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## Patented Denmark Clip-on Design Delivers Revolutionary Concept

*San Luis Obispo, CA* - Live Eyewear partners with Danish company specializing in clip-on design to deliver a stylish and uniquely different sunwear option for wearers of prescription glasses to the United States and Canadian markets. The result, Cocoons Snap-On, a revolutionary frameless clip that is extremely light weight, easy to use and meets the needs of today's most fashion conscious eyeglass wearer.

Why has no one ever thought of this before?

That is the typical reaction people have when presented with the new patented sunglasses Snap-On. The glasses are both simple and genius. Behind the genius lies a multi-annual R&D effort, an investment of millions of Danish Kroner and many sleepless nights for the couple behind the idea, Karin Thorsted and Henrik Korsholm Pedersen.

The Snap-On does in many ways resemble previous clip-on sunglasses, especially the clip-on's that are fastened onto the prescription glasses with varying degrees of success.

The secret behind the Snap-On is the centerpiece (bridge), where the two polarized lenses are attached. The centerpiece is produced in a flexible plastic material which provides for the Snap-On to simply attach to the nose bridge of the prescription glasses. The lens automatically adjusts to the shape of the prescription glasses and produces a close fitting match that results in a sleek and stylish instant conversion from ophthalmic frame to polarized sunwear.

The Snap-On becomes an integrated part of the primary glasses and practically eliminates the appearance of two separate pieces of eyewear normally associated with clip-on sun lenses. When the Snap-On is not in use the plastic material ensures that the lenses fold up like a butterfly's wings and can easily fit into the included compact case.

Behind the development of the Snap-On is COC A/S a company based in Vejle, Denmark. COC is owned by Karin Thorsted, (Vejle) and Henrik Korsholm Pedersen, (Herning). The development of the patented idea hinged on finding a perfectly formulated polymer that would provide the proper flexibility and elasticity for the nose bridge. After an extensive development time and millions in financial investment, the idea was realized and presented to the European market. The concept was quickly adopted by numerous European eyewear professionals and in a short time caught the eyes of California based Live Eyewear, Inc.

Live Eyewear is the world's leading manufacturer of optical quality OveRx eyewear. The company's renowned sunglass brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoons deliver complete eye protection like no other over prescription eyewear. In addition to Cocoons, Live Eyewear manufactures a wide range of OveRx eyewear brands including Vistana™, Cocoons® Clip-Ons and Cocoons SideKick. For more information, contact Live Eyewear at (800) 834-2563 or visit our website at [www.liveeyewear.com](http://www.liveeyewear.com).

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