

While polarization can be tricky to understand, it's very easy to grasp once you try on a pair of Polaroid sunglasses.

That's when the magic happens. That's when YOU'LL SEE.



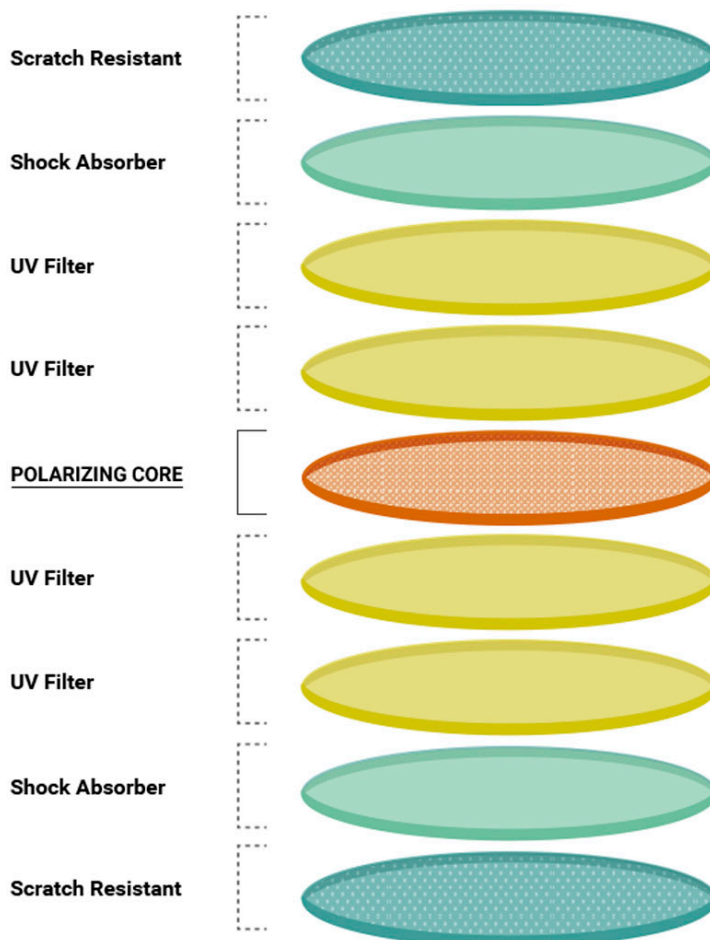
DO YOU WANT TO KNOW MORE?

When light reflects off a shiny surface such as sand, water, snow or roads, it travels in many directions. Vertical light is useful to the human eye: it helps us see, making clear colors and contrasts. Horizontal light, however, simply creates glare. Glare, also called visual noise, reduces visibility and makes it uncomfortable, painful and dangerous to carry on driving, cycling, skiing or even just sunbathing.

While non-polarized lenses just make things look darker, Polaroid polarized sunglasses block virtually all glare. With Polaroid's unsurpassable anti-glare properties, you can wear Polaroid lenses all day every day and enjoy whatever you're doing stylishly in safety and comfort.

POLAROID ULTRASIGHT™ LENSES. ALL BENEFITS AT A GLANCE

UltraSight™ lenses, exclusively developed for Polaroid polarized sunglasses, are made of nine functional elements.



The core element is the polarizing light filter. UV light absorbers are bonded to both sides of it. These block all harmful UVA, UVB, and UVC light rays. Shock-absorbing layers are then fused to both sides of the UV absorbers, making the lens light, flexible and impact resistant. A scratch-resistant layer on both the outer surfaces completes the lens structure.

Polaroid's high performance products blend perfect vision with optimum protection. Their supreme quality provides the wearer with exceptional comfort, all the while being of strong durability. Discover all benefits in detail below.



VISION

- GLARE-FREE VISION
- CLEAR CONTRAST

PROTECTION

- 100% UV400 PROTECTION
- REDUCED EYE FATIGUE
- SHOCK ABSORBING