



FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom
Phone: 805.782.5070
Email: news@liveeyewear.com



LIVE EYEWEAR INTRODUCES POLARÉ® COPPER

The Polaré Lens System featured in Cocoons OveRx sunwear is now available in copper

San Luis Obispo, CA. - Live Eyewear, manufacturer of the world famous Cocoons® brand of OveRx sunwear, has announced the addition of polarized copper to its available Polaré lens options in all Cocoons models.

Live Eyewear is the world's leader in OveRx® eyewear (specifically designed to be worn over prescription eyewear). The company's flagship brand, Cocoons, features the proprietary Polaré lens system; favored by eyecare professionals for its superior optical performance, scratch resistance and durability.

Vice President of Optical Sales, Karen Zappia, comments, "Cocoons have historically been available with gray, amber or yellow polarized tints. Each is popular for specific applications. Gray is our most popular tint, delivering natural color definition. The amber lenses are very popular for use in or around the water, as the lens' optical properties provide increased contrast which improves depth perception and allows the wearer to more easily identify objects in varying light conditions. Our unique polarized yellow lenses are perfect for low light conditions, transmitting 27% of light while still delivering 100% polarized efficiency. The introduction of our proprietary copper lens caters to people who wish to increase contrast, but maintain natural color definition."

Polaré lenses are trusted by eyecare professionals to block 100% of harmful UV rays, while delivering 100% polarization. Unlike many competitive lenses, Polaré lenses are extremely durable, demonstrating scratch resistance that is approximately three times more effective than competitors. Most importantly, Polaré lenses are optically correct; a critical feature in any sun lens that is to be worn over prescription eyewear. If an OveRx sunglass utilizes lenses that have any distortion, it can have catastrophic impact on the performance of the prescription eyeglass lenses.

Vice President of Marketing, Dave Dean, adds "Polaré copper is a unique tint that creates a very warm environment for the eyes. The copper lens has truer color definition than the amber, so it is very popular for activities such as driving, where the eyes need to remain relaxed and protected from eyestrain or fatigue."

Cocoons are available in six sizes, three frame colors (Black, Sand and Tortoiseshell) and four polarized lens tints. For additional information and product details, contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
