



FOR IMMEDIATE RELEASE

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## **COCOONS® INTRODUCE 3 NEW CLIP-ON SHAPES**

*Live Eyewear Offers ECPs Additional Shapes to Compliment Eyewear Trends*

San Luis Obispo, Ca – Live Eyewear, manufacturer of the world famous Cocoons OveRx® sunglasses line announced the introduction of 3 new shapes in the Cocoons Clip-On Collection. The new polarized clip-on shapes features the scratch resistant Polaré lens system.

Cocoons Clip-Ons 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. The introduction of the three new shapes is expected to broaden the range of prescription eyewear that Cocoons Clip-Ons will fit and compliment the changes in eyewear trends.

Kieran Hardy, President of Live Eyewear 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. We will continue to develop new shapes and sizes to fit the prescription frames that eye care professionals carry.

"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 Cocoons Clips collection should be a welcome addition to ECPs looking for optical grade products in this category."

Cocoons 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 Cocoons brand is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct scratch resistant lenses, Cocoons 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](http://www.liveeyewear.com).

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