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COCOONS® POLARÉ® LENSES ENHANCED WITH BLUE MIRROR
Cocoons® Polarized OveRx® Sunwear Now Available with Stylish Blue Mirror Finish

San Luis Obispo, CA - Live Eyewear, the world's leading manufacturer of eyewear designed to be worn over corrective glasses, has announced that the company's signature brand of OveRx sunglasses, Cocoons®, are now available with gray Polaré® polarized lenses that feature a flash blue mirror coat designed to add both style and performance to the collection. The new lens option is available in all six frame sizes.

Dave Dean, Vice President of Marketing, says, "The blue mirror is a tried and true favorite of many outdoor sports enthusiasts, especially those that enjoy deep sea fishing. The intensity of glare reflected on the open water is severe and the combination of our 100% polarized gray lenses with the new blue mirror will provide anglers with exceptional glare protection and keep them on the water longer with minimal eye strain."

Dean adds, "In addition to helping reduce glare, the blue mirror adds a touch of style for those that want to minimize the fact that they are wearing sunglasses over their corrective eyewear. The flash coat delivers a subtle reflective surface that is not excessively bold, but provides enough reflection to prevent others from seeing your prescription eyewear behind the Cocoons lenses." The new gray polarized lens with blue mirror option will deliver the same neutral color definition and 15% light transmission offered by the current Cocoons gray polarized Polaré® lens.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx® sunwear brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. Cocoons are available from over 18,000 eyecare professionals across 22 countries. Live Eyewear's focus on innovation in OveRx design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com
