

FOR IMMEDIATE RELEASE

FreshKon Celebrates International Women's Day 2010
with *FreshKon Mosaic Beauty Campaign in search for Singapore's*
FreshKon Mosaic Muse

Women who lead beautiful lives will be invited to a FreshKon Mosaic Beauty Workshop at Sephora

Singapore, 2nd February 2010 – In conjunction with International Women's Day 2010, FreshKon launches its *FreshKon Mosaic Beauty Campaign* initiative in search for the *FreshKon Mosaic Muse* – a woman who embodies beauty through her lifestyle and personality. Women who have inspiring lifestyles will be invited to participate in a *FreshKon Mosaic Beauty Workshop* at Sephora at ION Orchard on 25th March 2010.

FreshKon will select a winner from amongst the forty women participating in the *FreshKon Mosaic Beauty Workshop*. The selected *FreshKon Mosaic Muse* will receive a \$1,000 cash prize and one year's free supply of FreshKon Mosaic cosmetic contact lenses. Women who exemplify the *FreshKon Mosaic Muse* personality should lead inspiring lifestyles where they are deeply committed and passionate towards a hobby, social cause or an inspiring career.

"What better way to celebrate International Women's Day by launching such an initiative to embrace woman who lead exemplary lifestyles? Our *FreshKon Mosaic Beauty Campaign* seeks to embrace these women who lead beautiful lives with passion. We hope to create new opportunities for women to freely express themselves as they share their views on leading a beautiful life physically and mentally. Fulfilling and rewarding lifestyles are like FreshKon Mosaic cosmetic contact lenses – a beauty enhancer that allows one to be even more attractive to their peers, friends and colleagues," says Mr. Chris Lee, Group Sales and Marketing Director, FreshKon.

"Contrary to what some may think, coloured contact lenses are not limited to vision correction. FreshKon Mosaic cosmetic contact lenses are available in plano (non-powered) form, and are beauty and fashion must-haves, similar to a lipstick or a blush. Coloured contact lenses are now easily a part of the daily beauty regime for many wearers, including the gentlemen" added Chris Lee.

The hands-on *FreshKon Mosaic Beauty Workshop* will offer participants the opportunity to discover and reveal how FreshKon Mosaic cosmetic contact lenses can help them captivate their beholders with “Just One Look”.

Participants will learn how to

- Pick the most suitable cosmetic contact lens for one’s personality and lifestyle
- Maintain a proper cosmetic contact lens wear, good lens care and eye hygiene,
- Match make-up with cosmetic contact lens
- Achieve chic styles with the natural colours range offered by FreshKon Mosaic
- Be familiar with eye make-up tools to enhance one’s eyes with FreshKon Mosaic
- Apply eye make-up techniques for daily use and special occasions

Leading brands FreshKon and Sephora will partner up to provide the best of expertise and knowledge to enhance one’s beauty. One pair of FreshKon Mosaic cosmetic contact lenses and Sephora make-up will be provided to each participant for them to try-out the techniques during the interactive sessions with the experts.

FreshKon Mosaic cosmetic contact lenses feature four defined and natural colours enhanced with POINTILLA™, a unique hyper-real pattern for an elegant and fashionable touch:

- Velvet Blue to enhance the cool beauty of every feature on the face
- Urban Grey is 100% sheer class, perfect for work and professional meetings
- Luscious Green delivers that extra-radiant chic and utterly captivating impression
- Charming Brown for a irresistible and warmth personality

As a partner for *FreshKon Mosaic Beauty Workshop*, beauty retailer and make-up specialist Sephora will have its professional beauty stylists present to share their savoir-faire on eye make-up and colour lens matching for different styles. The range of FreshKon Mosaic colours allows lenses wearers to achieve various looks, from an inspiring impression with Velvet Blue or a stylish touch with Urban Grey to an attracting look with Luscious Green and an enchanting aura with Charming Brown.

“Eyes and especially eye-contacts can express a lot about someone’s personality and style. Being one of the main features on the face, eyes require a specific care and make-up to reflect character and beauty. We welcome this partnership with FreshKon for International Women’s Day 2010 as *FreshKon Mosaic Beauty Workshop* allows participants to reveal their inner beauty and enjoy the experience of looking beautiful with FreshKon Mosaic cosmetic contact lenses and Sephora make-up techniques that our artists will share,” said Ms. Karen Tan, Category Management Executive, Sephora Singapore Pte Ltd.

FreshKon Mosaic Beauty Workshop details

Date – 25th March 2010, Thursday

Time – 10am to 12pm or 3pm to 5pm (2 sessions x 20 participants each)

Venue – Sephora @ ION Orchard

Application process

Participants have to submit a short 250-word essay themed ‘My Beautiful Mosaic Life’ illustrating their meaningful lifestyle and what they are deeply passionate about. The essay should provide information of how committed the individual is to her passions and how she manages to stay beautiful while leading her FreshKon Mosaic lifestyle. Organizers will also accept third party nominations where anyone can send in an essay on behalf of their friend if they think she suits the profile of a *FreshKon Mosaic Muse*. Photographs should be attached to all submissions and organizers will select forty winning entries between the ages of 20 to 35 years old to win an invitation to the *FreshKon Mosaic Beauty Workshop*. All entries need to be submitted by 4th March 2010. For more information on the contest, please visit www.freshkon.com

Sponsored by FreshKon, the *FreshKon Mosaic Beauty Workshop* is valued at S\$300/- per person and includes a S\$60/- shopping voucher redeemable for Sephora products. Additionally, workshop participants will receive complimentary goodie bags sponsored by FreshKon and Sephora.

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About FreshKon®

FreshKon® is an international brand with two signature lines, FreshKon® Alluring Eyes and FreshKon® Colors Fusion, both of which have been warmly embraced by legions of fashionistas. Truly a leading cosmetic lens brand, FreshKon® provides an expansive range of cosmetic contact lenses which cater to the diverse desires and needs of modern individuals. From pure vision correction needs to fashion must-haves, FreshKon® makes the most of the consumer trends in contact lens wear for all styles and audiences. To know more about FreshKon®, please visit www.freshkon.com

About Sephora

Sephora is a visionary beauty-retail concept founded in France in 1969 and acquired by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, in 1997. Sephora's unique, open-sell environment features over 200 classic and emerging brands across a broad range of product categories including skincare, color, fragrance, bath & body, smile care, and hair care, in addition to Sephora's own private label. Sephora welcomes you to a whole new world of beauty and fragrance. Come to Sephora today to discover sparkling arrays of new and exclusive brands mingling with the classic brands you know and love. With the freedom to browse and learn, take home a piece of Sephora with you TODAY!

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FreshKon® Mosaic – “Just One Look...is all it takes...”

Product Overview –

FreshKon® Mosaic coloured lenses feature four defined and natural colours

- **Velvet Blue** to enhance the cool beauty of every feature on the face
- **Urban Grey** is 100% sheer class, perfect for work and professional meetings
- **Luscious Green** delivers that extra-radiant chic and utterly captivating impression
- **Charming Brown** for a irresistible and warmth personality



designed to meet the standards of a superior comfort
sion with a large optical zone and are easy to wear.

Enhanced with POINTILLA™, a unique hyper-real pattern for an elegant and fashionable look, each coloured lens allows its wearer to captivate their beholders with “Just One Look”.



- **Superior Comfort**

Hydrophilic (water-loving) surface for comfortable wear
55% water content for optimal comfort
Superior wettability for daily wear
Easy to wear with no curling lens problem

- **Natural Look**

Unique hyper-real pattern – POINTILLA™
Defined outline for a natural, elegant impression

- **Excellent Vision**

Large optical zone for clear vision
Wide power range from -0.00D to -10.00D

FreshKon® Mosaic lenses are for monthly usage and come in a pack of two lenses per box at a recommended retail price of S\$38/-.