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## **NEW POLARÉ POLARIZED LENSES EXCEED CLASS 1 EUROPEAN STANDARDS**

*Cocoons Enhanced Polaré Lens System Delivers Class 1 Clarity and Optical Performance*

*San Luis Obispo, Ca* – Live Eyewear announces the release of the 2008 Cocoons collection at this year's International Vision Exposition in New York, April 11-13<sup>th</sup>. The most anticipated upgrade to the world renowned Cocoons OveRx sunwear collection is the enhanced Polaré lens system which exceeds the strict Optical Class 1 specifications of the European eyewear standard (EN 166). The Cocoons brand continues to deliver unique innovations, repeatedly raising the bar in the OveRx category. Cocoons are the only known sunglass brand to feature a Class 1 lens in the OveRx sunwear category. The new Class 1 Polaré lenses deliver superior optical performance while maintaining the rigidity and scratch resistance the lens is known for.

Independent lab tests indicate that Cocoons polarized Polaré lenses are stronger, more scratch resistant and optically superior when compared to competitive lenses used in every known OveRx brand of sunglass in the world. The optically correct lenses provide 100% protection from damaging UVA and UVB light while eliminating blinding surface glare that can cause unnecessary eye strain and fatigue. Coupled with a wide range of patented frame features, it is no surprise that Cocoons are regarded by the majority of eyecare professionals as the only choice in OveRx sunwear.

Live Eyewear President, Kieran Hardy states, "Our lenses are made under a proprietary production process that delivers a finished product that is remarkably clearer than our nearest competitor. Clarity is especially important when wearing a sunglass over your prescription lenses as any distortion or aberration in the OveRx sunglass lens could severely hamper the performance of the prescription lens."

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. The quality of Cocoons is reiterated by the brand's 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 full wrap 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.cocoonseyewear.com](http://www.cocoonseyewear.com).

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