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COCOONS® POLARÉ™ LENS NOW AVAILABLE IN A CLIP

Live Eyewear Offers ECPs Additional OveRx® Options with the Launch of Coccoons Clips

San Luis Obispo, Ca – Live Eyewear, manufacturer of the world famous Coccoons OveRx sunglass line utilizes the Polaré lens system to provide optical quality, polarized protection to eyeglass wearers who prefer clip-on sunwear. The polarized clip-on collection featuring the scratch resistant Polaré lens is available through eye care specialist.

President, Kieran Hardy says, “We are extremely pleased with the response Coccoons generated from eye care professionals. Their understanding and recognition of the importance of lens quality has been a major factor in the collection’s success. Coccoons are now firmly established in the professional eyecare arena as the #1 choice in optical grade sun protection for people who want the convenience of an OveRx (over prescription) sunglass.” Coccoons feature the Polare lens system, an optically correct polarized lens that is extremely durable, and precisely regulated to maintain equal front and peripheral light transmission.

Hardy further states, “Our focus is OveRx sunwear... sunwear that can be worn over glasses. Clip-On sunwear is a natural fit for us, allowing eye care professionals to source all their OveRx product needs from one manufacturer. As with all of our OveRx collections, we designed our universal clip-on line with a wide range of shapes, sizes and styles to meet the various preferences of today’s ophthalmic frame wearer.” The Coccoons Clips collection features 35+ shapes available in gunmetal or bronze finishes and a choice of gray or amber Polaré lenses.

“It has been our mission statement since the formation of Live Eyewear to provide ECPs with the highest grade quality eyewear at the respective price point,” says Hardy, “The universal clip business is saturated with low quality clip-on lenses, so the Coccoons Clips collection should be a welcome addition to ECPs looking for optical grade products in this category.”

Coccoons Clips retailers will receive an accompanying fitting kit that is designed to display the collection and makes fitting and selection simple with an integrated sizing guide. The suggested retail price is \$34.95, delivering exceptional value for the price. Each clip includes a custom logo hard case.

The Coccoons brand is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct scratch resistant lenses, Coccoons deliver enhanced vision and eye protection like no other over prescription eyewear. Live Eyewear is the world’s leading manufacturer of premium OveRx eyewear. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.liveeyewear.com.
