



COMPARATIVE LENS ANALYSIS

The performance and quality of the lens is centerpiece to any sunglass that is designed to be worn over prescription eyewear. Utilization of an inferior lens material can adversely affect the performance of the patient's prescription lenses.

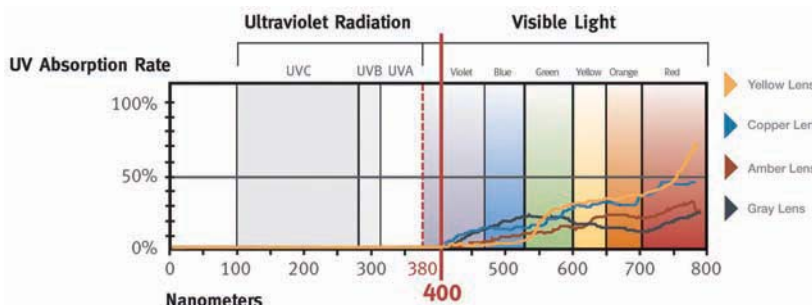
Cocoons feature Polaré polarized lenses. The Polaré lens is the highest quality polarized lens available in **any** OverRx sunglass, including every known competitive product. Live Eyewear is aware that certain competitors may make unsubstantiated claims as to the quality, material and optical performance of their lenses. These claims infer that competitive lenses are the same quality as the Polaré lens. Live Eyewear invests heavily in research and development to insure that we continue to provide our customers with the best lenses available in the world.

ICS Laboratories was commissioned by Live Eyewear to test and provide an independent evaluation of Cellulose Acetate (CAB) lenses and the Polaré lens (TAC). Most competitive OverRx (fit over) sunglasses utilize CAB lenses. Test results show the Polaré lens is vastly superior to the competitive lens in strength, scratch resistance, and most importantly, optical performance. It is imperative to Live Eyewear that a lens intended to be worn over prescription eyewear does not adversely affect the performance of the prescription eyewear. Thus, the sunglass lens must be free of distortion, stable and strong enough not to deteriorate during regular usage. A full copy of the ICS report is available upon request.

A simple test you can perform by yourself is to apply a small amount of pressure to the center of any competitors lens with your thumb. The reaction of the CAB lens is identical to lenses found in mass market, drug store and non-optical retail environments. Live Eyewear does not consider such a lens to have sufficient quality for dispensing by the eyecare professional.

	.74 MM CAB	1.0 MM POLARÉ	
STRENGTH A measurable amount of increasing force was applied to the center of the each lens until it buckled. The lenses were exact equal sizes.	8.3 LBS	15.4 LBS	The Cocoons Polaré lens remains rigid and true to form with almost twice as much force applied! In fact, the Polaré lens is so tough, Live Eyewear provides a one year lens warranty.
SCRATCH RESISTANCE In accordance with good laboratory practice, lenses were subjected to equal amounts of falling sand, then measured for increase in haze percentage.	27.7% HAZE INCREASE	11.9% HAZE INCREASE	The Polaré lens is 2.3X more scratch resistant than the lenses used by our competitors. The quality of the Polaré lens insures a long life span without diminished performance.
OPTICS Value based on test results for spherical power, astigmatic power and refractive power. Bench mark for this test is the EN Standard of .09 Diopters, which is the most stringent standard in the world.	.06 TO .12 Diopters	.04 TO .09 Diopters	Not only is the Polaré lens 25% clearer than the competition, it also meets the world's most stringent standards in optical clarity. Give your customer's the optical quality they expect from an eyecare professional!
MATERIAL STABILITY AND CONSISTENCY Assessment of how well the lens material holds its shape and original chemical composition.	POOR Unstable, Shrinks and Absorbs Moisture	EXCELLENT Very Stable No Shrinkage	There is nothing worse than picking up your eyewear to find that the lens fit has deteriorated and now rattles or moves in the frame. Polaré lenses are made from high grade tri-acetate lens material that minimizes shrinkage and maintains a secure and snug lens fit for the life of the sunglass.
CONSUMER QUALITY PERCEPTION A qualitative value that is determined by the consumer with the "touch and feel" method. Consists of lens rigidity, visual distortion and lens fit to eyewear frame. Over time, consumer opinion will also take into consideration scratch resistance and general lens durability.	POOR Extremely Pliable Visible Distortion Poor Fit Over Time Easy To Scratch "Disposable"	EXCELLENT Very Rigid No Distortion No Shrinkage Scratch Resistant "High Quality"	Your customers may not know or understand the technical aspects of an optical grade lens, but they can quickly and easily identify the flimsy, pliable properties of a CAB lens. In their minds, one word says it all, "disposable". Don't make your customers settle for less, give them Cocoons featuring Polaré lenses!

All tests were performed in accordance with standard laboratory procedures. Explanation of why each factor is important and how the factor affects product performance and quality is the opinion of Live Eyewear. © Live Eyewear 2007



UV ABSORPTION

Polaré offers a selection of polarized tints that precisely regulate light transmission, blocking 100% of UV A&B rays. Our patented yellow lens is one of the most popular polarized lenses for low light conditions. Gray delivers superb natural color definition. Copper and amber increase contrast, enabling improved depth perception in varying light conditions.

For more information about the Polaré lens call Live Eyewear at 800-834-2563