



FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom
Michelle McIntire
Phone: 805.782.6427
Email: mmcintire@liveeyewear.com

COCOONS SIDEKICK™: FLIP-UP UV ABSORPTIVE FILTERS

Live Eyewear's Cocoons Low Vision collection of UV absorptive filters has been met with exceptional applause by the world's leading eyecare professionals. The performance and quality offered in the Cocoons Low Vision collection provides the low vision patient with a solution that not only works effectively, but is made of the highest quality.

With increased exposure to the Low Vision market, Live Eyewear recognized a need for an effective but more affordable solution for the millions of people affected by low vision impairments. The availability of a solution that could perform similarly to our full frame Cocoons Low Vision UV absorptive filters, but at a more affordable retail price was immediately identified as a necessity for the market. Live Eyewear immediately began the development of a new patented flip-up design that is now available under the Cocoons Low Vision collection as the SideKick™. Unlike contemporary flip up designs, the SideKick features wrap around lenses that offer the patient additional protection from both the peripheral line of sight and from light that enters from above. With these revolutionary improvements in flip-up design, the majority of light is now filtered through the UV absorptive filters or blocked by the brow bar. This eliminates unfiltered light from mixing with filtered light to provide far superior protection, reduced eyestrain and supports the company motto "Isolate Your Eyes".

The simple to use (and familiar) concept of flip-ups will immediately communicate convenience and ease of use to low vision patients, making the SideKick a must have for any Low Vision practice. SideKick is available in three sizes to fit 99.8% of prescription eyewear frames and features scratch resistant Polaré absorptive filters available in Lemon, Boysenberry, Orange, Hazelnut and Smoke tints. All SideKick models feature the Live Eyewear 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 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.
