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# 20/20

## G LOVES K

**G. LOVE'S** THE MAN WITH MUSIC AND A MUSE THAT MOVES HIM TO SPECIAL SAUCE THE SIGNATURE BURNET SUNGLASS BY **KAENON**. MUSIC? SAUCE? SPORT? SUN? GET IT ALL RIGHT HERE AS 20/20 CHANGES THE RULES OF THE GAME.

NEW PRODUCTS



7

# SPORT STYLE

7 ZYLOWARE: STETSON SU 8204P

**Target Customer:** Men seeking timeless, versatile styling; progressive lens-friendly **Material:** Plastic **Size:** 60/15 (145) **Pricing:** \$\$  
(800) 765-3700/www.zyloWARE.com

8 ZEAL OPTICS: INSOMNIA

**Target Customer:** Male sport enthusiasts participating in activities that require style-hugging face protection from the sun, wind and debris such as running, mountain biking, soccer and basketball **Materials:** (Frame) Z Resin; (lenses) hybrid, injection-molded, decentered material **Special Features:** Hyperion Lens Technology featuring the lightness of polycarbonate and the optical clarity of glass; My Fit Nosebridge technology with up to 50 percent vertical and horizontal adjustment; ProFlex Rubber pads strategically placed to enhance stability **Pricing:** \$\$\$\$  
(888) 454-9325/www.zealoptics.com

9 SERENGETI EYEWEAR/A DIVISION OF BUSHNELL  
OUTDOOR PRODUCTS: LORENZO

**Target Customer:** Individuals who appreciate timeless styling paired with customized fit and Serengeti's exclusive lens technology **Materials:** (Frame) injected nylon; (lenses) glass **Special Features:** Rxable lenses featuring Spectral Control and photochromic technologies with or without polarization; spring hinges; adjustable wire core temples and nose pads **Pricing:** \$\$\$\$ (non-polarized); \$\$\$\$\$ (polarized)  
(888) 838-1449/www.serengeti-eyewear.com

10 WESCAN OPTICAL: EVATIK 101.4

**Target Customer:** Fashion-conscious men who appreciate sleek styling and impeccable fit **Materials:** (Frame) stainless steel; (lenses) CR-39 **Size:** 58/17 (140) **Special Features:** Available with polarized lenses with an anti-scratch coating and a seven-layer backside anti-glare treatment **Pricing:** \$\$\$ (non-polarized); \$\$\$\$ (polarized)  
(800) 361-6220/www.evatik.com

11 REPTILE: TERRAPIN

**Target Customer:** Men and women who want style paired with the latest in polarized technology **Materials:** (Frame) metal; (lenses) crystal **Special Features:** Gradient polarized lenses with 99.8 percent polarized efficiency and Reptile's multilayer TPC-X lens technology; frame offered in gold plate or silver chrome **Pricing:** \$\$\$\$\$  
(800) 625-1880/www.reptilesun.com

12 LIVE EYEWEAR: COCOONS WITH PHOTOCROMIC LENSES

**Target Customer:** OveRx wearers who need a consistent level of light transmission as UV intensity fluctuates **Special Features:** Cocoon's OveRx eyewear has added polarized photochromic lenses as an option to all six of its styles; the new lenses feature Live Eyewear's optical grade Polare polarized lens system in a gray or amber tint; neoprene case and large lens cloth **Pricing:** \$  
(800) 834-2563/www.liveeyewear.com

**TRENDS**  
**TURNING GREEN**  
Zeal Optics has created a sunglass collection made from Z Resin, the company's proprietary and environmentally-friendly, bio-based material made from the oil of castor beans.



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