

## **Oculus continues to grow its FreshKon brand globally with launch into Taiwan market**

**Singapore (July 4, 2017)** – Oculus Pte Ltd (“Oculus”), a Singapore headquartered company focused on the innovation, manufacture and marketing of cosmetic contact lenses under the FreshKon brand has launched the sale of its FreshKon cosmetic contact lens products in the Taiwan market through Watson Taiwan.

“We are pleased to partner with Watson Taiwan to bring our well proven FreshKon cosmetic contact lenses to Taiwan consumers through Watson Taiwan’s high quality extensive retail store network in Taiwan . Taiwan is one of the top 5 geographical markets for “Big Eye Cosmetic Contact Lens”, a category of cosmetic lens that gives the appearance of bigger iris and eye that Oculus is one of the pioneers. With the addition of Taiwan market, we now have direct marketing, sales and distribution presence in all the top 5 geographical markets for “Big Eye Cosmetic Contact Lens that will further help strengthen our FreshKon brand and long term business growth. ,” said Oculus CEO Siew Chee Meng.

### **About Oculus Pte Ltd**

Headquartered in Singapore, Oculus Private Limited and its group of subsidiaries have over 30 years of experience in manufacturing and supplying high quality contact lens and contact lens care products to eye care practitioners and optical retailers.

Oculus is focused on the innovation, manufacturing and marketing of cosmetic contact lenses and has established FreshKon as a leading brand of cosmetic contact lens in South East Asia and Greater China. The Oculus group also offers disposable clear contact lenses under FreshKon brand, specialty contact lens products such as gas permeable lenses under OCUVIQ brand and soft toric contact lenses under Flexcon brand. Oculus’s products are manufactured in accordance to the quality assurance system ISO 13485 requirements and meet the Medical Devices Directive 93/42/EEC.



With direct subsidiary presence in Japan, Korea, China, Hong Kong, Taiwan, Singapore, Malaysia and Indonesia, its products are sold globally in more than 50 countries.

For more information, please visit [www.oculuslens.com](http://www.oculuslens.com)

**For media enquiries, please contact:**

Ms Agnes Oh

Brand manager

[media@oculuslens.com](mailto:media@oculuslens.com)

+65-62845922