

oxygen  
CONTACT LENS





# oxygen

CONTACT LENS

Oxygen Contact Lenses are designed to blend in with the color of your eyes enhancing their natural beauty & enlarging your eyes for a more defined look.

Our revolutionary technology used to manufacture these contact lenses helps in the free flow of oxygen, provides you unparalleled vision clarity and protects the eyes from UV radiations in Hot, Humid & Cold weather conditions, keeping eyes feeling hydrated and comfortable all day long.

Launched in the Year 2014, Oxygen contact lenses are one of the best selling products from Wardah Sowimel. More than 1 million SKU's have been sold during our first year, in stores & ecommerce.



# STORY BEHIND OXYGEN

Based on her love of natural beauty and elegant style, Saudi business woman Wardah Sowimel left her career in the medical field to fulfil her passion in makeup artistry. This then lead to the successful launch of her first brand of coloured contact lenses, "Oxygen".

With her extensive industry knowledge, Wardah recognized a gap in the market for contact lenses, this then lead her to her first project of creating a contact lens which is comfortable to wear under extreme weather conditions. Capitalizing on the appreciation and positive endorsement of her product release, there was no turning back.

Each and every colour was carefully created and designed by herself, to enhance the beauty of natural eyes & ignite the spark in them.



# INTELLIGENCE

With a water content of 43 %, Nonionic material of Tetrafilcon A, ensures proteins are not easily attached to the lens. Created by using a revolutionary colour printing technology, utilizing a sandwich effect of the polymerization of the binding polymer and pigment, the lenses are clinically safe to the eyes. These aspheric, high definition lenses are three curve back surface and have been carefully designed to express the delicate and detailed beauty of the pattern and colour.





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# KNOW YOUR LENSES

OXYGEN CONTACT LENSES are manufactured by a revolutionary technology (patent number 10-0773571) that helps keep eyes feeling hydrated and comfortable all day long. Suitable for hot, humid and cold weather conditions

## **Material**

Tetrafilcon A

## **Content**

One sterile soft contact lens (43% Water, 57% Polymacon) immersed in buffered 0.9% saline solution.

## **Intended Use**

The Oxygen contact lenses manufactured by OXYGEN CONTACT LENSES are UV blocking that help protect against the transmission of harmful UV radiation to the cornea therefore lowering the risk of eye diseases caused by UV-B-rays and UV-A-rays, such as photokeratitis, sunburn or cataracts. The lenses are intended to be worn directly against the eye to enhance the colour of the natural iris.

## **Applicable Scope & Population**

Target patients or users of soft contact lenses from OXYGEN CONTACT LENSES are women and men who are mentally and physically healthy and aged over 18.

Recommended replacement schedule: 3-6 Months





## LOOK OF THE PRODUCT

RRP 220 AED



# AUTUMN COLLECTION

Take a look inside the Autumn collection consisting of rich auburn shades, the perfect accessory for fall. 12 beautifully designed and created lenses boasting varied autumnal shades, each with a unique pattern.

These clinically tested and approved lenses offer high oxygen transmutability, long lasting moisture and comfort with low stiffness. These incredibly natural lenses are 3 months disposable, always read manufacturer's instructions before use.

- ASPEN - Yellow Grey

- BIRCH - Light Grey

- CEDAR - Caramel

- CHESTNUT - Brown

- EUCALYPTUS - Light Honey

- POPLAR - Grey Hazel

- MAGNOLIA - Honey

- MAPLE - Brown Grey

- MINT - Green Hazel

- PALM - Yellow Hazel

- PINE - Green Grey

- FERN - Light Brown





### ASPEN

For enchanting eyes this exquisite fine spun lens will leave you with a tantalizing gaze. Blended peach and mellow yellow tones, outlined with a dark grey trim capture the most iconic autumn glare.



### BIRCH

A light golden brown with flicks of blue grey, outlined for definition, the Birch lens brings the autumnal crisp grey skies into the eyes with an icy edge.



### CEDAR

A true caramel, with warm undertones, outlined with a soft brown trim, enticed with the lightest taste of orange this delicious lens will open and enlarge the eye for a stunning dewy glow this fall.



### CHESTNUT

True deep brown, the Chestnut lens adds depth with the slightest hint of red to fire up the eyes. This fierce and rich shade provides the ultimate head turning look.





### EUCALYPTUS

To lift and lighten the eyes, a caramel and honey blend mixed with light brown and soft orange tones, unleash your senses in this delightfully eye opening lens.



### POPLAR

For a dazzling and mystical eye, this deep grey with a hazel touch lens, will add inexplicable beauty to any look.



### MAGNOLIA

For the sweetest look, this perfectly smooth honey shade is light and delicate on the eyes, blending perfectly with the natural iris. Rich honey tones mixed together, provides you with most delicate transformation.



### MAPLE

A delightfully delicate lens with soft brown colours enriched with light grey tones, gives a distinctive and striking look. Perfectly outlined to emphasize the iris, and enlarge the eye.





### MINT

A delicate subtle lime blended with a rich emerald outer trim, elegantly combined with hazel, this glamorous lens will ensure you are the envy of everyone.



### PALM

Let the sunshine in, in glorious Palm. A sun kissed yellow base blended with ripe orange twisted into delicate hazel.



### PINE

This delicate green lens, outlined with the softest light grey, boasts an inquisitive eye for the curious type. A true mix of nature, wrap up warm as you show case this striking look for fall.



### FERN

Beautifully soft and creamy light brown, with the most delicate outline, naturally enhances the eyes for the most subtle and subdued yet elegant look.



# SEE BEAUTIFUL

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