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LIVE EYEWEAR PUBLISHES LIMITED EDITION BLANDON BEAR BOOK

New book featuring Blandon Bear is sure to keep kids entertained and excited about eyewear

San Luis Obispo, CA - Live Eyewear, the manufacturer of Cocoon, Vistana, LightGuard and other optical quality eyewear brands, offers ECPs a new angle in customer care. The company has published a limited edition waiting room book titled *Now I Can See!*. The new publication is designed to keep young patients entertained while waiting for their appointment, and at the same time, introduce them to the benefits of corrective eyewear through the perspective of the story's main character, Blandon Bear. The book is the first publication of the Blandon Bear Adventure series that will deliver fun and informative stories that focus on a number of eyewear related topics for children. The book is authored by Live Eyewear President Kieran Hardy.

Hardy says, "A visit to the eye doctor's office can cause anxiety and apprehension for many young patients, especially if it means they will be receiving a new pair of prescription glasses. Even though children's eyewear is stylish and hip these days, kids may still have some insecurity concerning how their new look will be received by their peers. When writing *Now I Can See!* my goal was to help our customers, the eye care professional, introduce their young patients to the concept of prescription eyewear in a fun and entertaining way."

The book is available for direct purchase from Live Eyewear's online store or by calling the company's customer service team at 800.834.2563. The book is priced at \$9.95 per copy.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx® sunwear brand, Cocoon®, is recognized worldwide and is synonymous with comfort, convenience and quality. Live Eyewear's focus on innovation in OveRx design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com
