

## Maui Jim launches MauiPure LT lens; for light as a feather comfort



This month, the brand released a pair of minimalist style frames: Hema & Hikina

Premium polarized sunglasses supplier Maui Jim is excited to introduce MauiPure LT, its thinnest & lightest lens material yet, which launched this month in two minimalist frames: Hema and Hikina.

Weighing in at just 10-grams for frame and lenses, these sunglasses are equal to two sheets of paper.

Offering light-as-a-feather comfort, plus impact and scratch resistance, MauiPure LT lenses target the active consumer and deliver breath-taking views expected of Maui Jim's patented PolarizedPlus2 technology. Designed with performance and comfort in mind, the temple tip pads have been minimized and the nose pads have been constructed for advanced airflow technology to give better grip and less slip.

Hema (style #443) and Hikina (#445) are unisex rimless styles, which are presented with the full array of seven Maui Jim lens colors including MAUIGreen, MAUI Sunrise and Blue Hawaii mirror treatments.