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SUN Insights

1. Hilco's SR 103 style in the Spring 2010 sunreader line comes with a hard case and a microfiber cloth. INFO: 800-955-6544, www.hilco.com



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What's the best way to celebrate spring in the optical world? By boosting sales with sun accessories.

Patients are likely ready for sunreaders, clips, and over-Rx options on the coattails of a dreary winter that has left many parts of the country dreaming of sunshine.

With new colors and stylish shapes, readers have the fashion side covered—this year tortoise will continue its leading role in the marketplace, with splashes of burgundy, purple, and navy showing off, too.

And, thanks to technological advancements such as AR coatings, polarization, and no-line bifocals, visual quality on these looks is better than ever before. **EB**

2. Corrine McCormack's sunreader collection from FGX stands out with bright pops of color and includes the styles Twiggy (shown in black) and Claire (shown in black/purple/amber). INFO: 800-283-3090, www.eye-bar.com

3. Live Eyewear has added the colors burgundy and slate to the frame finishes on the company's Cocoon OverRx sunglass collection. INFO: 800-834-2563, liveeyewear.com

4. Renegades, part of the Trendies by Cinzia collection, features UV400 bifocal tinted reading lenses with backside AR coating. INFO: 800-701-6765, trendiesbycinzia.com

5. Fishing-friendly Costa Del Mar sunwear combines polarized lenses with sun readers in its C-Mates product line. Two new styles are the Howler (pictured) and Isabela. INFO: 800-447-3700, www.costadelmar.com



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