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BOOMERS' VISION NEEDS DRIVE DEMAND FOR SPECIALIZED SUNWEAR

Maturing Baby Boomers Create a Significant Impact on Sunwear Retail Environment

San Luis Obispo, CA – With the growing popularity of laser vision correction, it's surprising that millions of Americans still wear prescription glasses. According to the Vision Council of America, about 62% of the population wears corrective eyeglasses. Not corrective contact lenses... actual prescription eyewear frames. That is approximately 187 million people!

In fact, the Vision Council of America states that 37 million American adults say they are very likely or extremely likely to purchase eyeglasses in the next six months. "Marketers are slowly waking up," says Matt Thornhill, president of the Boomer Project, a Richmond (Va.) consulting firm. "If you're going to expand your business, you will have to market to the aging boomer." People used to replace their glasses every three to five years. Now, it's every one to two years. Forty-two percent of Americans who wear glasses purchase a new pair every two years according to the Vision Council of America.

As Baby Boomers age, their demand for glasses and specialized eye services continue to increase. The highest percentages of eyeglass wearers are over 50 years of age. In fact, more than 75% of people over 65 years of age wear prescription eyewear. Like most of the body's organs, the eyes deteriorate as one ages. Thousands of Optometrists and Ophthalmologists across the country diagnose and assist in correcting the vision of the optically challenged. Millions and millions of eyeglasses are dispensed every year, bringing life back in to focus for the majority of the population. Problems solved? Not exactly.

We're all aware of the dangers of exposure to UV rays. The eyes are no exception. Prolonged exposure to harmful UV rays has been linked to serious eye diseases such as glaucoma. And then there is that annoying glare. Although not directly harmful, harsh glare can result in eyestrain and fatigue. Glare is everywhere, and left unchecked it can absolutely ruin the prettiest of pictures. When driving, glare can lead to serious accidents.

For those of us who don't wear prescription eyewear, the solution is simple. Pop on a pair of sunglasses. Harmful UV is blocked, and if the sunglasses are polarized... the glare disappears.

But what do all the people who wear prescription eyeglasses do? They can't take off their prescription glasses and wear conventional sunglasses. If they did... we'd see a dramatic increase in driving and boating accidents! Approximately 10% of these people shell out big bucks for prescription sunglasses or photochromic prescription eyewear (lenses that darken when exposed to sunlight). Another 5% buy clip-on sunglasses, a less expensive solution.

For a small company nestled in San Luis Obispo, California, the remaining 85% of prescription eyeglass wearing Americans are their primary focus. (Pun intended)

Live Eyewear makes special polarized sunglasses that can be worn over prescription eyewear. Their leading brand amongst the eyecare professional community are Cocoons®, a collection of six patented sunglasses that can fit over 99% of all prescription eyewear. The novel design of Cocoons actually delivers about 40% more protection than conventional sunglasses or clip-ons, at a far more reasonable cost. Sold exclusively by eyecare professionals and better quality sporting goods retailers, Cocoons can be found for about \$45.

How popular are Cocoons with people who wear prescription eyeglasses? President of Live Eyewear, Kieran Hardy says things are really starting to heat up! "Over the past five years, eyecare professionals have increased the number of Cocoons they dispense by more than 500%. More and more people are becoming aware of the convenience and performance of Cocoons." In fact, five years ago, if you wanted to wear a pair of sunglasses over your prescription glasses, you might have ended up resembling a visitor from outer space. Today, Live Eyewear offers a range of specialty sunglasses that are much more fashionable than the "shield" style sunglasses of yesterday. "Our OveRx (over-prescription) sunglasses aren't the type of thing you'd find in a drug store or discount department store. Our glasses are top quality, feature cutting edge lens technology and frame designs that incorporate features that not only increase comfort and performance, but the lifespan of the product. We offer a wide range of styles, colors and lens options, all backed by a lifetime warranty," continues Hardy.

You won't find Cocoons or any of Live Eyewear's products in a gas station or convenience store. However, it's well worth the trip to your local authorized dealer. And if you're not happy... Live Eyewear offer a money back guarantee. Hardy states, "Once we figured out that we get about one unsatisfied customer out of six hundred...why not offer their money back if their not pleased?"

Cocoons and other Live Eyewear OveRx sunglasses can be found nationwide at better quality sporting goods stores and from eyecare professionals. You can view the products at the company's website (www.liveeyewear.com) or contact a customer service representative at (800) 834-2563 to request an authorized dealer in your area. Be sure to check out the newly released "Vistana" brand... you would be hard pressed to tell them apart from many of today's leading hybrid fashion/sport sunglasses.
