WHITEPAPER (OX-117) OveRx Sunglasses – Flip-Up, Clip-On or OveRx sunglass? April 2008 David Dean Vice President of Marketing Live Evewear Inc. David Dean is Vice President of Marketing for Live Eyewear. He has been instrumental in designing, manufacturing and marketing OveRx sunglasses for the majority of his career. A graduate of Cal Poly, Mr. Dean is recognized as one of the leading experts on the OveRx industry. Mr. Dean has assisted in the design of over 40 patented products and written countless articles about the subject. David lives on California's Central Coast with his wife Leah and their two children, Bryson and Colin.

If you wear prescription glasses, we offer three uniquely different products in the Cocoons collection of OveRx sunwear. Each has a different style of attachment and a different level of performance. But which is best for you? This summary of the three OveRx alternatives may help you decide which product best suits your lifestyle, needs and budget. If after reading this, you still can't choose... buy one of each!

## Cocoons Sunwear - Which Option is Ideal for Me?

If your decision is mostly based on your budget, then it's best to address this concern first. Let's start by reviewing the options in order of lowest to highest price point. Flip-Ups are by far the least expensive option, usually retailing for about half the price of an OveRx sunglass. Next are Cocoons Clip-Ons and finally our patented Cocoons OveRx sunglasses.

Flip-Ups have been historically considered "disposable" sunglasses for many years, as the lens quality and craftsmanship of available products has been less than "premium". Cocoons Flip-Ups are different than what you may have encountered previously. There are many brands of flip-up sunglasses that are less expensive than Cocoons Flip-Ups... in fact there are many that retail for less than 50% of the price of a Cocoons Flip-Up. However, the quality of a Cocoons Flip-Up is well worth the additional expense as they will deliver a much higher level of performance and durability than the majority of flip-ups on the market. The primary components of a flip-up are the lenses. Cocoons Flip-Ups use the same optical quality Polaré<sup>®</sup> lenses found in our Cocoons OveRx sunglasses. Polaré lenses are optically correct, distortion free, and scratch resistant. This is the major difference between Cocoons Flip-Ups and all other brands. The majority of flip-ups on the market utilize very inexpensive lens materials that tend to have less than perfect visual acuity, do not feature scratch resistance (causing them to haze and distort) and will shrink over time due to moisture loss (unstable chemical composition). If you are uncertain about wearing OveRx sunwear, a flip-up is a good entry level solution, but will not provide the level of protection delivered by a full wrap around OveRx sunglass.

Flip-Ups feature convenience and are easy to fit to a wide range of prescription frames and you don't have to take them off when not in use. You simply flip them up. Unfortunately, they do not completely isolate your eyes from the sides, top and bottom like a Cocoons sunglass. However, value for money, they're an excellent investment. Click <u>here</u> to learn more about Cocoons Flip-Ups.

If you want to upgrade from a flip-up, but still do not feel you are ready for an OveRx sunglass, we offer Cocoons Clip-Ons. Clip-ons are a very popular option, as they are convenient, easy to store and present a very low profile, sleek appearance. Many people who upgrade to a Cocoons sunglass have worn clip-ons for years and swear by them. The main factor in choosing to switch to an OveRx sunglass is the desire for the maximum level of protection from damaging UV and glare that can only be achieved by a full wrap OveRx sunglass.

The feature that many people find most attractive about clip-ons and make them a very popular choice is that the profile of your prescription frames does not change when putting on the clip. Cocoons Clip-Ons are offered in a multitude of sizes and shapes to ensure that you can find a style that closely matches the original shape of your eyewear. This provides a near custom fit, which reduces the appearance that you are "wearing something over your glasses". In addition, the carefully selected style and design of your eyewear is not compromised. The proper fitting clip should follow the profile of your prescription glasses almost perfectly so that at first appearance, it looks like you are simply wearing sunglasses. Only with closer inspection will people notice that you are actually wearing a clip over your glasses. As with all Cocoons sunwear, the clip-ons collection features our polarized, scratch resistant Polaré lenses.

As with flip-ups, there are many poorly made clip-ons available on the market. Cocoons Clip-Ons are manufactured using high grade monel chassis and our specially designed FreeFlow spring bridge that is precisely calibrated to smoothly expand and contract without any interruption or jamming. The precise tolerances and minimal framework that makes clips very low profile and sleek also makes them somewhat delicate and easier to damage. If you are a little rough on your eyewear (many of us are), the extra care required with clips can be a drawback and should be considered when choosing what type of OveRx option will suit you best. We're fairly confident that our clips are more durable than most, which is why they come with the Live Eyewear limited lifetime warranty, but you should be aware that a clip-on will not stand up to as harsh a treatment as the unbreakable frames of our sunglasses. Click here to learn more about Cocoons Clip-Ons.

For those that want maximum protection, performance and durability, we offer our patented Cocoons OveRx sunglasses. They are the most expensive option, but they deliver the greatest number of features, longest lifespan and absolute best value.

Cocoons OveRx sunglasses are designed to completely isolate your eyes. The full wrap frames provide protection from not only damaging UV light and blinding glare, but also wind, rain and numerous other airborne irritants. Unlike a flip-up or clip-on, no light can penetrate from above, below or the peripheral due to the unique design of the frames. By creating a precisely regulated environment for your eyes, they will remain relaxed, focused and free from eyestrain that can cause unnecessary fatigue and discomfort.

Cocoons sunglasses are available in a broad selection of sizes and have more lens tint options than any other Cocoons OveRx product. Included with every pair are a protective neoprene case and large lens cloth, as well as the standard Live Eyewear limited lifetime warranty. When selecting a pair of Cocoons sunglasses, we have some easy to use tools to help you pick the right size. Our <u>online sizing calculator</u> and <u>printable sizing guides</u> can quickly assist you in selecting the size that will most accurately fit your glasses and provide you with the highest level of performance. To further enhance the comfort of Cocoons, we have incorporated adjustable Flex2Fit® temples that allow you to customize the ear pieces to achieve an exact fit that is as secure as it is comfortable. Click <u>here</u> to learn more about Cocoons sunglasses.

Visit our FAQ section for answers to other common questions regarding OveRx sunwear, polarization and choosing the right lens.