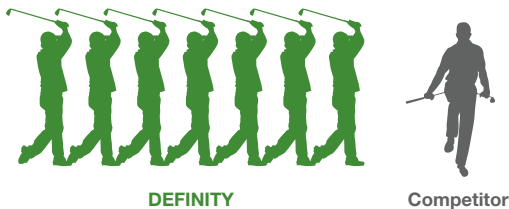


**A better way to visualize your shot:
see it through DEFINITY FAIRWAY
Transitions SOLFX lenses**

DEFINITY FAIRWAY™ Transitions® SOLFX™ lenses offer cutting-edge features to help improve your vision, sharpen colors and contrasts on the course, reduce glare at every angle and more. The exclusive DEFINITY® GROUND VIEW ADVANTAGE™ allows you to better follow the ball by providing clarity at the ground-level zone. And in a clinical study, **DEFINITY® PALs were chosen 7:1** over competitive lenses for overall course play.¹ Not that we're keeping score...

**DEFINITY® lenses: clinically proven
as the PAL of choice for golfers¹**



**Make sure your sunwear
is as smart as you are**



**Ask your Eyecare Professional
about DEFINITY FAIRWAY™
Transitions® SOLFX™ lenses today**



Reference: 1. Nason RJ. DEFINITY® Progressive Lenses with GROUND VIEW ADVANTAGE™ preferred by presbyopic golfers in head-to-head clinical comparison. *Progressive Lens Update*. 2008;1(3):1-4.



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LDEF200153 BST/RVH 7/09



INTRODUCING YOUR NEWEST
GOLF PAL
Part of the DEFINITY® Lens Line



Introducing DEFINITY FAIRWAY Transitions
SOLFX Progressive Lenses

Smart sunwear for golfers

Meet the smartest friend you can have on the golf course: DEFINITY FAIRWAY™ Transitions® SOLFX™ lenses. Now there's a DEFINITY® progressive addition lens (PAL) designed specifically for golfers, with unique features to improve visual performance in every aspect of the game.

Optimized with innovative features to help golfers see better and play smarter



With DEFINITY FAIRWAY Transitions SOLFX lenses, you get:

- Transitions SOLFX lenses, which automatically adjust to all outdoor sun conditions
- Exclusive amber tint that complements the green and enhances colors and contrasts on the course
- Crizal Sun Mirrors™ with Scotchgard™ Protector, the most scratch-resistant, smudge-resistant, easy-to-clean sun lens treatment available
- 100% blockage of UVA and UVB rays

In golf, the most important equipment is between your ears



Wear DEFINITY FAIRWAY Transitions SOLFX lenses to smarten your game and conquer the course:

- Read greens better in any sun condition
- See the ball more clearly through all zones of vision
- Optimize performance and improve course management

