



FOR IMMEDIATE RELEASE

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POLARÉ LENS SYSTEM DEFINES COCOONS® QUALITY

The centerpiece of any OveRx sunglass is the lens

San Luis Obispo, Ca – Leading eyecare professionals understand that the quality of the eyewear they offer defines their level of expertise, care and professionalism. Most make an effort to research and review all available brands of products, selecting only those that meet the quality and performance levels one would expect from an eyecare professional.



Cocoons are the only OveRx sunglasses in the world that feature the Polaré lens system. The performance of any sunglass that is worn over prescription

glasses is critical. Any distortion or haze in the sun lens can adversely affect the intended performance of the prescription lenses. Routinely independently evaluated, Polaré lenses are stronger, more scratch resistant and optically superior to every known OveRx brand of sunglass in the world. Coupled with the wide range of frame features, it is no surprise that Cocoons are regarded by many eyecare professionals as the only choice in OveRx sunwear.

Live Eyewear President, Kieran Hardy says “From the inception, Cocoons have been a thoroughly rewarding experience for Live Eyewear, our customers and of course, the public. Until the release of Cocoons, eyecare professionals were either carrying OveRx sunglasses that weren’t optical grade or they weren’t carrying an OveRx product at all! Today, Cocoons retailers can offer the 77% of their customers who don’t buy prescription sunglasses, photochromic lenses or clips, an optical grade solution for the sun. The Polaré lens system made it all possible.”

The Cocoons brand is recognized as the highest quality OveRx sunwear in the world. Featuring Polaré polarized lenses, Cocoons deliver optical quality sun protection to prescription eyeglass wearers. Polaré polarized lenses are extremely scratch resistant and offer 100% UV A&B protection. The quality of Cocoons is reiterated by the brands lifetime warranty. Available in a wide range of patented sizes and styles, Cocoons are the only OveRx sunglass in the world that isolates the eyes in 360° of Advanced UV Protection™. The frames feature underside, peripheral and topside protection from the elements. All styles in the collection have an MSRP of \$44.95. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.cocooneyewear.com.
