

## FOR IMMEDIATE RELEASE

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### **AJSENS LAUNCHES INNOVATIVE EYEWEAR MODEL, NAINA: A GAME CHANGER FOR MAKEUP LOVERS**

AJsens is thrilled to announce the launch of its premier model, Naina, a fully detachable titanium frame designed specifically for beauty enthusiasts. With its ultra-lightweight design and patented technology, AJsens technology allows for users to access one eye at a time while using their prescription lenses, making beauty routines easier and more enjoyable. These dual-usage frames are perfect for both daily wear and beauty applications alike.

The name "Naina," meaning "eyes" in Hindi, reflects the essence of this sophisticated cat-eye frame. Available in three flattering colors—gold, red, and blue—Naina features warm tones that beautifully complement a variety of skin tones.



## **Giving Back to the Community**

At its core, AJsens is dedicated to making a positive impact. A portion of the proceeds from every purchase is donated to eye health-related charities each year. Additionally, AJsens prioritizes sustainability by using eco-responsible materials. The titanium frames are complemented by vegan leather packaging and recyclable materials.

## **About AJsens**

Founded in 2023, AJsens is a woman-led brand committed to innovation and quality. The founder, an engineer and professional makeup artist, struggled to do her eye makeup due to her vision. Recognizing that many others face similar challenges, she developed a patented technology to create eyewear that solves these issues for glasses wearers. AJsens fills a crucial gap in the eyewear industry, catering to makeup lovers who find traditional glasses obstructive. AJsens are standard daily prescription frames that use patented technology to fully detach for individual eye access.



## **Obstacle-Free Makeup Routines with AJsens**

AJsens invites all makeup lovers to explore the Naina model and enjoy a seamless, obstacle-free makeup experience! For more information, follow us on Instagram @ajsens.co or visit [www.AJsens.com](http://www.AJsens.com).

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