

4Care at a Glance

Company	<p>4Care is a division of the international MyOptique group and is a leading omni-channel supplier of contact lenses, care products, eyeglasses and sunglasses across Europe. The Kiel-based German company is known for its high-quality products, personal advice and innovative sales concepts—online and over the counter.</p> <p>4Care is a manufacturer, a wholesaler, a mail-order company and—thanks to its in-house Optical Studio—a retailer, too. With its contact lenses, care products, eyeglasses and sunglasses, the company covers all relevant product segments for optimal vision, and offers its customers a comprehensive portfolio of high-quality standard and premium products.</p>
Legal Form	GmbH
Managing Directors	Thomas Bauer, Marc Forquignon, Ling Fan-Montzka
Headquarter	Kiel
Industry	Manufacture and sale of high-quality contact lenses, care products and accessories, as well as eyeglasses, sunglasses and over-the-counter reading glasses.
Product Portfolio	Contact lenses made of different materials, specializing in soft contact lenses, innovative care products and handy accessories. Eyeglasses, sunglasses and over-the-counter reading glasses. The product range is split between the brands of other renowned manufacturers and the company's own three brands—Lenscare, Lennox Eyewear and Acumed—as well as private labels for trade partners in the self-service industry.
Distribution Channels	Online (www.lensbest.de , partner store lens2lens integrated in the online stores of various trade partners), dialogue (free hotline), over the counter (opticians, pharmacies, drugstores, over-the-counter retailers), print (mailshots).
Employees	Approx. 50 employees in Kiel.