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### **LIVE EYEWEAR ADDS SLATE AND BURGUNDY TO THE COCOONS COLLECTION**

*San Luis Obispo, CA* - Live Eyewear announces the much anticipated addition of Burgundy and Slate frame finishes to the company's Cocoons OverRx sunglasses collection. The new frame options expand the Cocoons collection; giving eyeglass wearers more color selection with a touch of today's fashion trends when choosing their OverRx sun protection.

The new frame colors were developed to address the increasing demand for functional eyewear that also makes a fashionable statement. "In the past, many sunwear purchases were strictly guided by the aesthetic appearance of the frames, with little consideration for the actual level of protection provided by the frame design. As the general public becomes more educated on the hazards of over exposure to damaging UV, the need for more functional and protective sunwear is on the rise. It is our intention to deliver sunwear that is extremely functional, but also very appealing to the eye. Burgundy and Slate are very popular colors right now and the new Cocoons look really sharp in both finishes," said Dave Dean, Vice President of Marketing.

Karen Zappia, Vice President of Sales says, "I've been eagerly anticipating the arrival of the new Cocoons frame colors. Additional frame colors have been a consistent recommendation from our authorized dealers and consumers, so it's extremely satisfying to be able to demonstrate how responsive our company is to the needs of our customers." All Cocoons Soft Touch® frame finishes are available in all sizes with a choice of polarized gray, amber, copper or yellow Polaré® polarized lenses.

The new frame colors will be available in all sizes of Cocoons. Each patented frame style is based on proven OverRx design principles that ensure a comfortable fit over a wide range of prescription eyewear shapes and sizes, while providing 360° of protection from the elements. All Cocoons include a custom designed neoprene case, large lens cloth and a manufacturer's limited lifetime warranty.

Cocoons and other Live Eyewear OverRx sunglasses can be found nationwide at better quality sporting goods stores and leading eyecare professionals. To view the complete Cocoons collection, visit [www.cocoonseyewear.com](http://www.cocoonseyewear.com) or contact a Live Eyewear customer service representative at (800) 834-2563 to request an authorized dealer in your area.

For additional details, contact Live Eyewear at 800.834.2563 or visit [www.liveeyewear.com](http://www.liveeyewear.com).

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