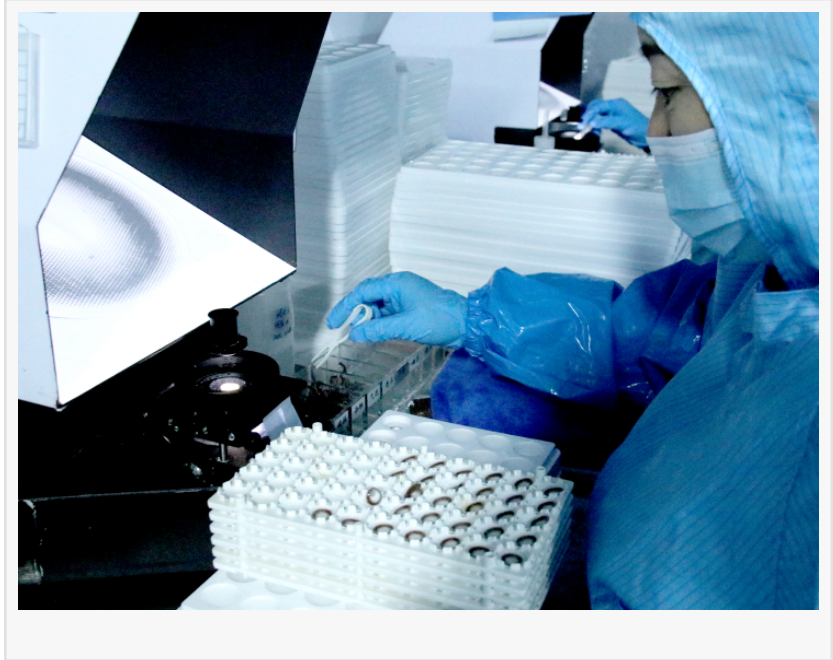


Constar: The Factory Behind the Colored Contact Lens Boom Reshaping Global Beauty

BAIYIN, GANSU, CHINA, July 24, 2026 /EINPresswire.com/ -- Global demand for cosmetic lenses surges as beauty brands and distributors seek FDA- and CE-certified OEM partners to meet consumer appetite across 50+ countries.

BAIYIN, GANSU, July 24, 2026 — The global [colored contact lens](#) market is experiencing its fastest growth cycle in a decade, driven by social media beauty trends, cosplay culture, and rising consumer demand across Asia, the Middle East and Latin America. As beauty brands race to capitalize on the trend, a select group of certified manufacturers is emerging as the critical supply chain backbone behind the industry's expansion.



Among them, [Gansu Constar Technology Group](#) stands out as the only contact lens manufacturer in China holding simultaneous FDA, CE 0197 and ISO 13485 certifications — a combination that grants its partners unrestricted access to virtually every regulated market worldwide.

"Colored lenses have shifted from a niche novelty to a mainstream beauty staple," said Michael Zhang, Director of Business Development at Constar. "Our partners are no longer just optical distributors. They include e-commerce sellers, beauty subscription brands, and cosplay retailers — all demanding private-label lines that meet strict compliance standards in their target markets."

Social Media Fuels a Multibillion-Dollar Surge

Industry analysts estimate the global colored contact lens market will exceed \$2.8 billion by 2028, with the Asia-Pacific region accounting for the largest share of growth. TikTok and Instagram beauty tutorials featuring colored lenses routinely generate millions of views,

converting casual viewers into first-time buyers at an accelerating rate. The cosplay segment — spanning anime conventions, Halloween retail, and gaming communities — adds a second high-growth vertical that seasonal retailers are increasingly stocking year-round.

The surge has created a window for private-label brands. Entrepreneurs and established beauty companies alike are partnering with contract manufacturers to launch branded lens lines without investing in factory infrastructure. The model allows brands to go from concept to shelf in as few as 55 days — a timeline that would have been unthinkable a decade ago.

Certification Barriers Separate Leaders from the Crowd

For brand owners and distributors, manufacturer selection hinges on one critical factor: regulatory compliance. Contact lenses are classified as medical devices in the United States, the European Union and most developed markets. Without proper certification, products cannot clear customs, reach retail shelves or pass the inspection protocols of online marketplaces such as Amazon and Shopee.

Constar operates six production facilities across Gansu and Hunan provinces in China, producing more than 15 million lenses per month. The company holds certifications covering eight major regulatory regions, including FDA clearance for the U.S. market, CE marking for the European Union, TGA compliance for Australia, and AKL approval for Indonesia.

"We have seen brands lose entire shipments because their supplier's documentation was incomplete," Zhang said. "Our approach is to deliver full compliance files — CE certificates, ISO documentation, QC reports — with every order, so our partners never face that risk."

From Pattern Design to Private-Label Packaging

Constar's OEM program offers brand owners access to a catalog of more than 4,000 lens designs, spanning natural enhancement, sparkle gradient, seasonal fashion, and specialty cosplay patterns. The company also provides full custom design services, allowing partners to submit reference images or sketches and receive physical samples within approximately 10 days.

Packaging is fully customizable, with private-label vials, blisters, and retail boxes produced under the brand owner's identity. A dedicated design studio within the factory produces more than 1,000 new patterns monthly, giving partners continuous access to fresh inventory aligned with seasonal trends.

The company also supplies a complementary [lens care product line](#), including multi-purpose solutions, saline eye wash, and starter kit bundles — all available for private-label branding with minimum orders as low as 500 sets.

Global Reach, Local Compliance Knowledge

Constar serves brand owners and distributors in more than 50 countries, with deep market

knowledge across East Asia, Southeast Asia, the Middle East, Europe and the Americas. The company maintains dedicated compliance documentation for each region, including Harmonized System codes for customs clearance and market-specific labeling support.

"We sourced from three Chinese factories before Constar," said Ahmad R., Procurement Manager at an optical distribution company based in Dubai, UAE. "The difference is in the documentation — CE certificates, QC reports, and HS codes arrive with every shipment without us asking. Our import clearance time dropped significantly."

For brand owners and distributors exploring private-label colored contact lens opportunities, Constar offers free product samples and a complimentary sourcing proposal to qualified inquiries.

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