

NEWS RELEASE



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DVX™ SUN + SAFETY EYEWEAR LINE SUPPORTS 2017 NATIONAL SAFETY MONTH THIS JUNE

Proper Vision Protection is Key to Preventing Tragic Eye Injuries at Work or Play

DVX™ Sun + Safety Eyewear is joining with thousands of organizations nationwide to support National Safety Month — a broad-based educational and informational campaign of the non-profit [National Safety Council](http://www.nsc.org) — throughout June.

Through increased awareness, National Safety Month focuses on reducing leading causes of injury or death at work, on the road and in our homes and communities. The innovators at DVX Sun + Safety Eyewear know that a big part of this effort is preventing the wide range of eye injuries that occur on the job, on the road, and in the great outdoors. “Every day, Americans face a wide variety of dangers to their vision,” said Myles Freeman, Jr., Co-Owner of DVX Eyewear. “It isn’t just the obvious risks like using power tools or working on a factory floor that can lead to injuries. Common activities such as bicycling, motorcycle riding, fishing, kayaking and other outdoor sports present a danger to the eyes. The best way to prevent eye injuries is to wear proper, safety-rated eyewear not just some of the time, but *all of the time*,” added Freeman.

For this reason, the DVX Sun + Safety Eyewear line was designed to make state-of-the-art vision protection stylish, comfortable and affordable for everyday, every-activity wear. A wide range of DVX styles provide attractive frame/lens combinations for men and women, clear, distraction-free vision and protection that goes far beyond the harmful rays of the sun. DVX frames are constructed using virtually indestructible Triloid™ Nylon, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. These frames are fitted with lenses crafted from shatterproof polycarbonate material and featuring a scratch-resistant hard coat, for advanced protection and superior optical clarity.

All DVX Sun + Safety Eyewear models meet stringent ANSI-Z87 High Velocity and High Mass Impact standards, providing wearers with OSHA-grade protection for every activity under the sun. The ability to have one pair of sunglasses that can provide protection, style and comfort while delivering the clear vision you need on the job or off has helped the DVX Sun + Safety Eyewear line grow in popularity across the country.

To help make this advanced, versatile vision protection even more accessible to Americans, DVX Sun + Safety Eyewear is offered nationwide at surprisingly affordable prices. Standard models retail for only \$48, while polarized models sell for just \$78. The vast majority of DVX models are also Rx-ready, making them an ideal option for prescription lens wearers who need advanced eye protection and clear, distraction free vision at the workplace or during everyday activities.

The full line of DVX Eyewear carries a 1-year warranty against manufacturer’s defects on all frames and lenses and is available through Walmart Vision Centers nationwide, as well as online through Amazon.com and dvxeyewear.com.

To learn more about the advanced vision protection provided by the DVX Sun + Safety eyewear line, visit dvxeyewear.com.

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