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LIVE EYEWEAR ADDS *STREAM LINE* TO THE COCOONS OveRx® SUNWEAR COLLECTION

San Luis Obispo, Ca – Live Eyewear announces the much anticipated release of the new Cocoon's *STREAM LINE* to the market leading OveRx (over prescription) sunglass collection. The slim oval frame shape was developed to address the increasing popularity of smaller oval and round prescription frame styles. The new *STREAM LINE* model further enhances the range of sizes and shapes offered by the Cocoon collection; giving eyeglass wearers the most complete selection of premium polarized sunglasses to choose from when selecting OveRx sun protection. The patented frame will debut at the International Vision Exposition in New York. As with all Cocoon models, the *STREAM LINE* will be available in Soft Touch™ black, sapphire, and sand frame options. All frame colors are available with a choice of gray, amber or yellow optically correct Polar TX® polarized, scratch resistant lenses.

Karen Zappia, National Sales Manager for Live Eyewear states, "The Cocoon sunwear collection has been extremely well received by eyecare professionals who are looking for optically correct OveRx sunglasses. One of the leading features of the Cocoon line is the variety of sizes. With so many different prescription frames available, an OveRx sunglass collection must have a wide range of shapes and sizes to accurately meet the demands of today's corrected vision consumer." The *STREAM LINE* adds a sixth size to the popular collection and is expected to become a top selling model.

There are 172 million people in the USA that have corrected vision. Over 50% do not purchase prescription sunglasses, clips, or photochromic lenses. Live Eyewear offers eyecare professionals the leading OveRx sunwear solution for these consumers. All Cocoon feature Flex2Fit™ adjustable temples, an included neoprene case and large micro-fiber lens cloth and a manufacturer's limited lifetime warranty. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.cocoonseyewear.com.
