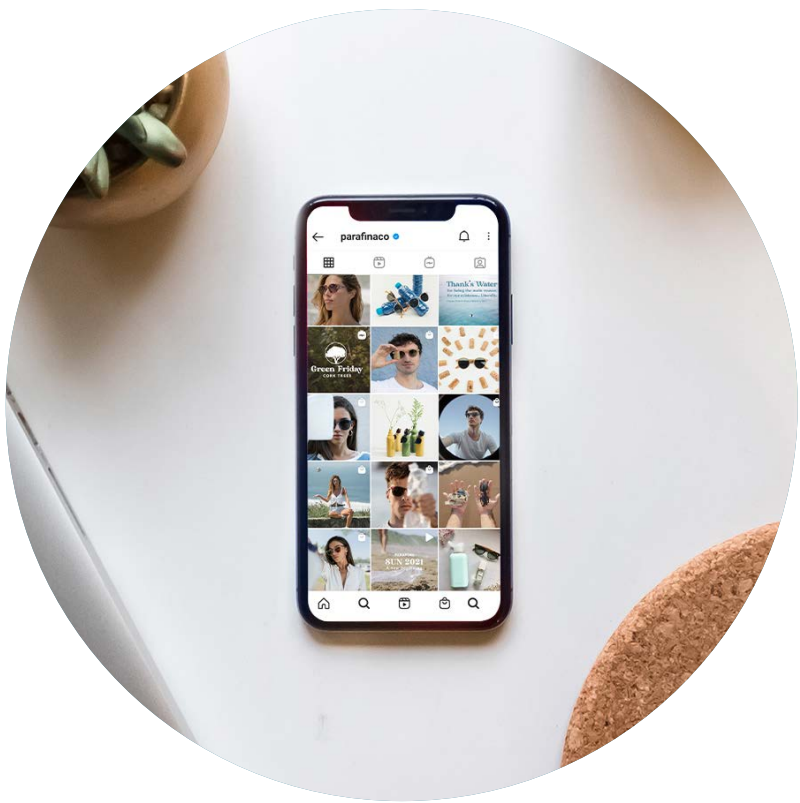
America
52 P.O.S.



Oceania
49 P.O.S.



Africa
21 P.O.S.



Social Media



Ecommerce





We are very proud of what we have
achieved during these **9 years.**



And we will not rest until we **make this
world a better world to live in.**

[Our Origins](#)

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• **PARAFINA** •

Let's change the world together.

Text us, call us or visit us to see a better world.

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• **PARAFINA** •
ECO-FRIENDLY EYEWEAR
TO SEE A BETTER WORLD

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