



MEDIEYE Cartridge-Type Premium Heated Eye Mask

Introduction

Relax and Recharge – Premium Eye Mask for Tired Eyes

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Made in Korea

01 | Company Introduction



Hello, I am **Miraclear**.

Miraclear is a healthcare brand driven by the motto: "Small but effective healthcare solutions that resolve everyday discomfort."

We focus on developing products through in-depth research in essential areas of daily health, such as eye care, sleep, and eating habits.

Our flagship product, the "MEDIEYE Heated Eye Mask," was originally developed by the founder to personally address the discomfort of dry eyes. Since then, it has undergone continuous improvements based on functionality and real user feedback.

Today, Miraclear's products are supplied to medical institutions such as ophthalmology clinics, Korean medicine clinics, and optical shops, as well as through both online and offline consumer channels. Our product lineup includes a variety of home care devices such as Goodeeps and GoodBite.

Miraclear is also gaining strong attention at domestic exhibitions and international trade shows, evolving into a global brand with export-ready packaging and multilingual brochures.

02 | Product introduction

MEDIEYE Heated eye mask

The *MEDIEYE Heated eye mask* is an innovative product that addresses the inconveniences of traditional heated eye masks. It combines the convenience of disposable masks with the cost-effectiveness of USB-powered ones. Featuring a washable mask body and replaceable thermal cartridges, it offers both hygiene and practicality. Each thermal cartridge costs around \$0.50 per use, making it economical. This 2-in-1 healthcare product provides both soothing heat therapy and a light-blocking function for enhanced comfort.



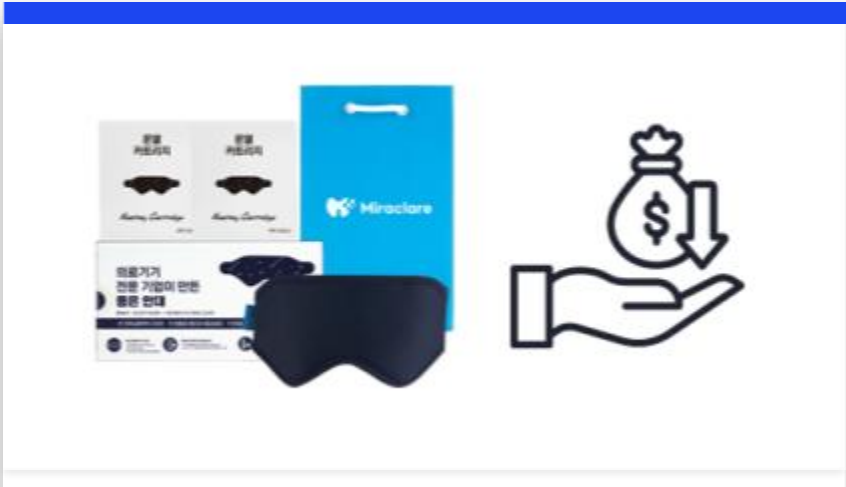
Item	Details
Usage	Insert a replaceable heating cartridge into the mask body. Each cartridge provides approximately 30 minutes of warmth.
Contents	1 washable eye mask body + 2 boxes of heating cartridges (10 packs total)
Functions	2-in-1: Heated therapy and light-blocking sleep mask
Materials	Outer layer: Eco-friendly fabric, Inner lining: Antibacterial material
Washability	Eye mask body: Machine washable, Heating cartridges: Single-use only

Key advantage of the MEDIEYE heated eye mask



Ergonomic Design

- **Forehead and Nose Pads (Design Patent Registered)**
Comfortable fit without pressure on the eyes, thanks to pads that follow the natural curves of the forehead and nose.
- **Micro Velcro**
Ultra-thin for pressure-free comfort while lying down, and designed to minimize hair entanglement.



Ongoing Revenue Opportunities

- **Cost-Effective Usage**
Designed with a structure where only the heating cartridges need to be replaced, the main mask body can be reused. This encourages repeat purchases of the cartridges by customers who have already purchased the mask.
As a result, retailers can generate not only one-time sales from the main unit, but also continuous additional revenue through ongoing sales of consumable heating pads.



2-in-1 Multifunctionality

- **2in1 Eye mask**
A single product that offers both heat therapy and sleep protection. Even without the heating function, it can be used as a light-blocking sleep mask, making it versatile for various situations throughout the day.



Eco-Friendly Materials

- **Materials that care for both your skin and the environment**
The outer fabric is made from recycled plastic, while the inner lining—designed to be in direct contact with the skin—uses internationally certified eco-friendly and antibacterial materials.
→ A sustainable product that supports both skin health and environmental responsibility.

04 | Current Retail Presence & Store Feedback

Retail Placement Summary

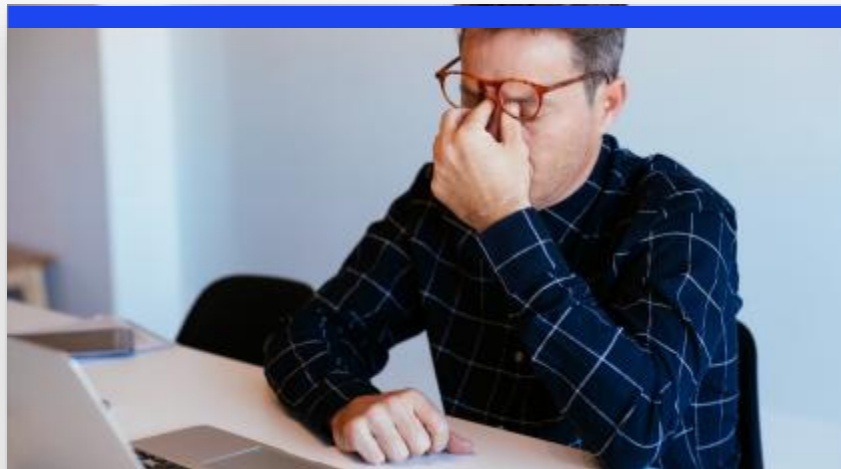
- ✓ Eye Clinics: Available for purchase in well-known eye clinics in downtown
- ✓ Optical Shops: Supplied to numerous local optical stores
- ✓ Pharmacies: Distributed across various regional pharmacies
- ✓ Sleep care center both domestically and internationally



"Our presence in both professional medical settings and daily-use retail stores proves the product's reliability and market appeal."

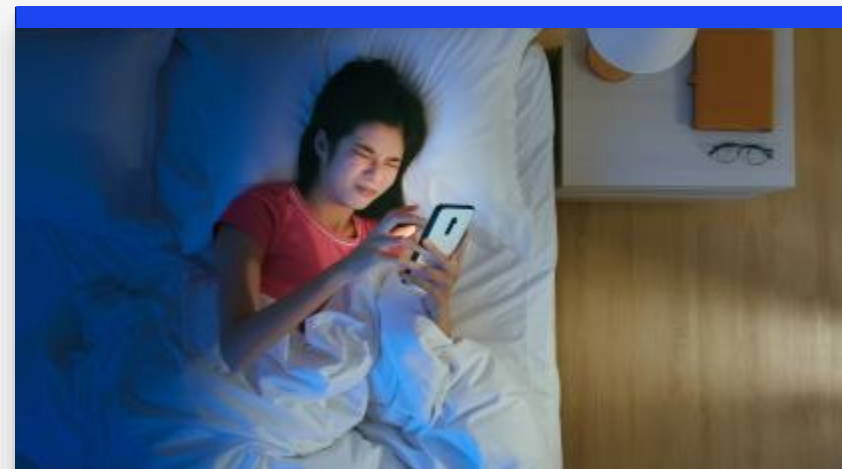


Recommended For These Customers



Customers experiencing eye fatigue

Customers experiencing eye fatigue, such as those saying, "Lately, my eyes seem to get tired easily." These customers are likely undergoing vision tests or wearing glasses. After an eye exam, it's common for the eyes to feel more relaxed as the tension is relieved, leading to a sense of fatigue. In this case, you can naturally recommend an eye relaxation mask for quick recovery and relief from eye strain.



For heavy smartphone users

This includes office workers, students preparing for exams, designers, programmers, and others who spend extended hours in front of screens. Long screen usage often leads to the evaporation of the tear film, causing dryness and a build-up of heat in the eyes. For these customers, it's helpful to recommend a steam eye mask that can alleviate eye tension and fatigue by providing soothing heat and moisture, helping to relieve dryness and improve comfort.



For long-time contact lens users

Those who wear lenses all day often experience dryness or redness, especially in the afternoon. If a customer mentions, "My eyes feel dry, and I blink a lot," during a lens consultation, suggest adding a warm eye compress to their evening routine. Eye care products for relaxation are especially well-received by contact lens users.



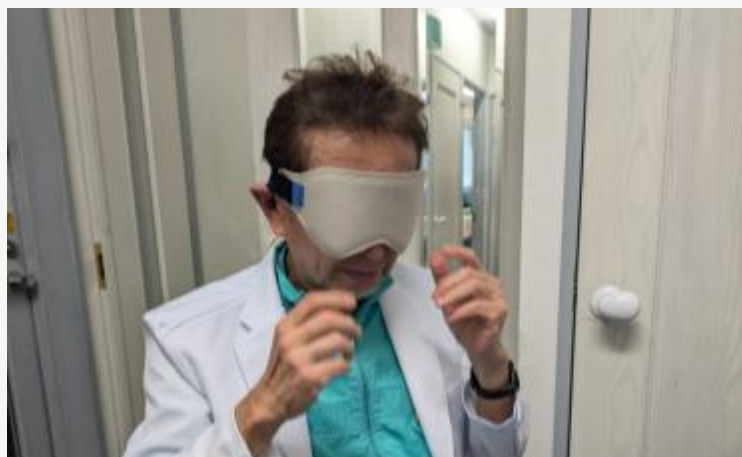
For customers shopping for a thoughtful gift:

If a customer says, "My mom's been saying her eyes feel blurry lately," a reusable warm eye mask is a practical and thoughtful gift that combines eye care, comfort, and daily usability. The clean packaging makes it an easy gift option, and you can also suggest an extra heating pad for a convenient gift set.

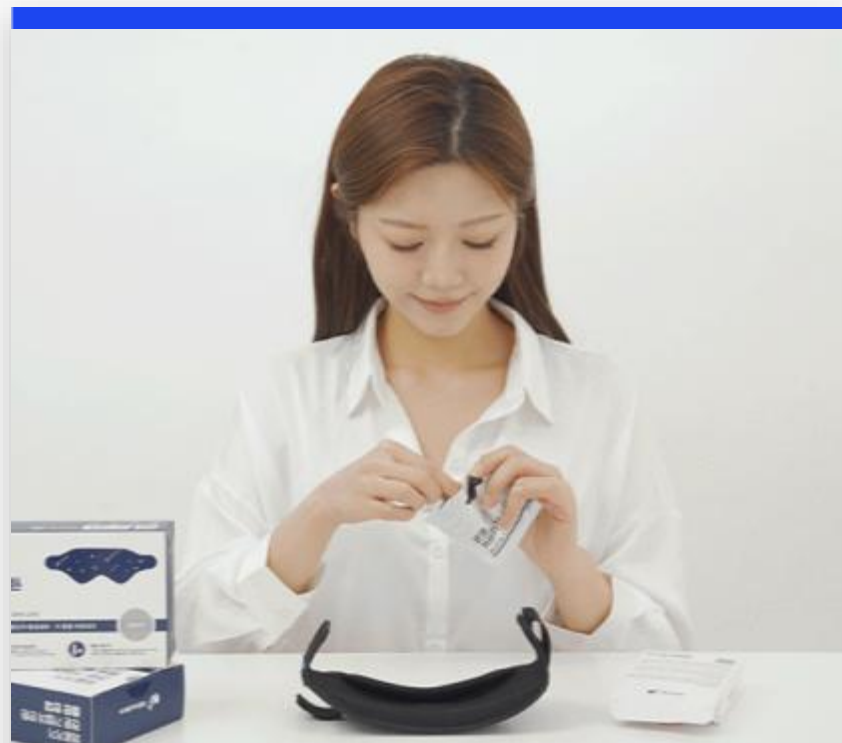
Beloved worldwide, **MEDIEYE** Heated eye mask

MEDIEYE Heated eye mask is more than just a sleep aid — it's a premium healthcare product designed for eye health and relaxation.

It has been highly praised for both functionality and comfort at international exhibitions and in clinical settings. During the 2024 New York Dental Show, the product received excellent feedback from local buyers and medical professionals, and it has since been supplied to sleep care centers in the U.S.



How to Use the Heated Eye Mask



STEP 1

Open the pouch and take out the heat cartridge



STEP 2

Insert the cartridge into the eye mask between the forehead cushion and nose bridge cushion, aligning it with your eye area



STEP 3

Adjust the band to a comfortable length and angle to fit your face



STEP 4

Close your eyes and relax in a comfortable position and enjoy about 30 minutes of soothing rest

08 | Benefits & Package



Benefits of Product Placement & Package Inclusions

Consumers	Affordable retail price with a value-focused package
Retailers	Stable supply price with potential for additional revenue
Additional Sales Opportunity Consumable heating pads sold separately – high repurchase rate potential	

Free Display Stand Provided
Tabletop display stand included (holds up to 6 units)

Product Package	1x Eye Mask Main Unit 10x Heating Cartridges
Certifications & Test Reports	OEKO-TEX® – International textile safety certification KATRI Test Report – Certified material safety GRS (Global Recycled Standard) – Use of recycled fabric and eco-friendly production FITI Test Report – Verified for harmful substance safety

Structure That Encourages Repeat Purchases

Heating pads are affordably priced at \$ 2.50 per box (5 pads), leading to steady consumable repurchase demand after the main unit purchase. The main unit is hand-washable, and the individually wrapped heating pads ensure hygienic and convenient use—encouraging high reuse rates among users.

High Customer Satisfaction

Designed to deliver a warming, spa-like experience rather than simple heat, the product is well-received for effectively relieving eye fatigue after use.

Free Display Stand Provided

A tabletop display stand (holds 6 units front-facing) is offered at no additional cost, enabling easy in-store placement without display setup burden.

MEDIEYE heated eye mask

Meets the Growing Demand for Eye Fatigue Relief

Naturally recommended for customers concerned about eye health—such as those experiencing fatigue after eye exams, dryness from contact lens use, or general visual strain.

Hygienic and Cost-Effective Usage

Designed for clean, sustainable use, making it both user-friendly and economical in the long term.

MEDIEYE heated eye mask – Product proposal

Thank you.

MIRACLARE

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