

Spring's Here

AT SUNGLASS COVE



SPRING / SUMMER 2011

Step into Sunglass Cove where allure and style await you

Our focus is on you. That's why we offer the latest creations from prominent designers around the world. From sleek and sexy to practical or radical, discover your latest sunwear look from innovators that grace the pages of fashion magazines and red carpets – Maui Jim, Oakley, Fendi, Marchon, Calvin Klein, Nike Ray-Ban, Dior, Diesel, Kaenon and Serengeti.

Lenses for your lifestyle

The cookie-cutter approach works for... cookies! Your hobbies, sports and lifestyle call for a unique attitude.

Tints

Whether you yell 'Love' or 'Fore' this summer, light-filtering tints enhance colours and give better distinction to help you spot tennis and golf balls. * Prefer contact lenses? Then wear UV-blocking non-Rx sunglasses with your contacts.

Special coatings

Anti-reflective coatings eliminate the 'dazzle' of bright light to improve your vision. Or try mirror-coated lenses that limit the amount of light entering your eyes. Top optics combined with scratch and shatter-resistant coatings guarantee more fun in the sun. These great technologies achieve increased clarity, higher contrast and superior protection, keeping your eyes healthy!

Combine great looks with savvy eye protection and peak comfort. Our sunwear choices provide the perfect blend. Your only challenge is stopping at one pair!

Our professional team is skilled at what we do. Let us help you step into the look you want at Sunglass Cove!



Scratch & Save on brand name sunwear

Look great, save big! Starting May 1, scratch for your chance to save from 10% to 25% on brand name sunwear.

Pop in for complete details.

Sale ends June 30, 2011. Cannot be combined with other offers.



The good, the bad and the ugly All sunwear is not created equal

The good. At Sunglass Cove, we know that sunwear should provide outstanding looks, comfort and clear vision. We also know that sunwear, prescription or not, must:

- » filter out 99-100 per cent of UV rays
- » reduce glare and protect you from intense light
- » deliver sharper, crisper images by filtering out blue light
- » be comfortable
- » not distort colours

Sunny or cloudy. If you spend time at the beach and on the water, wear sunglasses with a darker tint to block more light. Your risk of eye damage is greater from the sand and water's reflection. *Polarizing lenses* will cut glare.

In and out? *Photochromic lenses* change with the intensity of UV light by turning darker when outdoors and lighter when indoors.

The bad. 'Cheap and cheerful' is fine for a beach towel but not for eyewear. Sunglasses without UV filters pose an even greater danger because your pupils will dilate and let in more harmful rays.

Choose quality sunwear or you could end up with frames, lenses and hinges that aren't as durable.

The ugly. Mounting evidence shows that long-term exposure to UV rays can lead to cataracts and macular degeneration, a major cause of blindness in older people.

Before you kick back and relax this summer, defend your eyes from UV rays – know the dangers and wear proper eye protection.



The summer sun feels soothing and makes us happy. But danger lurks within those warming rays: ultraviolet (UV) radiation.

You protect your children's skin with sun screen, but what about their eyes? Children are at special risk from the UV's harmful effects because their eyes are more vulnerable to damage. Sunshine isn't the only culprit – UV rays are also reflected from water, sand and other bright surfaces.

Start them wearing sunglasses from an early age. And be a role model – before you slip on your shades, make sure your children have their own pair handy. Choose sunglasses with:

- 99-100 percent UV blocking protection. Read the label!
- a snug and comfy fit
- impact resistance
- lenses large enough to shield their eyes
- kid appeal! If they love them, they'll wear them.

At Sunglass Cove, we want to help you protect your children's precious sight for life.

FREE SUNGLASSES
 for kids on
U.V. Groovy Day

Parents – bring in your children on **Saturday, June 18**, and receive **FREE** Blinkers sunglasses and fun tattoos for kids age 5 and under.

Upgrade to I-Lids sunglasses for only \$10 (a \$25 value).

80 percent of UV exposure occurs by the age of 18. **Protect them for life.**

Offer valid while quantities last.



BLINKERS
I-LIDS