

mislens



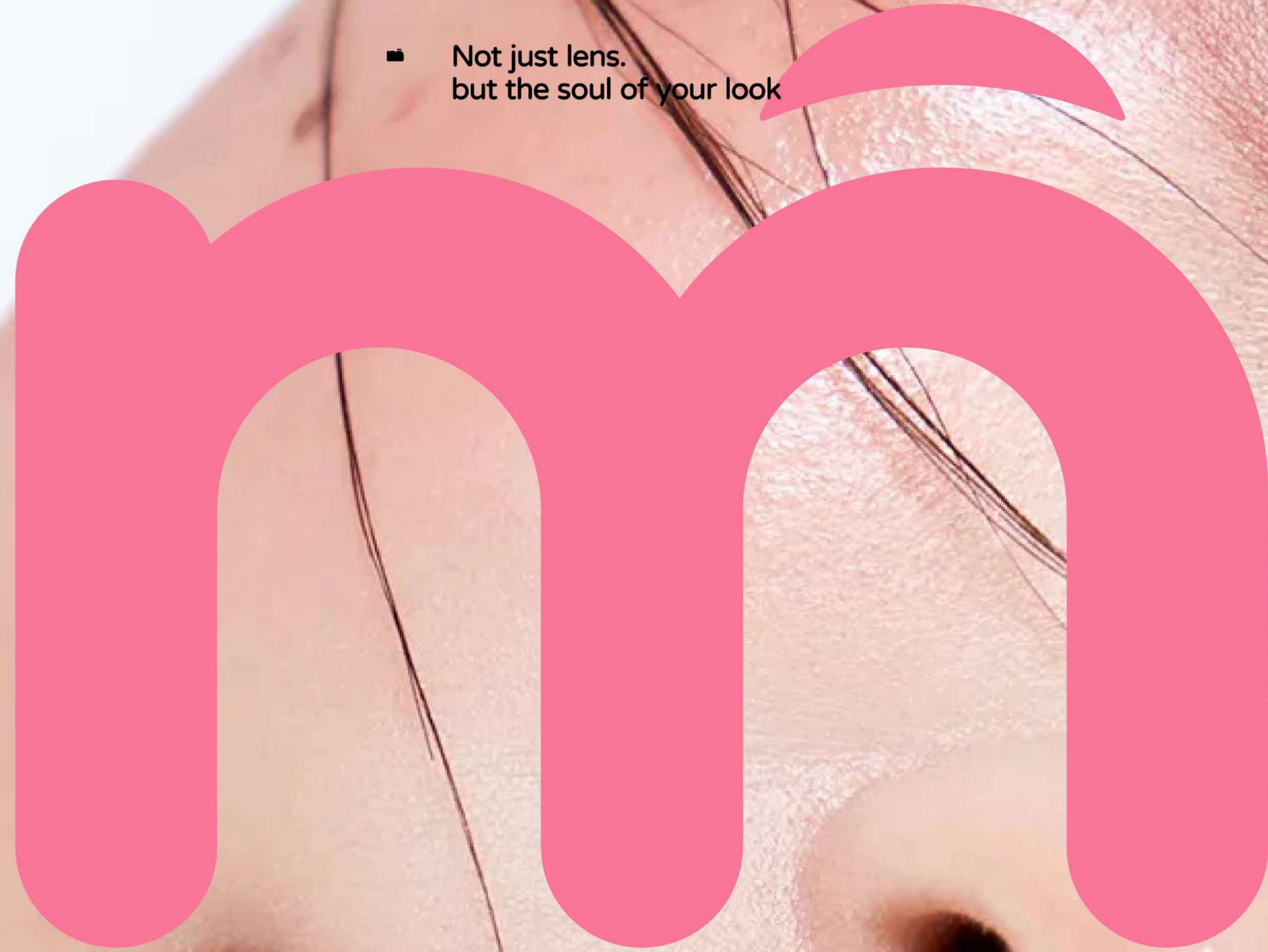
Eyes Own the Look

Not just lens.
but the soul of your look

눈빛은 메이크업의 영혼이며
렌즈는 포인트가 아닌
전체 분위기를 완성하는 중심이다

mislens

■ Not just lens.
but the soul of your look



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- 02 Our Brands
- 03 About Mislens
- 04 Contact Us

Eyes Own
the Look .





Comany Overview

- Guangzhou Miduo Technology Co., Ltd. is a cross-border e-commerce company that integrates design, R&D, manufacturing, and sales, with a focus on colored contact lenses and eye beauty products.
- The company's founder has over a decade of experience in the colored lens industry, and the core team is composed of professionals from leading cross-border e-commerce companies, bringing strong product development capabilities and international market expertise.
- We are committed to building long-term beauty lens brands that empower the younger generation to express their style and individuality. Today, our brands are well recognized across Europe, the Middle East, and South-east Asia.
- Our vision: To make Chinese contact lenses shine on the global stage. We are moving forward with determination to achieve this goal.

1000+
Team Members in Asia

42,000m²+
Office & Warehouse Space

600M+
Contact Lenses Sold Worldwide



Design



Production



Sales

Product R&D



Innovation-Driven, Trend-Leading

- Our professional design team consistently launches a variety of new lens patterns each month, blending artistic aesthetics with market trends to ensure continuous innovation in both style and user experience.
- Over 60% of our lens designs have become top-selling products across platforms, demonstrating our strong capabilities in trend leadership and consumer insight.



Product Technology



- Three-Layer Stacking
Natural transition, deep three-dimensional CLS sandwich color lock process
No contact between color and eyeball, Ensure Safety
- Tear Circulation
Let your eyes breathe
The edge of the lens is curved, forming a micro-space with the eyeball, so that the Oxygen and tears continue to circulate Say Goodbye to Dry Eyes
- Fully automatic
Robotic arm production line
Reduce the risk of human factors to product quality, ensure the product quality and performance are more Stable and Reliable
- One mould for one lens
Ensure product comfort



Product Features



Non-ionic Hydrogel:
Blocks dust, less prone to protein deposits,
softer and more comfortable



NVP(N-Vinyl Pyrrolidone):
Ultra-hydrating components
enhance the sensation of
moisture in the eyes.



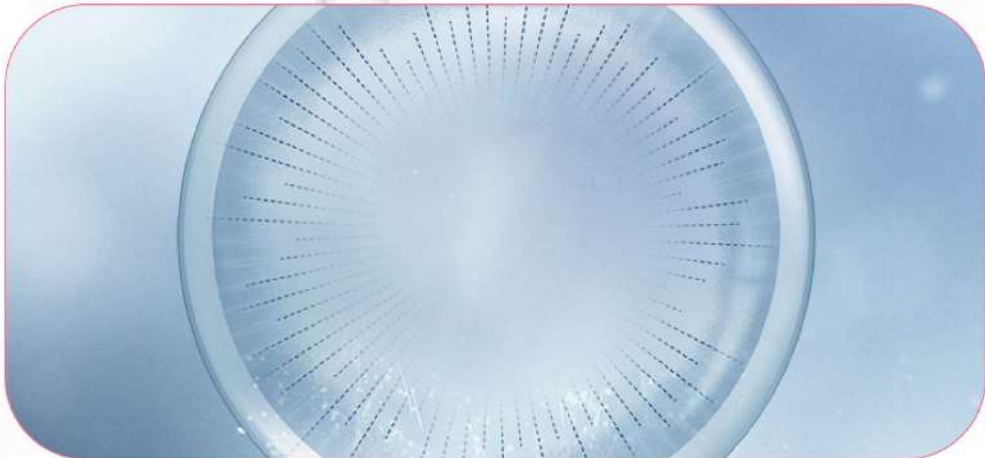
Water Content 42%:
Optimal hydration levels
prevent reverse osmosis, ensuring
lasting moisture for 8 hours.



Base Curve 8.6mm:
Better suited for the typical Asian
eye curvature, reduces lens slippage.



Center Thickness 0.08mm:
Thin and light, less prone to damage,
and more oxygen-permeable.



Diameter 14.00-15.0mm:
A variety of diameters to
meet diverse lifestyle needs.



Soft Edge Design:
reduces friction between the eye
and the lens, eliminating the
sensation of a foreign object.



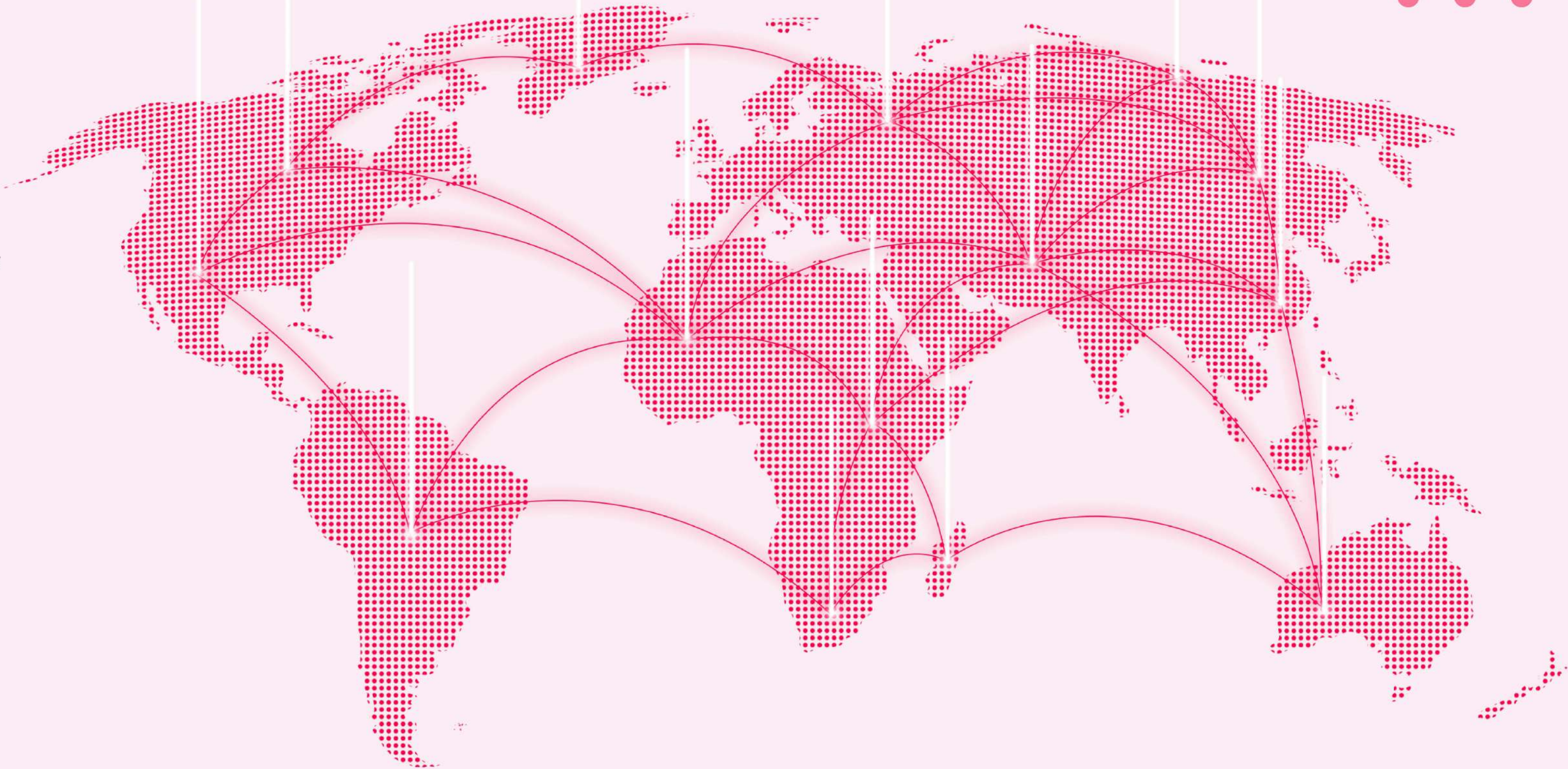
UV Protection Design:
effectively shields the eyes
from harmful ultraviolet rays.



Certifications



- Serving over 100 countries worldwide, we are ISO and CE certified, with official medical device registrations completed in multiple countries, enabling legal sales across global markets.
- We remain committed to product quality and regulatory compliance, continuously strengthening our certification system to ensure all products meet international standards and legal distribution requirements.



Serving the entire nation

100+



*EC Attestation of conformity



*ISO 13485 Quality Management System



*Department of Health Philippine Government Agency



*Certificate for Importation of Medical Devices(Thai FDA)



*Vietnam Ministry of Health (MoH)



*Medical Device Authority Ministry of Health Malaysia



*Ministry of Health of the Republic of Indonesia (AKL)



*Australian Medical Devices Authority



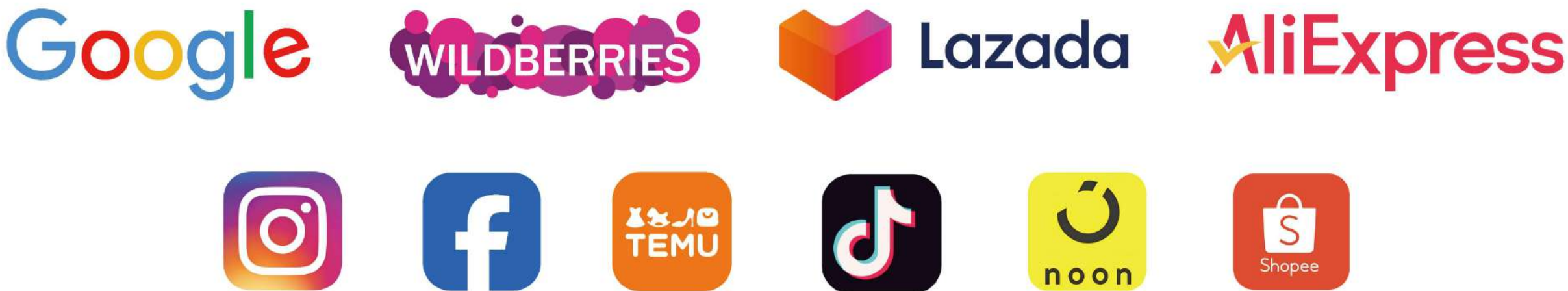
Multi-Channel Global Presence



- Our products are available across major global e-commerce and social platforms, with stable distribution and sales in multiple countries and regions.

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Southeast Asia Warehousing Network



30,000m²+



30,000m²+

Total Warehouse Space

300,000+

Orders Processed Daily

We have established a comprehensive self-built warehousing network across Southeast Asia, enabling efficient logistics and fulfillment for multi-platform operations. Our local warehouse teams ensure stable inventory, faster delivery, and a seamless shopping experience for customers across the region.



Local Team in Southeast Asia

- Our local Southeast Asia team supports operations, livestreams, customer service, content creation, and warehousing — delivering faster, more localized support across the region.



 800+

Local Staff in Southeast Asia



Localized Livestream Capabilities

- We have built a robust in-house livestreaming infrastructure across Southeast Asia, supporting multiple brands under the group. With local teams managing content, operations, and on-camera performances, we ensure livestreams are adapted to each market's language, culture, and consumer habits.



40+

Livestream Studios Across Southeast Asia

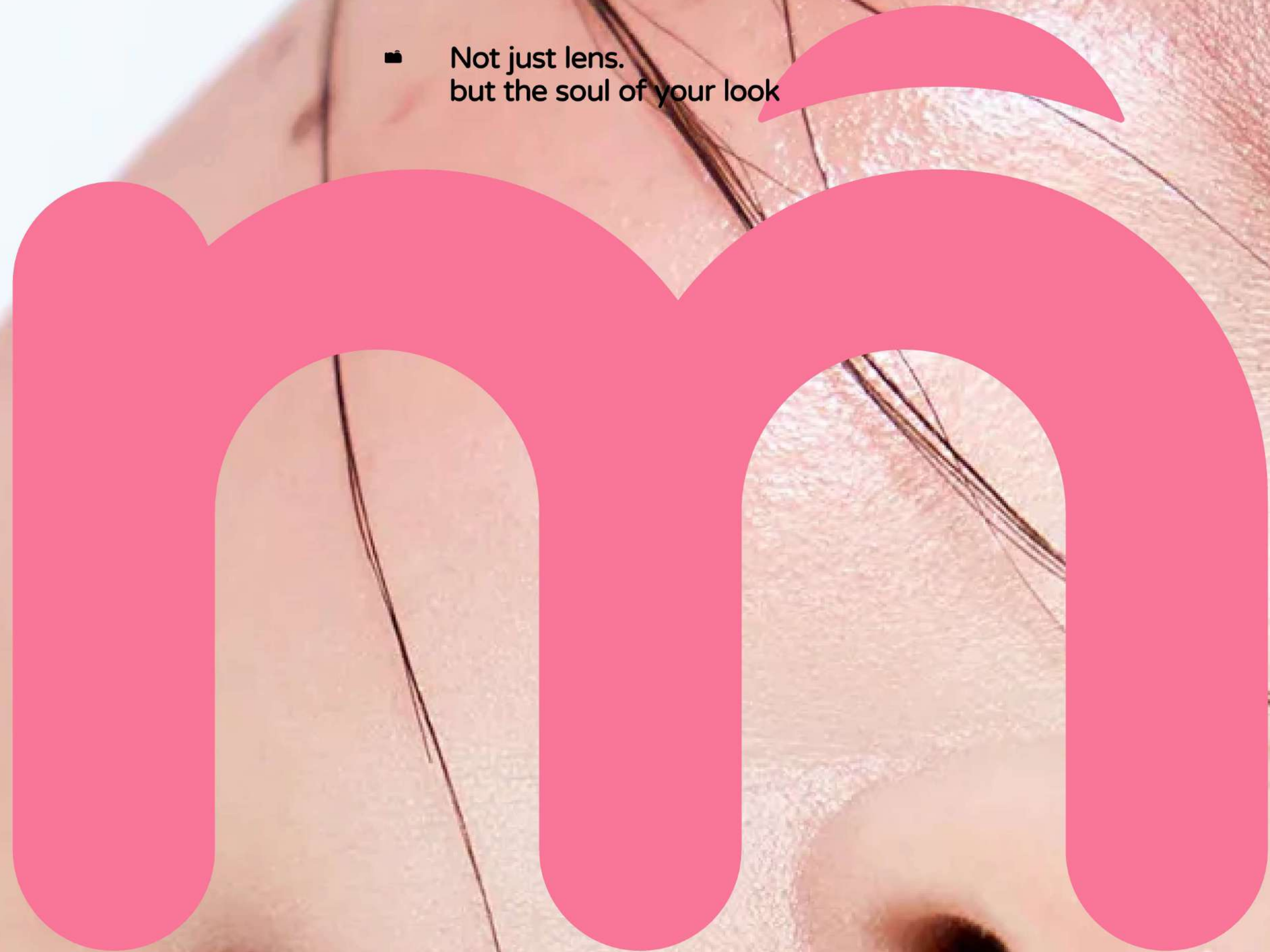


100+

Professional Livestream Hosts & Operators

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Our Brands

MiSLENS

MISLENS - Eyes own the Look

UYAAI

UYAAI - Play your look



● Packaging Display



● Packaging Display



Our Brands

FreshLady

FreshLady - #(See) You Later



MysticEyes - Be a magician in your eyes



● Packaging Display



● Packaging Display



Our Brands



CULKAT – Illuminate your beauty



● Packaging Display



Wakith - Your kawaii bestie



● Packaging Display



Indonesia Co-Branding Wakith x Top TikTok Creator @louissescarlettfamily



- Wakith partnered with leading Indonesian TikTok creator @louissescarlettfamily, with over 18.5M followers, to co-create a limited-edition contact lens collection.
- The co-branded product was officially launched through an exclusive TikTok livestream, where the creator herself introduced and promoted the lens styles.
- This collaboration generated significant engagement and visibility, strengthening Wakith's brand awareness and resonance in the Indonesian market.



 **18.50M**
Jumlah pengikut



louissescarlettfamily  louissescarlettFamily

188 已关注 18.5M 粉丝 167M 赞



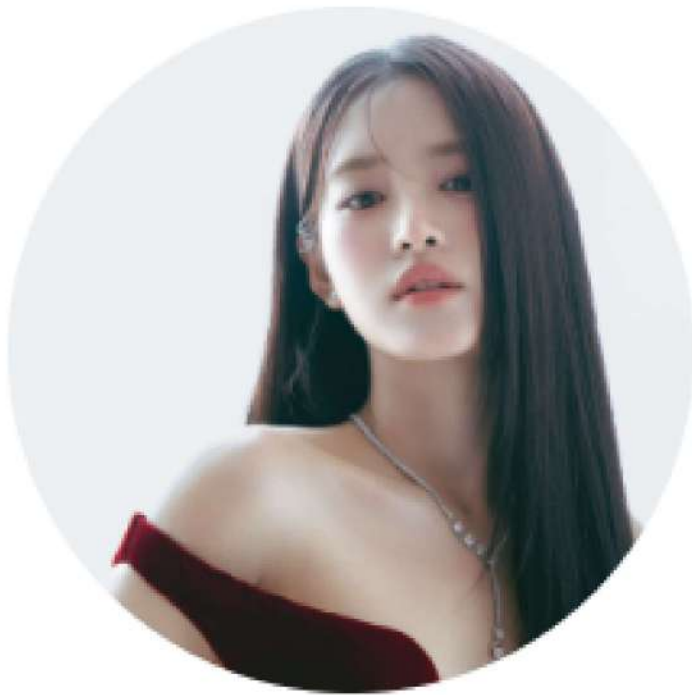
Indonesia Offline Channel Expansion | Mystic Eyes & CULKAT Now in Leading Indonesian Stores



- Mystic Eyes and CULKAT have successfully entered top offline beauty retail chains in Indonesia, including Miniso, Idolmart, Mybestie, and Mumuso, among others. These lifestyle and cosmetic stores are popular among local consumers and widely distributed across urban shopping areas.
- As of now, the brands have reached over 15,000 offline stores across the country, significantly enhancing brand exposure, customer accessibility, and offline conversion rates in the Indonesian market.



Brand Ambassador Collaboration | Vietnamese Celebrity Trâm Ngô



tramngo.official Trâm Ngô

68 已关注 354.4K 粉丝 5.8M 赞



■ In April 2025, Freshlady officially launched its brand collaboration with Trâm Ngô, one of Vietnam's most beloved young actresses and models.

■ During the livestream, she showcased and recommended multiple UYAAI best-selling lens collections, generating strong engagement and visibility. The session boosted brand exposure and conversion during the campaign, strengthening UYAAI's market presence in Vietnam.



Top Vietnamese TikTok Creator Live from UYAAI Studio



vtkh2004  Vũ Thị Khánh Huyền

55 已关注 7.7M 粉丝 170M 赞



■ Vietnamese TikTok star Vũ Thị Khánh Huyền (@vtkh2004) visited the UYAAI livestream studio for an exclusive brand collaboration during the Double 12 Mega Sale in 2025.

■ During the livestream, she showcased and recommended multiple UYAAI best-selling lens collections, generating strong engagement and visibility. The session boosted brand exposure and conversion during the campaign, strengthening UYAAI's market presence in Vietnam.



UYAAI’s First Southeast Asia Flagship Store Opens in Ho Chi Minh City



- In July 2025, UYAAI launched its first flagship store in Ho Chi Minh City, marking the brand’s official offline retail entry into Southeast Asia.
- The store features UYAAI’s iconic “Uya” black-cat aesthetic in a vibrant pink visual system, offering a Gen Z-friendly space for interactive shopping, lens trials, photo ops, and immersive retail experience.

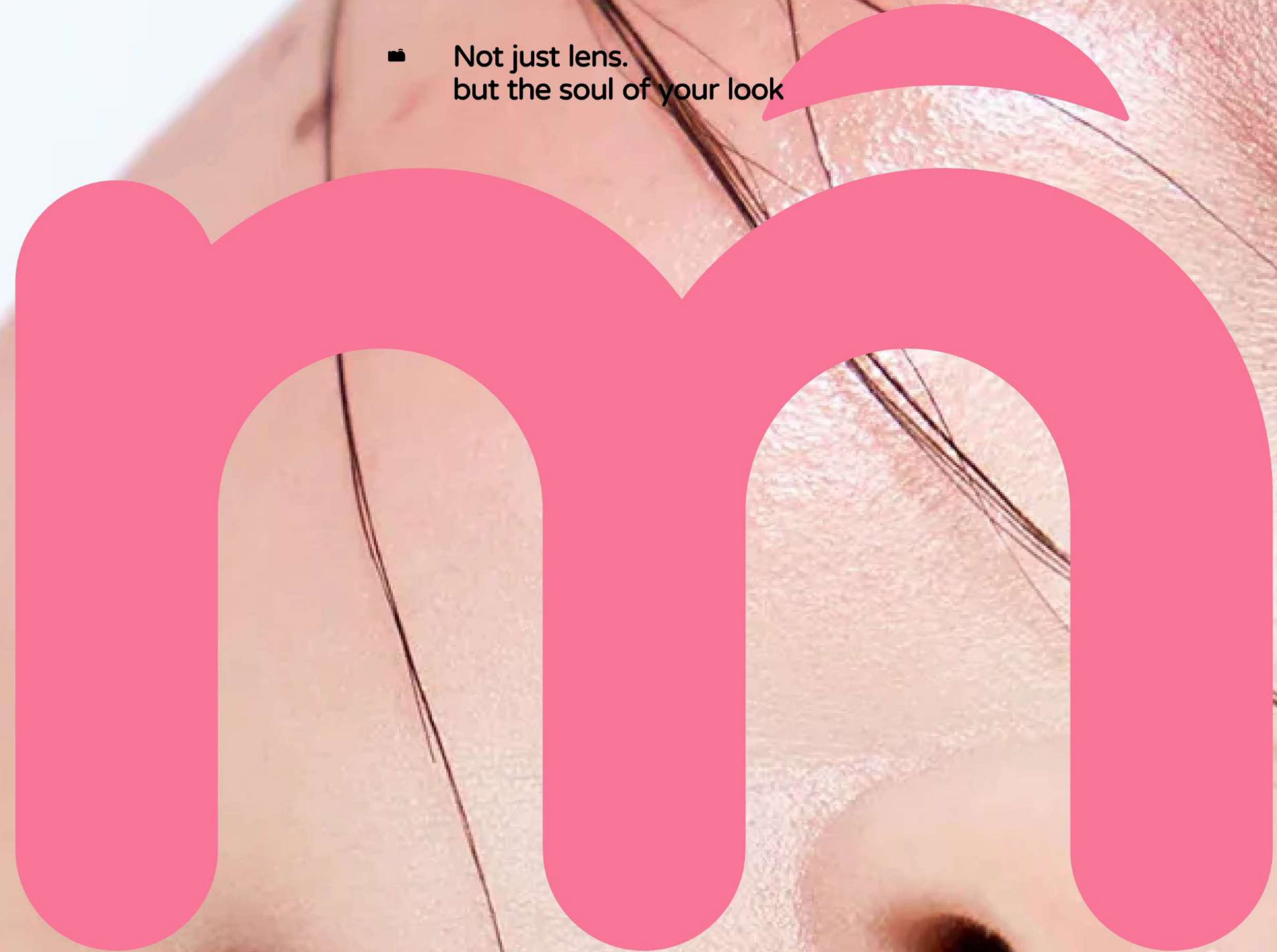
Expanding Across Southeast Asia in 2026

- **Bangkok | Manila | Kuala Lumpur | Jakarta**
- UYAAI is accelerating its regional expansion to key Southeast Asian cities, building a new ecosystem of multi-city, multi-style, high-touch beauty lens retail for Gen Z consumers.
- More fans, more looks — it’s time to Play Your Look!



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Brand Belief

■ Why Mislens?

Eyes Own the Look.
Every look starts with a lens.
Mislens is where your look begins.

■ We believe that
Makeup isn't complete without lenses.
Lenses aren't accessories,
they're the soul of your makeup,
the core of your look.
Mislens isn't here to decorate,
we're here to define, one look at a time.

 **mislens**



Brand Name & Slogan

mislens

- 1. Name Meaning
Mislens = Makeup + Lens
Makeup Begins with the Lens
- 2. Brand Slogan
 - Primary Slogan
Eyes Own the Look
 - Supporting Slogan1
Every look starts with Mislens
 - Supporting Slogan2
The eyes are the soul of the look



Brand Character

Professional

Where makeup meets lenses, we're beauty lens experts who complete your look with the soul of your makeup.

Aesthetic

Visual beauty begins with the eyes, our lenses are crafted to shape your entire makeup harmony.

Expressive

Your eyes speak volumes, Mislens is made to express every mood, moment, and self.

Authentic

Mislens isn't here to decorate, we're here to define. Our lenses help you stay true to yourself.

A leading expert
in beauty
lenses where
makeup meets lenses.



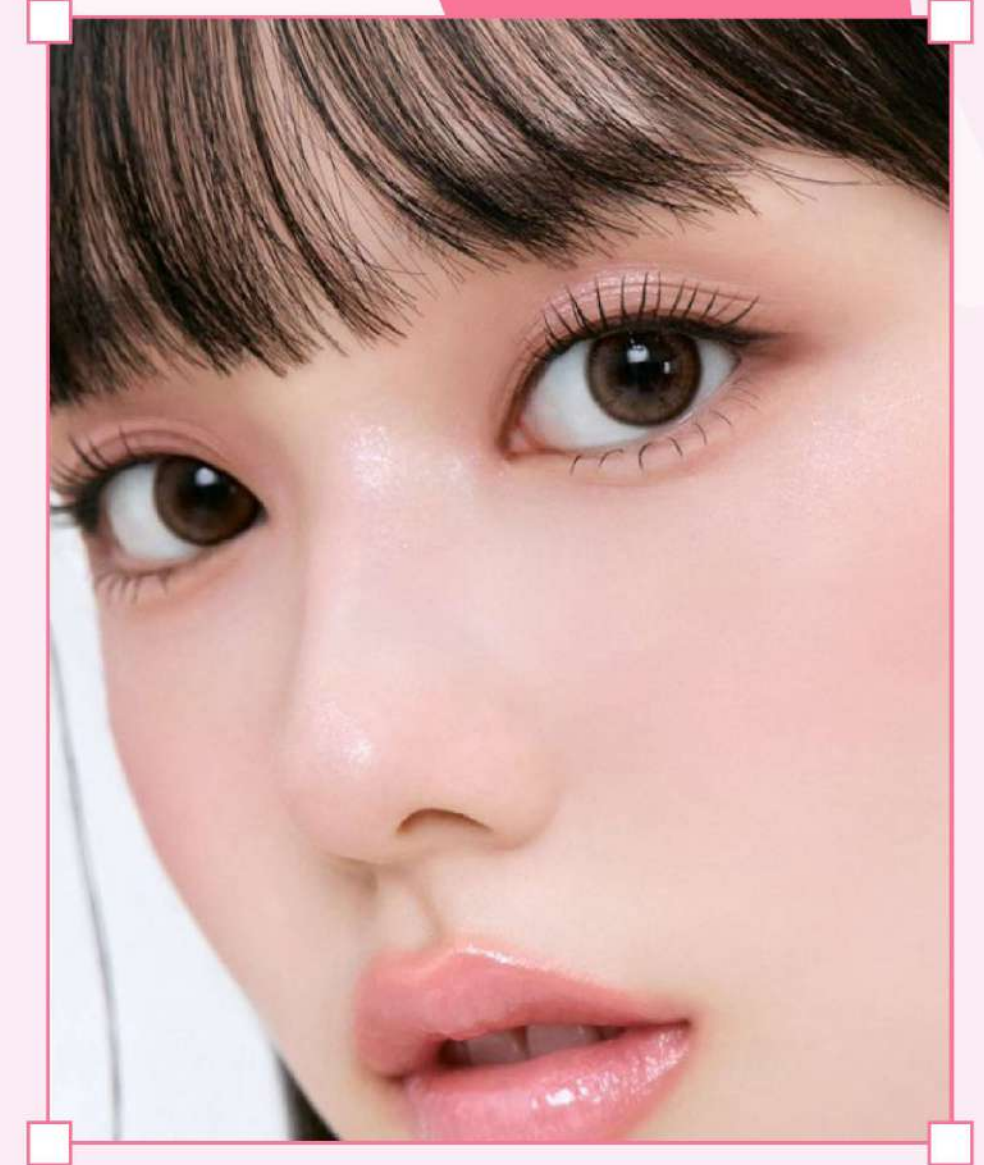
Professional Lens.
Soulful Beauty.

Mislens positions itself at the intersection of
makeup and lenses, redefining how
lenses complete and elevate modern beauty looks.



Brand Story

- Eyes own the look
Every look starts with Mislens.
- At Mislens, we believe the eyes are the soul of your makeup look. Your lenses are not an afterthought. They are the spark that brings your entire look to life.
- Inspired by K-beauty trends and shaped by global aesthetics, Mislens is dedicated to understanding how different lens styles complement different makeup looks. We know every look deserves its own gaze, its own visual expression. From soft and natural to bold transformations, every Mislens lens is an act of self-expression, a final touch that completes your look and a new beginning for your personal style.
- Every lens is a statement of style and a release of self. Every pair of Mislens is the soul of your makeup. It's the finishing touch, and the starting point of your look. Mislens combines expertise and aesthetics to make every makeup look instantly come alive.



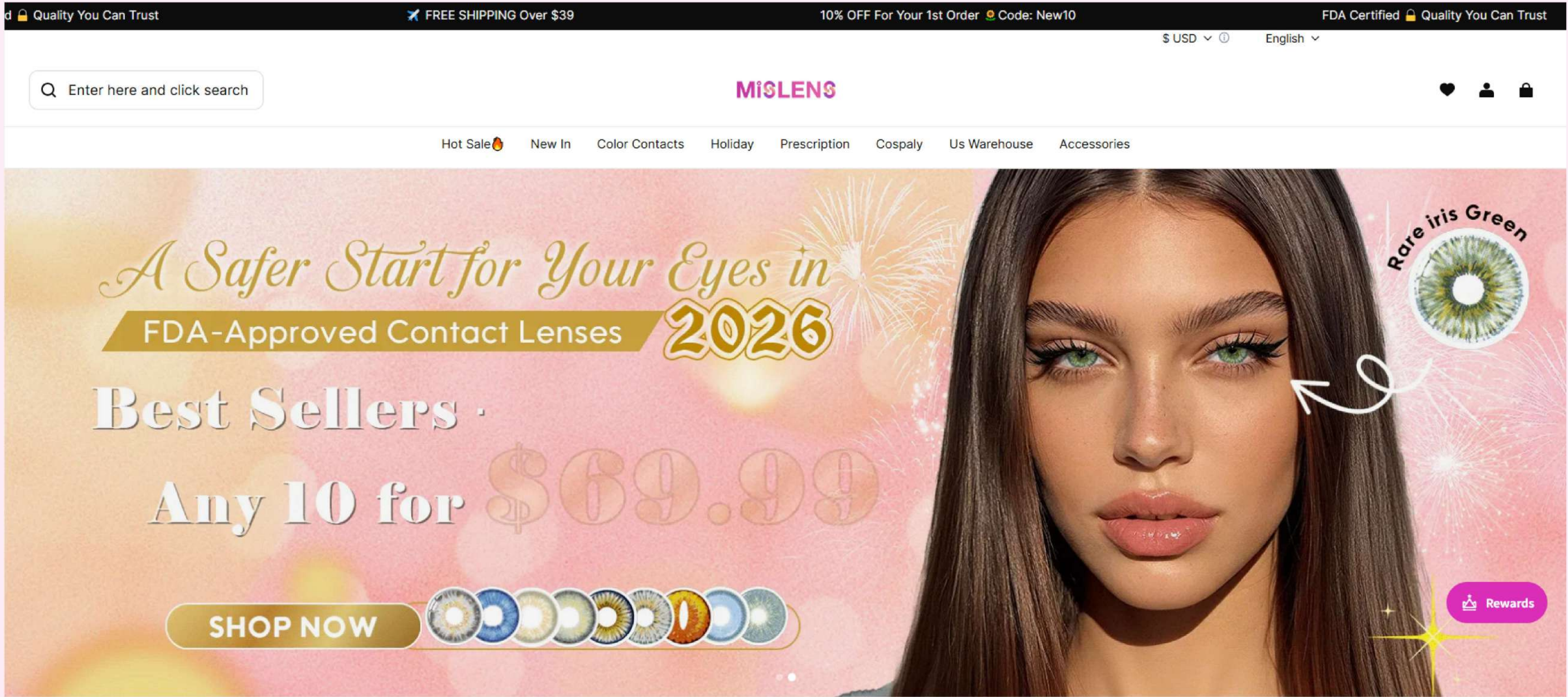
Mislens Presence Overview



- Since officially entering the US and European markets in 2020, Mislens has become a trusted and recognizable cosmetic lens brand, known for professional lens design, diverse beauty styles, and a loyal customer base.
- In 2025, Mislens generated over RMB 80 million (~USD 11 million) in annual sales from its international DTC website, reflecting strong consumer trust and commercial success.

Annual Sales of Independent Websites in 2025

\$ 11M



<https://mislens.com/>



Mislens Social Media Matrix

- Currently operating over 6 official accounts;
- Fan base growing steadily, totaling 200K+ followers;
- Content formats: influencer unboxings, GRWM, reviews, campaign visuals, makeup styling, and more;

Mislens operates a diversified and professional social media matrix across TikTok, Instagram, and YouTube, covering multiple brand accounts and content channels. Despite being a DTC niche brand, Mislens has steadily built a growing following and engagement in the beauty lens community.

Through style-focused content, localized influencer collaborations, and community-driven campaigns, Mislens continues to connect with Gen Z users across North America and Europe.



mislens_official

mislens_sns

1,212 posts 6,548 followers 2,564 following

All trending colors

Code 'MI20' for 20% off

3-5 Business Days Delivery for USA

Official: @mis_lens

Store Link

[mislens.com?referral_code=KUYOA4T3UCKC&source_type=sales_plugin_a...](#)



mislens_store

mislens_store

2,334 posts 88.1K followers 1,426 following

Beauty, cosmetic & personal care

Any 5 Pairs \$43.99

Code "MYI20" Get 20% off

2-5 biz days delivery in the U.S.

CE&FDA Approved

SHOP

[mislens.com/?referral_code=6QMIZUG85JR2&source_type=sales_plugin_a](#)



mis_lens

Mislens Colored Contact Lenses

3,638 posts 33.4K followers 1,274 following

Shopping & retail

Code **MI20** for 20% off everything!

Fast 3-5 Day Shipping!

CE & FDA Approved

Shop now

Cos:@mislens_crazyhub

more



mis_lens Mislens Contact Lenses

Follow Message

424 Following 24.1K Followers 253.4K Likes

code MI20 for 20% OFF

3-5 day fast delivery!

CE & FDA Approved

Shop now

[bit.ly/3KMF9QX](#)



MISLENS

@MislensOfficial · 36.6K subscribers · 2.5K videos

Hello! Welcome to MISLENS Official Youtube Channel! ...more

[bit.ly/4lpGadM](#) and 4 more links

Subscribe

Home Videos Shorts Playlists Posts Store



mislens_crazyhub

Mislens_crazyhub

2,234 posts 14.7K followers 1,125 following

Product/service

"MC20" TO GET 20% OFF

Worldwide Delivery

Join Mislens Crazyhub

Official:@mis_lens

Shop Now



mislens.crazyhub mislens.crazyhub

Follow Message

82 Following 8178 Followers 272.5K Likes

20% OFF with code MI20

Worldwide Delivery

Official:@mis_lens

Shop Now

[bit.ly/4omctFW](#)



Global Creator Collaborations to Build Social Trust

- Mislens has collaborated with a diverse group of beauty creators across the US and Europe. Through try-on videos, makeup looks, and packaging showcases, these influencers present the lenses in real-life settings to boost authenticity and trust. Mislens
- By featuring creators with different skin tones, eye shapes, and aesthetic styles, Mislens strengthens its inclusive brand image and expands its resonance with Gen Z consumers in the Western market.



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E-mail: service@mislens.com

