

Kiel, 09 June 2016

## Infotainment at Contact Lens Shipper Lensbest: Lennard Presents 10 Rules for Contact Lens Users

- Fresh new infotainment format at Lensbest
- Complex factual information made simple
- A special type of contact lens consultation video

**Like two-thirds of all people in Germany, Lennard needs glasses. Recently, he has been considering contact lenses. They are practical when playing sport. They don't fog up and annoy him when he kisses Leonie.... so begins the creative consultation video for those who wear contact lenses, and those who want to.**

Lennard and his girlfriend Leonie take normally dry topics such as lens wearing times, disinfection or a visit to the optician and make them refreshingly humorous and very informative. Contact lens users learn how important it is to follow 10 simple rules to become a happy long-term contact lens user.

You can see the video here: <https://www.lensbest.de/shop/service-Video10Regeln>

Other consultation videos and tutorials on everything you need to know about contact lenses and glasses, as well as Lennard's 10 simple rules as an infographic for different formats can be found under Media Downloads at 4care.de:

<http://www.4care.de/presse-aktuelles/media-downloads.html>.

### About 4Care GmbH

4Care is a division of the international MyOptique group and is a leading omni-channel suppliers 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.

4Care's brand promise is to offer everyone – everywhere – the perfect solution for their eyes. Customized and comprehensive product and service solutions for maintaining healthy and optimal eyesight are a matter of course. 4Care is a certified manufacturer of medical products throughout Europe. With its strong portfolio of brands (Lenscare Contact Lenses and Solutions, Lennox Eyewear Glasses and Sunglasses and Acumed Contact Lenses, Solutions, Sunglasses and Ready Readers) the company serves various target groups and market segments through diverse distribution channels. Furthermore Lensbest, the interactive Online-Shop, offers a wide variety of professional consulting services such as informative videos, interactive help in finding the right type of lenses or glasses and a virtual try-on.

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Our brands:

