

Benra Pty Ltd in Eyewear (Australia)

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Abstracts

Benra's strategy involves innovation in contact lenses with innovative designs and comfort. The company will focus on custom contact lenses such as Orthokeratology or Ortho-K contact lenses, which are currently not covered in Euromonitor International's definitions. Ortho-K lenses are designed for consumers with myopia, which is growing in prevalence in Australia.

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