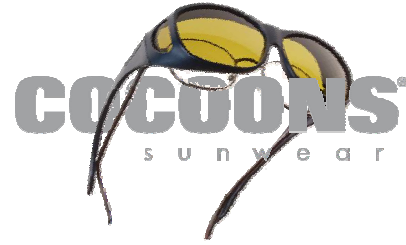


FOR IMMEDIATE RELEASE

JULY 2003

CONTACT: Live Eyewear Newsroom  
Tel. 805.782.6422  
news@liveeyewear.com



## **COCOONS ENHANCE VISION IN LOW LIGHT CONDITIONS**

*POLAR TX® Yellow Lenses Sharpen Contrast and Eliminate Glare*

*San Luis Obispo, CA* - Live Eyewear announces the addition of yellow polarized lenses to the Cocoons collection of OveRx® sunwear. The patented sunglass collection is comprised of five sizes offered in four colors with a choice of amber, gray and yellow polarized Polar TX lenses. Specially designed to be worn over prescription glasses, Cocoons are the sunwear solution for millions of people who wear corrective eyewear.

National Optical Sales Manager, Karen Zappia says "The addition of a yellow polarized lens is in direct response to customers' requests for a lens tint that would perform in low light conditions, but deliver the same glare elimination and UV blocking ability that Polar TX lenses are famous for."

Polar TX lenses are the highest quality lens available in a fits over sunglass. The incredibly durable lenses are trusted by eyecare professionals because of the optical performance. Optically correct lenses (no visible distortion) are a critical component of any sunglass that is designed to be worn over prescription eyewear. Wearing a fits over sunglass that is not optically correct hinders the performance of the corrective lenses and detracts from the wearer's vision, rather than enhancing it.

Zappia says "The performance of the Polar TX lens has established Cocoons as the highest grade OveRx sunglass in the world. Eyecare professionals have learned that Polar TX lenses meet the requirements of the professional eyecare arena, surpassing the generic lenses that are found in mass market and non optical environments. The lens exceeds the standards in durability, scratch resistance, strength, and of course, optical performance. It is imperative that when our polarized lenses are worn over corrective eyewear that the performance of the corrective lens is not altered in any fashion."

Transmitting 27% of available light to the eyes, the yellow lens has an amplifying effect in low light conditions, dramatically increasing contrast and depth perception. Popular in early morning or evening, yellow Polar TX lenses have become increasingly popular with fly fisherman, hunters and a variety of athletes that need to maintain focus in lower light conditions.

Live Eyewear manufactures the world's finest sunglasses that are specially designed to be worn over prescription eyewear. Serving the national and global marketplaces from San Luis Obispo, California, Live Eyewear continues a rich tradition of 25 years of providing Advanced UV Protection. Cocoons and other Live Eyewear patented collections can be found at eyecare professionals and better quality sporting goods dealers all over the world. To obtain high resolution images for publishing [click here](#).

**ISOLATE YOUR EYES®**