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## **NEW EYEWEAR BRAND PROVES ECO-FRIENDLY FRAMES ARE AFFORDABLE**

*Environmentally conscious eyewear consumers are sure to be captivated by trendy range of eco-friendly frames*

**Los Angeles, CA. April 16, 2014**--With the current generation contending with the very real challenges of its environment's limited resources, more and more consumers are seeking eco-friendly products to do their part in preserving Mother Nature. Green Eyes Eyewear, through its newly launched website [shopgreeneyes.com](http://shopgreeneyes.com), is offering a trendy and affordable solution to eyewear, a commodity which is still largely being manufactured using environmentally damaging methods and machinery.

As Green Eyes Eyewear's CEO, Daniel Cohen, explains "After many years in the optical industry, it became clear to me that whilst there are a slowly increasing number of wood-effect frames out there, there was still a gap in our market for an entire brand whose identity and purpose surrounds eco-friendly eyewear." Whilst the new brand is focused on using environmentally friendly materials and methods, it is also ensuring that these objectives do not compromise the style or affordability of their end product; frames start at \$79 and the initial range of models feature the latest styles and colors.

Preserving the environment is not Green Eyes Eyewear's only mission; they've also created a program they call 'Sharing Our Vision', which, in partnership with Prevent Blindness, promotes vision care and fights blindness. A portion of profits from each pair of frames sold is donated to the nation's leading volunteer eye health and safety organization. All funds donated will support Prevent Blindness' various programs aimed at reducing preventable vision loss.

Green Eyes Eyewear creates fashionable, high-quality eyewear using eco-friendly materials. Through its website, [www.shopgreeneyes.com](http://www.shopgreeneyes.com), an exciting selection of eyewear for both men and women is available. The colorful collection of frames is not only planet-conscious, but also keeps up with the latest trends in eyewear. If you would like more information, including retailers, pricing and availability, and partnerships, please call 888-874-8666 or email [info@shopgreeneyes.com](mailto:info@shopgreeneyes.com).

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