

HANG ON TO YOUR GLASSES!

Beautiful Solutions introduces **bola, for my glasses** a hip, modern, affordable answer to the age-old question, “Where are my glasses?”

Your customers need bola!

More than half of them are probably searching for their reading glasses right now!

- 62% of the general population and 50% of people over 30 have presbyopia (the gradual age-related loss of near vision)
- 28 million-plus U.S. adults wear reading glasses
- 19.5 million of them have more than one pair of “cheaters”

Your customers will buy bola

They’re fun, fashionable, functional and reasonably priced —this is not your grandmother’s eyeglasses chain!

- Attractive design works with casual, business and dressy attire
- Real leather strap slips on smoothly without pulling hair
- Solid yet lightweight metal ring is nearly unbreakable
- Perfect for readers, prescription glasses and sunglasses
- Retail price point \$10 per item less than comparable online-exclusive product
- The first eyewear accessory of its kind to be widely available in retail stores.
- Beautiful Solutions is launching a comprehensive marketing and advertising program to drive retail sales

Contact Beautiful Solutions to learn more about bola, for My Glasses

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