

UNMATCHED LENS TECHNOLOGY

PolarizedPlus2 lens technology is included in all Maui Jim lenses, providing an excellent solution for outdoor vision. PolarizedPlus2 technology goes beyond shielding your eyes from glare and harmful UV by revealing and enhancing the world's colors in vivid detail.

Maui Jim

POLARIZEDPLUS2



POLARIZATION

High efficiency polarized film eliminates 99.9% of glare, *allowing your eyes to see more with less effort.*



FRONTSIDE TREATMENTS

Reduce the amount of light passing through the lens, *while providing a fashionable aesthetic.*



ANTI-REFLECTIVE TREATMENT

Applied to the back of the lens, neutralizes glare from behind, *providing better clarity and reduced eye fatigue.*



COLOR ENHANCEMENT

Enhances natural light instead of dimming it, *delivering exceptional color and clarity.*



UV & BLUE LIGHT PROTECTION

Blocks 100% of harmful UV rays and provides comprehensive solar blue light protection *to defend eye health. Recommended by the Skin Cancer Foundation.*



SCRATCH-RESISTANCE TREATMENT

Applied to the front and back of the lens, *enhances performance and durability.*



HYDROPHOBIC & OLEOPHOBIC TREATMENTS

Applied to both sides of the lens, shed water and repel oil, *making lenses easier to clean and maintain.*



MAUI JIM GOLF COLLECTION

THE FIRST STYLE TESTED BY GOLFERS

Maui Jim introduces the ultimate sunglasses for golf - trusted on the course, built for your game.



INCREASED WRAPAROUND DESIGN
To offer enhanced full-covered protection



MAUI ULTRA CUT OUT LENS
To improve airflow and reduce the risk of fog



ADJUSTABLE TEMPLES
To ensure a versatile fit, allowing to wear the style above the cap

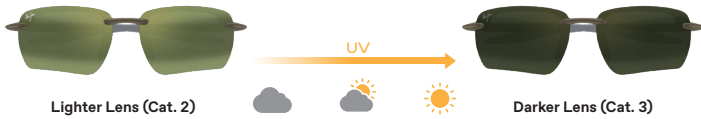


ADJUSTABLE NOSE PADS
To improve fitting and comfortability

THE FIRST POLARIZEDPLUS2 PHOTOCROMIC LENS

Ho'okipa Ultra G features the first photochromic lens launched in Maui Jim's portfolio: it goes from category 2 (medium light reduction) to 3 (high light reduction), **adapting seamlessly to different light conditions on the course.**

This reactive technology eliminates the need to switch or remove your sunglasses, **ensuring continuous UV protection throughout the day.**



WHY GO POLARIZED FOR GOLF?

Polarization offers crucial and indisputable benefits for golfers:



Improves ball-tracking by increasing contrast and defining contours more clearly.



Reduces glare from water hazards, bunkers, flat areas and grass.

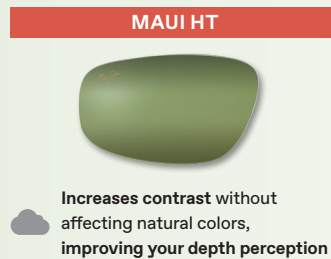
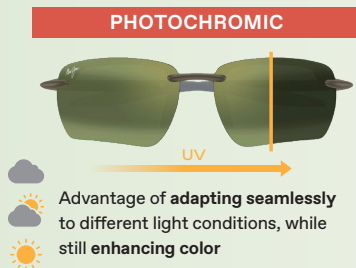


Increases visual comfort and enhances the overall visual experience.

POTENTIAL OBJECTION: "Polarized lenses can occasionally affect depth perception." **ANSWER:** "This feeling is subjective and limited to some players in specific light conditions; it decreases when wearing premium polarized lenses. Maui Jim exceptional quality standards ensure optimal performances for any outdoor activity, including golf, while protecting your eyes from damaging UV rays and enhancing your visual experience"

LENS COLORS

Bi-gradient mirror frontside treatment reduces the brightest light from above and below, allowing the eyes to relax.



MORE STYLES GREAT FOR GOLF

Find the perfect styles for golf in the carryover selection.



Ho'okipa
Honoring the Maui Jim heritage, distinctive semi-rimless design for extreme comfort.



Hiehie
Most stylish on the golf course, featuring SuperThin Glass lenses for an exceptional visual experience.



Pālu
It never goes unnoticed: the coolest mask to wear comfortably and empower your visual experience.



Lehopulu
Essential design and high-resistant frame, making it the perfect partner for the outdoors.