



ULTRA POLARIZED

THE ULTIMATE VISION & PROTECTION

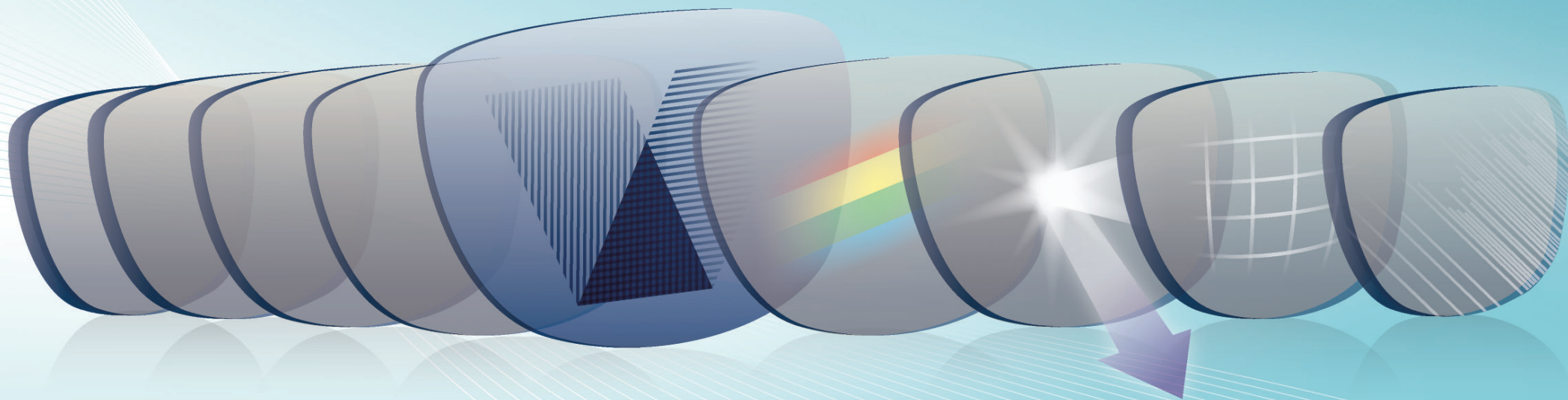
INVU.

BY SWISS EYEWEAR GROUP 

The new INVU™ ultra polarized lens guarantees an unrivaled consumer experience. The Swiss Eyewear Group's extensive polarizing lens technology know-how, combined with their Swiss quality standards when it comes to product specifications, performance and quality control, makes INVU™ ultra polarized lenses a truly exceptional product.

ULTIMATE VISION & PROTECTION

*ADVANCED NINE LAYER
LENS TECHNOLOGY FROM THE
SWISS EYEWEAR GROUP*



INVU.

The ultra polarized filter is the heart of the INVU™ nine layer lens. This unique center layer selectively eliminates reflected glare. Thanks to the highly efficient polarizer and its intelligent light management system the INVU™ ultra polarized lens delivers perfect, glare-free vision with exceptional contrasts and color perception.



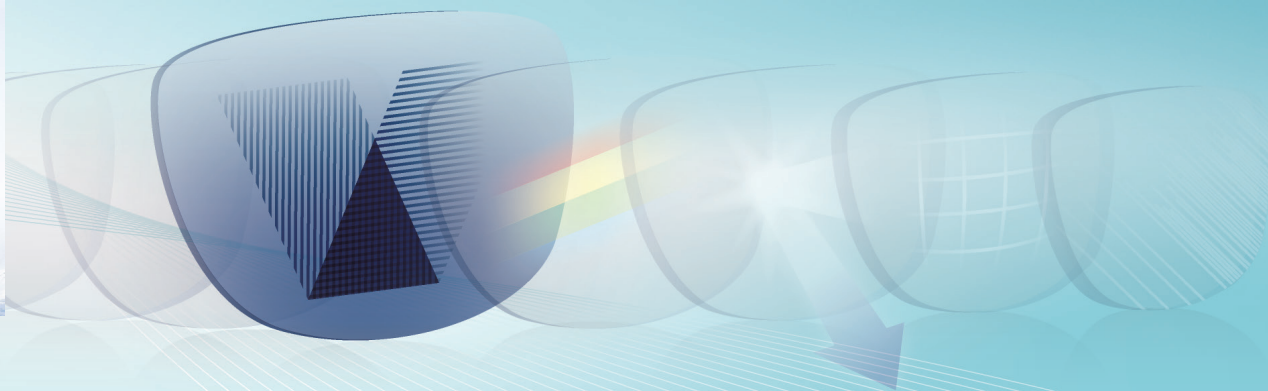
Vision with INVU™ ultra polarized



Non-polarized vision

ULTRA POLARIZER EFFICIENCY

*FOR THE ULTIMATE
GLARE-FREE VISION*



INVU.

The technology in the ultra polarizer and the color enhancement layers work hand in hand to give consumers the best possible vision. The ultra polarizer removes the glare, while the color enhancement allows the true colors to come through and enhances the contrast between colors.



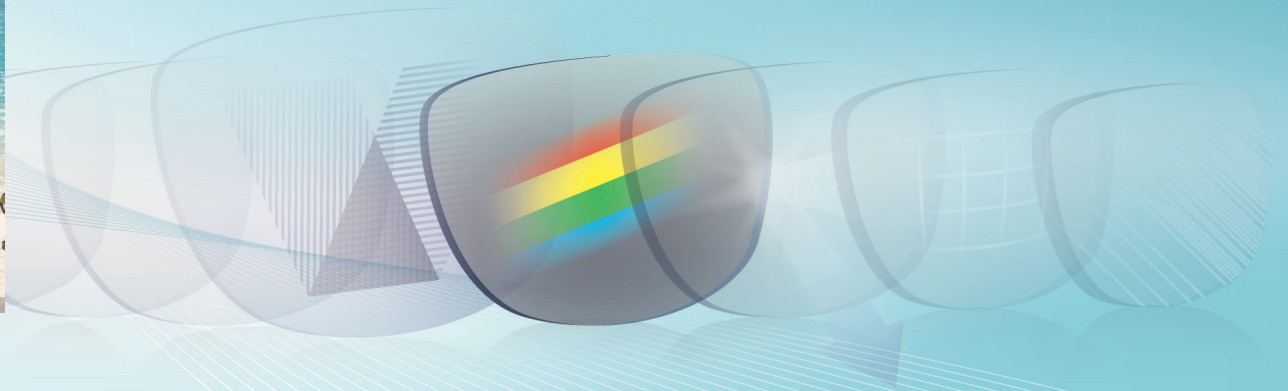
Vision with INVU™ ultra polarized



Non-polarized, non-color enhanced vision

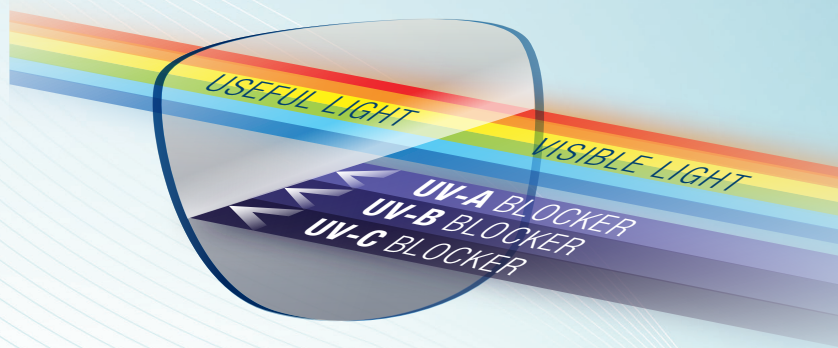
COLOR ENHANCEMENT

*FOR BRILLIANT COLOR
PERCEPTION &
BETTER CONTRAST*



INVU.

Exposure to UV light can cause serious eye damage such as macular degeneration or cataracts on the cornea of the eye. The UV protection layer of the INVU™ ultra polarized lens from the Swiss Eyewear Group completely blocks all UV rays up to 400 nanometers while allowing useful light to pass through to the eye.



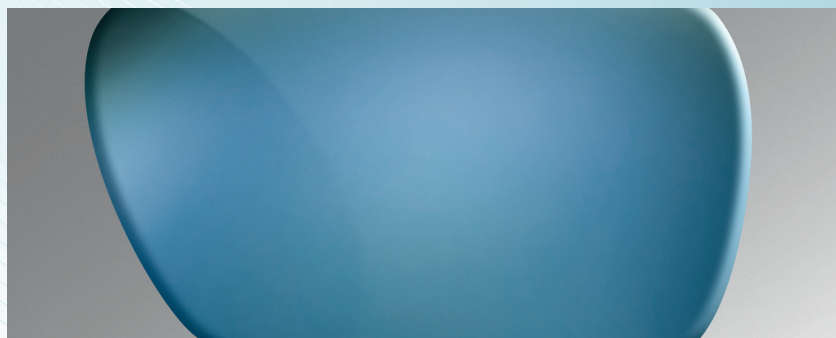
100% UV-400 PROTECTION

*FOR MAXIMUM PROTECTION
AGAINST HARMFUL UV RAYS*



INVU.

The multi-layer construction of INVU™ ultra polarized lenses make the lens virtually unbreakable. INVU™ ultra polarized lenses from the Swiss Eyewear Group can therefore be safely used for all sports and outdoor activities.



INVU™ impact resistance



Breakable lens materials

IMPACT RESISTANCE

*TO SAFELY ENJOY OUTDOOR
SPORTS ACTIVITIES*



INVU.

Scratches on sunglass lenses negatively impact vision. INVU™ ultra polarized lenses have a precision hard coat layer that helps prevent scratching thus allowing sunglass wearers to enjoy their INVU™ sunglasses for a longer time.



Vision with INVU™ ultra polarized



Non-polarized, non-hard coated vision

SCRATCH RESISTANCE

*FOR LONG LASTING
ENJOYMENT*



INVU.

INVU™ ultra polarized lenses are produced in state-of-the-art manufacturing and coating plants. The Swiss Eyewear Group applies the highest product standards and has their products continuously monitored by independent 3rd party laboratories. INVU™ ultra polarized lenses meet and exceed all official global standards.

SWISS EYEWEAR GROUP  **QUALITY STANDARD**



TESTED & CERTIFIED

WITH OUTSTANDING RESULTS

INVU™ ULTRA POLARIZED Performance

Polarizing efficiency	*	*	*
UV-400 protection	*	*	*
Optical performance	*	*	*
Optical clarity	*	*	*
Break resistance	*	*	*
Shatter resistance	*	*	*
Hard coat performance	*	*	*

EXCEPTIONAL PERFORMANCE

*OFFERING AN OUTSTANDING
CONSUMER EXPERIENCE*



ULTRA POLARIZED

COLOR ENHANCEMENT

100% UV-400

IMPACT RESISTANCE

SCRATCH RESISTANCE

INVU.

BY SWISS EYEWEAR GROUP 

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