

## PRESS RELEASE

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**COCOONS**<sup>®</sup>  
POLARIZED FITOVERS

### HISTORIC EXPANSION OF COCOONS FITOVERS



*San Luis Obispo, CA* – Live Eyewear, manufacturer of the patented Cocoons fitover sunglasses, has expanded its collection with the introduction of over 150 additional models.

Jay Raftery, Vice President of Business Development, says, “The advent of the new Cocoons models was driven by eyecare professionals from around the globe. Tens of thousands of optometrists, ophthalmologists and opticians trust Cocoons as their ‘go to’ fitover sunglasses. The performance, quality and value each and every pair delivers is without question, the best in the business. Our customers’ experience and expertise helped us to develop an arsenal of new models that further strengthens the strategic value of the brand.”

The collection now features over 325 models.

Dave Dean, Vice President of Marketing, explains, “The most striking development is the introduction of a fashion forward contingent of Cocoons featuring new glossy frame finishes and the addition of three new high performance mirrored polarized lenses to the collection. The new frame finishes include vibrant colors, such as, aqua and amethyst, as well as, deep, rich colors including black cherry, chocolate, onyx, caramel, and leopard. Our blue and green mirror lens options have been very successful, so we’ve added gold, silver, and rose mirrors to present our fans with one of the most diverse selections of mirrored lenses in the fitover sunglasses category.”

Showcasing the expansion of the Cocoons collection, Live Eyewear has launched a redesigned, mobile friendly website at [www.cocoonseyewear.com](http://www.cocoonseyewear.com) to provide visitors with a more robust experience and simple to use navigation tools that help them locate the ideal pair of Cocoons fitover sunglasses to meet their needs.

In addition to providing their authorized dealers with a continuously evolving collection of professional grade fitover sunglasses, Live Eyewear also focuses on delivering unparalleled service and benefits to their retail partners. One such benefit is the company’s exclusive FrameBack<sup>®</sup> program which rewards authorized dealers with inventory credit on every qualified order.

Karen Zappia, Vice President, says, “Our authorized dealers find true value in the FrameBack program as it provides them with free frames they can sell at 100% profit. Authorized dealers are enrolled in the program automatically with their first order and start earning free frames immediately. They are always amazed at how quickly their Frameback balance accumulates and how simple it is to redeem them. FrameBack is our way of providing our authorized dealers with a financial benefit that they don’t have to share with a buying group.”

All Cocoons fitover sunglasses and low vision UV filters include a custom designed neoprene case, large ultra-absorbent lens cloth and a manufacturer’s limited lifetime warranty. The collection features optical quality, scratch resistant Polaré<sup>®</sup> lenses in both polarized and non-polarized tints. The patented Flex2Fit<sup>®</sup> adjustable temple system allows each wearer to contour the ear pieces to their desired shape, providing the perfect fit that is secure and comfortable.

*Live Eyewear is located on the central coast of California in San Luis Obispo. The company’s patented sunwear collections are featured at eyecare professionals and better quality sporting goods locations worldwide. Live Eyewear’s focus on quality, unsurpassed customer service, and creative innovation has made them a leader in fitover sunglasses and low vision UV filters. For further information contact Live Eyewear at 800.834.2563 or visit [www.cocoonseyewear.com](http://www.cocoonseyewear.com)*