



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO

# Exhibitor & Exhibit Information of the Third China International Import Expo

General No. 5

Consumer Goods (No.1)



新 时 代 共 享 未 来  
NEW ERA, SHARED FUTURE



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## Notice for Reading

Dear readers and users of the Exhibitor and Exhibit Information of the Third China International Import Expo,

On the basis that exhibitors volunteer to provide relevant information, the China International Import Expo Bureau (hereinafter referred to as the "CIIE Bureau") compiles, not for profit, and freely provides the Exhibitor and Exhibit Information of the Third China International Import Expo (CIIE) (hereinafter referred to the Exhibitor and Exhibit Information) in order to timely provide buyers and relevant units with information about the exhibitors and their exhibits and facilitate the matchmaking and negotiation before the CIIE.

The information on relevant exhibitors, their commodities or services has been provided by corresponding exhibitors of the third CIIE. Meanwhile, such exhibitors will be liable for the truthfulness, accuracy, and validity of what they have provided. The CIIE Bureau just collects, arranges, and releases relevant information.

When you read or use the Exhibitor and Exhibit Information, please contact the CIIE Bureau timely if any untruthful or unfaithful information is found, for prompt verification and correction. If any suspected illegal condition is found, relevant legal provisions can be referred to for disposal or please immediately contact the CIIE Bureau and we will remind relevant units for rectification.

It is hereby declared.

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China International Import Expo Bureau  
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## Introduction to Exhibition Area

Taking "Beautiful Life & New Fashion" as the theme and "Green, Low Carbon and Environmental Protection" as keywords, the Consumer Goods Exhibition Area will be designed into six sections with different sub-themes including the Beauty and Cosmetics, Household Goods and Gifts, Intelligent Life & Household Appliances, Maternal & Child Products, Sports & Outdoor Leisure, and Fashion Trends and Works of Art, based on people's current demands for the upgrading of consumption and their yearning for a better, sci-tech and green life. Products and services related to the theme of household cleaning and personal protection will be displayed together, in order to create a brand new exhibition mode for the upgraded experience of consumers through "scenario-based + immersive" design.



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## L'ORÉAL

### ◆ Brief Introduction to Exhibitors

With over 100 years of history, L'ORÉAL has already participated in the first and second CIIE. The Group enjoys a unique international portfolio of 36 diverse and complementary brands, 82,600 employees worldwide, and a dedicated research and innovation team of 3,885 members. In 2018, its global sales amounted to EUR 26.9 billion.

Headquartered in Shanghai, L'Oréal China owns twenty-five brands and has set up five representative offices, a research and innovation center, a training academy, two plants located in Suzhou and Yichang as well as five distribution centers. L'Oréal products are sold through distribution networks such as mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

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## ◆ Highlights



Picture 1: Poster of New Lancôme Clarifique Refining Enzymatic Dual Essence

### Lancôme Clarifique Refining Enzymatic Dual Essence

Enriched with rare beech bud extract, this unique dual essence activates the enzymatic reaction, improves skin's natural mechanism of renewal and ensures a refined and smooth skin texture as well as bright skin tone with a precise water-oil ratio of 97:3. The inserted whisk, protected by the exclusive patent, can generate dynamic micro-bubbles of both essences. Two essences blend instantly after gentle shaking to brighten and moisturize the skin.

## YSL Beauty

### PURE SHOTS Collection--Night Reboot Serum

The serum contains Moonlight Cactus flower extract from Morocco. The most core nutrients of blooming flowers have been captured through a natural and strict high-concentration extraction process. Combined with low-concentration Glycolic Acid, the serum both smooths and refines the feel of skin, and clarifies dull skin for a healthy blemish-free complexion.



Picture 2: Poster of YSL Pure Shots Night Reboot Serum

## **Kiehl's Vital Skin--Strengthening Super Serum**

Formulated with 11kDa (Kilodalton) hyaluronic acid PrimalHyal™ Ultrafiller, the most ground-breaking ingredient of L'ORÉAL, and with three kinds of herbal adaptogens, this serum penetrates skin's surface layers, helps fortify skin barrier function and resists the negative effects of various stressors on the skin.



Picture 3: Poster of Kiehl's  
Vital Skin-Strengthening Super Serum (30ml)



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## AMORPACIFIC GROUP

### ◆ Brief Introduction to Exhibitors

Established in 1945, AMORPACIFIC GROUP headquartered in Seoul, South Korea has already participated in the first and second CIIE. It mainly provides products and services in such fields as cosmetics, personal care, and health care. As the largest overseas market of the Group, China has witnessed the foundation of the "Amorepacific Beauty Campus Shanghai", an integrated hub of production, R&D, logistics and trade. Its sales area covers about 287 cities in China, with a total of 4,300 sales outlets. Currently, ten of its brands have been introduced into China, including Sulwhasoo, Laneige, Mamonde, Innisfree, Etude House, HERA, Primera, IOPE, Ryo and Mise-en-scène.

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[/amorepacific/amorepacific.html](#)

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## ◆ Highlights

### **Sulwhasoo Concentrated Ginseng Renewing Serum**

**Nick Name: Timeless in the Bottle<sup>1</sup>**

Containing such three featured ingredients as the Ginsenisphere™ 1 , Ginsenoside Rd2 and Compound k3, this product is functional in mitigating the aging of skin layers from the center to the surface.



Picture 4: Poster of Sulwhasoo Concentrated



Picture 5: Poster of Sulwhasoo  
First Care Activating Serum EX

### **Sulwhasoo First Care Activating Serum**

**EX**

**Nick Name: Moisturizing Essence**

As Sulwhasoo's star product, it was born in 1997 and upgrades to 5<sup>th</sup> generation in 2020. The New JAUM Activator™ is empowered by data-mining from Asian traditional ingredients. Youth Master Technology™ activates the master gene EGR3 while strengthening the skin micro-biome.

## Laneige Water Bank Hydro Essence

**Nick Name: Water Bank & Hydrating**

### Master

The 25 years of research let Laneige discover moisture's amazing abilities and launch Water Bank Hydro Essence. Aiming at the problems of redness dryness and dullness of young skin, Laneige innovated and developed the "Hydro-Lightening Technology", which offers healthy skin glowing from within.



Picture 6: Poster of Laneige Water Bank Hydro Essence



Picture 7: Poster of IOPE Stem III Ampoule

## IOPE Stem III Ampoule

Adding the components like Allanto-Liposome, Allantoin and peptide, this product can rapidly repair the impaired skin to maintain the protection of the natural barrier, and sweep the dullness of the skin.

## **Mamonde Age Control Power Eye Cream**

Featuring such components as Power Peptide-5 camellia saponin, Mamonde Age Control Power Eye Cream is an eye cream, which is empowered to relieve the 5 major problems causing the aging of the skin around eyes - dryness, wrinkle, dark circle, droop, and eye bag.



Picture 8: Poster of Mamonde Age Control Power Eye Cream Poster



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## Shiseido Company, Limited

### ◆ Brief Introduction to Exhibitors

Established in 1872, Shiseido as the first Western pharmacy in Japan enjoys a history of more than 140 years. Shiseido has also been an exhibitor of the Second CIIE. Providing products for over 120 countries and regions, Shiseido has developed commodities involving products for skincare, body care and sun-resistant, cosmetics and perfume, as well as specialty products for beauty centers and hair salons. In 1981, Shiseido entered the Chinese market, which has become the largest overseas market of Shiseido for three consecutive years since 2017. Shiseido has tailored more than 30 brands for the market of China (mainland China, including the market of cross-border e-commerce), such as SHISEIDO, clé de peau BEAUTÉ, NARS, ipsa and other high-end cosmetics brands.

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## ◆ Highlights



### Shiseido Eudermine Revitalizing Essence

Eudermine is a masterpiece of Shiseido, which was launched in 1897 for Shiseido's strategy of officially entering the cosmetics industry. The name, Eudermine is a combination of the Greek words of Eu (beauty) and Derma (skin). It is affectionately nicknamed “Shiseido's Red Water” because of the lotion's vivid color reminiscent of red wine. Since its marketing, Eudermine has been popular among customers for more than 100 years. As a perennial best-seller, Eudermine has further upgraded its formula and packaging, thus ascending to a

Picture 9: Eudermine Product Diagram

highly functional toner that "can kill the dryness and save the moisture of the skin to achieve the skin regeneration".

### Shiseido Ultimune Power Infusing Concentrate

Innovative Technology: New ImuGeneration Technology™ can strengthen the survival rate of the immune cell of the skin namely the Langerhans cell, which is able to better protect our skin from impairment.

Unique Component: Ultimune Complex™, comprising of precious naturally occurring ingredients to activate the immune cell of the skin namely the Langerhans cell, which is able to nourish and shield your skin.



Picture 10: Shiseido Ultimune Power Infusing Concentrate Product Diagram



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## GERMAINE DE CAPUCCINI

### ◆ Brief Introduction to Exhibitors

GERMAINE DE CAPUCCINI is a brand established in 1964. The brand has developed more than 600 products of 26 series to aim at the markets of professional sectors, daily chemical industry, cosmetics, and face & body care. Leveraging the complete range of products, GERMAINE DE CAPUCCINI has been a professional provider of skincare products for online & offline customers and beauty salons. Its products have been sold in more than 90 countries and regions including Spain, the UK, China and Russia. GERMAINE DE CAPUCCINI has also armed itself with independent labs, production lines and quality control & management.

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## ◆ Highlights

### GERMAINE DE CAPUCCINI Excel

#### Therapy O<sub>2</sub> 1st Essence

Origin: Spain

Functions: Nourishing and relaxing the skin.



Picture 11: Poster of GERMAINE DE CAPUCCINI

Excel Therapy O<sub>2</sub> 1st Essence



### GERMAINE DE CAPUCCINI

#### Timexpert C+ Intensive Multi-correction Emulsion

Origin: Spain

Functions: Brightening the skin by removing the dullness; anti-glycation & anti-oxidant.

Picture 12: Poster of GERMAINE DE CAPUCCINI

Timexpert C+ Intensive Multi-correction Emulsion

## GERMAINE DE CAPUCCINI

### Timexpert Lift Neck

Origin: Spain

Functions: Lifting; firming; anti-wrinkle;  
repairing.



Picture 13: Poster of GERMAINE DE CAPUCCINI

Timexpert Lift Neck





## Jassen GmbH

### ◆ Brief Introduction to Exhibitors

Established in 2008 in Nuremberg, Germany, Jassen GmbH is a multinational corporation marketing its products featuring cosmetics and health care products worldwide. As of 2019, OJESH, a sub-brand of Jassen GmbH has arranged agents in 37 countries and regions across the world. With more than 5,000 dealers, OJESH has achieved an annual turnover of RMB 1 billion. In 2016, Jassen GmbH established the operation center and social commerce in Shenzhen, China, exercising the omnichannel sales models including e-commerce and cosmetic shops (CS).

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### ◆ Highlights

#### **OJESH Lifting Treatment Hyaluron Serum**

The featured component of this product is oligo-hyaluronic acid,

which is an LMW hyaluronic acid. Its nano-particles that can penetrate the epidermis to the dermis are functional in stimulating the generation of collagen and hyaluronic acid to strengthen the collagenous fiber, smoothening the fine lines. Furthermore, adding the plant essence, the product can make the skin softer, smoother, and more translucent.



Picture 14 & 15 & 16: OJESH Classic Hyaluronic Acid

(7-piece package, 21-piece package and 28-piece



Picture 17: OJESH Lifting Treatment

Picture 18: OJESH Hyaluronic Acid Collagen

Hyaluron Serum (7-piece package) and

Mask



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**We are looking forward to seeing you at the Third CIIE.**

