



The Eyes Have It ▲

A few years ago, LPGA Tour star Paula Creamer said something that still resonates: “The girls on Tour always use sunscreen, but they do nothing to protect their eyes!”

At the time, Creamer was wearing Sundogs (on and off the course) with the revolutionary Mela-Lens technology. The Sundog Eyewear Mela-Lens essentially created sunscreen for the eyes by filtering dangerous blue light, along with the UVL and UVA protection that every sunglass claims (whether they can do it or not).

Creamer got the message, and is still vitally involved in the design of her collection of Sundog Eyewear. I got the message too and for a few years

helped get the word out that our eyes are vulnerable to harmful blue light at all times, but especially on golf courses.

Now with TrueBlue® MOLP Lens Technology (Melanin plus Ocular Lens Pigment) Sundog has taken eye protection and sunglass lens performance to the next level.

Like melanin, the body also produces ocular lens pigment [OLP] to help protect the eye from High Energy Visible light (blue light) that is harmful to the front of the eye (lens) and the back of eye (retina and macula). The only combination of the two natural substances that protect the eye from invisible and visible light are found in TrueBlue® lens technology.

The Sundog Eyewear collection features TrueBlue® lenses with MOLP technology, the only non-prescription sunglass lens to incorporate both melanin and ocular lens pigment to provide the ultimate in eye protection and vision performance. (You owe it to yourself to visit www.truebluevision.com to learn of the effects of blue light and how TrueBlue® lenses can protect you both indoors and outdoors.)

When I hand my Sundog with TrueBlue® lenses to a playing partner, the first reaction is invariably: “Wow!” One pal said: “This is the way the world should look.” Everything is more sharply defined, there is no color distortion because the blue light is filtered not blocked, and there’s not that usual eye

fatigue because veiled glare is reduced. While the Sundog TrueBlue® Collection provides the ultimate eye protection, it also offers styles and frame combinations to please even the most stylish of golfers, well, like fashionista Paula Creamer.

And with more than a dozen models available with TrueBlue® lenses, Sundog Eyewear really does have something for everyone – like the stylish PRIME EXT with Aurora Rose tinted lenses (\$69.99).

The new Sundog Eyewear TrueBlue® models are available at fine golf retailers and pro shops, and online at www.sundogeyewear.com. Get ready for your own ‘Wow!’ moment.