



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. 10

Consumer Goods (No.2)



新 时 代 共 享 未 来
NEW ERA, SHARED FUTURE



Notice for Reading

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

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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.

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It is hereby declared.

Contact: zsc@ciie.org

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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B&D LIFE HEALTH CO., LTD.

◆ Brief Introduction to Exhibitors

B&D LIFE HEALTH CO., LTD. was founded in South Korea in 2004 and is now a listed group in South Korea. It has participated in the First and Second CIIE. It has its own factory and R&D center in South Korea, and its main products are household cleaning products dominated by laundry detergents. It plans to increase cosmetics and personal care products in 2020. Since its establishment, it has been committed to the research of environmental protection products, and all its products have passed environmental protection tests and obtained a number of environmental certifications.

Official Website: <http://www.e-seje.com>

Contact Person: Li Chen

Contact: bnd6679@163.com

◆ Highlights

bnd Stain Remover

It is suitable for the cleaning of furniture, kitchen, bathroom, floor, vehicles, toys, clothing



Picture 1: Advertisement of bnd Stain

and others. It is gentle and its sterilizing rate can reach 99.9% according to the test report.

bnd Baby Natural Detergent

Amylase, lipase and protease are added in for the cleaning of milk stains and urine stains of infants and young children, which double the cleaning effect. It can sterilize babies' clothes and eradicate odor. The botanic surfactant in the detergent will not do harm to babies' delicate skins.



Picture 2: Product Diagram of bnd Baby Natural Detergent

bnd Natural Detergent



Picture 3: Product Diagram of bnd Natural Detergent

Seven kinds of strong enzymes (lipase, amylase, protease, cellulase, pectinase, etc.) are added in to enhance its effects of cleaning and sterilizing clothes and removing odors, with which the detergent will not corrode the clothes at the same time.

bnd Washing Liquid & Dry

A number of natural ingredients such as green tea and soybean extract are added in, which will not do harm to skins. It is suitable for the cleaning of underwear or towels, which will directly touch people's sensitive skins, as well as high-end clothing including knitted sweaters and sweaters.



Picture 4: Product Diagram of bnd Washing Liquid & Dry

bnd Natural Dish-wash

No preservatives and artificial flavors, but several plant extracts are added in. It can remove odor and decompose grease. It is gentle and will not hurt hands.



Picture 5: Product Diagram of bnd Natural Dish-wash

bnd Flowery Laundry Detergent



Picture 6: Product Diagram of bnd
Flowery Laundry Detergent

Five kinds of enzymes including lipase, amylase, protease, cellulase and pectinase are added in to strengthen its cleaning effects. It contains botanic surfactants, which can help remove stains more easily while reducing damage to clothing. In addition, lavender and rose natural essential oils are added in to make it smell fresher and more natural.



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CURADEN AG

◆ Brief Introduction to Exhibitors

CURADEN AG was founded in Switzerland in 1954 and is headquartered in Kriens. CURADEN AG specializes in oral care products for nearly 70 years and focuses on CURAPROX high-end oral care products, which have been sold in more than 60 countries and regions around the world. Its flagship brand CURAPROX entered China in 2015 and it focuses on dental professional channels and high-end & niche channels. The brand has developed rapidly.

Official Website: www.curaprox.com

Contact Person: Frank Jiang

Contact: frank.jiang@81hall.com

◆ Highlights

CURAPROX Soft Toothbrushes and Whitening Toothpaste

The ultrasoft toothbrush that
CURAPROX jointly developed with



Picture 7: Advertisement of

CURAPROX Soft Toothbrushes

the University of Bern in Switzerland has been released for the first time in mass consumption channels.

CPS Prime Interdentales

The CPS prime interdental brushes that CURAPROX jointly developed with the University of Bern in Switzerland have been released for the first time in mass consumption channels.



Picture 8: Advertisement of CPS Prime Interdental Brushes



Picture 9: Advertisement of CS 5460 Ultra Soft Toothbrush

CS 5460 ultra soft

It features 5,460 pieces of patented ultra-fine hairs with a diameter of 0.1 mm made in Switzerland, which has 36 color varieties, and an octagonal brush handle. It is designed for adults.

CURA KIDS 4260

It features 4,260 pieces of patented ultra-fine hairs with a diameter of 0.1 mm made in Switzerland, a brush handle made of skid-resistant material and a toothbrush head made of silica gel. It is designed for children aged from 0 to 4.



Picture 10: Advertisement of CURA KIDS 4260



Picture 11: Advertisement of CS 7600 Smart

CS 7600 Smart

It features 7,600 pieces of patented ultra-fine hairs with a diameter of 0.08 mm made in Switzerland, which has 36 color varieties, and an octagonal brush handle. It is designed for children aged

above 5, the people with relatively small mouths and the people who pay much attention

to the cleanliness in spots which other toothbrushes hardly reach.

BIW Toothpaste

It contains sodium fluoride, activated carbon, active enzyme system and hydroxyapatite, and not contain carborundum, foaming agent, triclosan and bleaching agent, so it will not damage enamel.



does

Picture 12: Advertisement of BIW Toothpaste



Picture 13: Advertisement of [BE YOU.]
Mood Toothpaste

[BE YOU.] Mood Toothpaste

It features six zesty fruit flavors, and gentle and natural whitening effects, which can keep people's breath fresh for a long time. It contains sodium chloride, hydroxyapatite, salivary enzyme, relaxing granules and colorful granules, which can form a protective film on the surface of teeth.



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Pharsmart

◆ Brief Introduction to Exhibitors

Pharsmart is an Italian health and cosmetic brand and an exhibitor of the second CIIE. Headquartered in Milan, Italy, Pharsmart operates businesses involving healthy food, cosmetics, daily healthcare products, drugs, medical devices and so on. Since entering China, Pharsmart has had in-depth exchanges with domestic enterprises and reached strategic alliances with them. It has been pursuing in-depth development in China while actively expanding cooperation channels in Europe and even around the world and looking for high-quality partners with a global view.

Official Website: <http://www.pharsmart.com/>

Contact Person: Chen Xingwen

Contact: c_xingwen@lihepharm.com.cn

◆ Highlights

Rossylla Collagen Beauty Drink

It is a drink carefully developed by Dr. Cotticelli Giovanni to

maintain skin moisture and reduce wrinkles; each bottle contains 5,000 mg of VERISOL fish skin collagen from the deep sea, which is added in the drink in a golden ratio to nutrients such as natural vitamin E, vitamin C and zinc to solve women's skin aging problems.



Picture 14: Advertisement of Rossylla Collagen Beauty

Simanna Olive Oil Nutrition Balanced Body & Hair Products

It contains Italian cold-pressed olive oil and natural plant essences. It can completely clean hair, improve the environment in which the hair



Picture 15: Advertisement of Simanna Olive Oil

Nutrition Balanced Body & Hair Products



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Dr.Wild&Co.AG

◆ Brief Introduction to Exhibitors

Founded in 1932, Dr. Wild & Co. AG headquartered in the Basel region of Switzerland enjoys a history of 88 years. Its laboratory factory covers an area of more than 4,000 square meters. This area is also hailed as "Biological Silicon Valley". It specializes in the R&D and production of oral care products and drugs and ranks among the top 30 in Switzerland's OTC manufacturing industry. Dr. Wild has focused on professional oral care and OTC drugs for 50 years. For each oral problem, it has designed specific oral care toothpaste.

Official Website: <http://www.wild-pharma.com>

Contact Person: Manager Dai

Contact: 3512189450@qq.com

◆ Highlights

Dr. Wild Depurdent Cleaning and Polist

White Teeth

It removes exogenous stains (tobacco stain



etc.) in a physical way for the restoration of naturally white teeth.

Dr. Wild Emoform Diamond Whitening Toothpaste

It contains fine diamond particles, which can gently clean and polish the surfaces of the teeth, and keep teeth away from tartar.

Dr. Wild Tebodont Toothpaste

It contains Australian tea tree oil to freshen breath, balance oral



Picture 17 and Picture 18: Advertisements of

Dr. Wild Emoform Diamond Whitening Toothpaste and Tebodont Toothpaste bacteria, and prevent oral ulcers.

Dr. Wild Emoform Kids Toothpaste

The toothpaste, which is designed for young children, allows babies to swallow at ease. It contains stevioside, a good ingredient for preventing bacteria in the oral cavity and tooth decay.

Dr. Wild Emofluor Pro Toothpaste

It combines the 20 years of CUROLOX technology with the effect of eliminating teeth sensitivity and repairing early caries white spots.



Picture 19 and Picture 20: Advertisements

of Dr. Wild Emoform Kids Toothpaste and Emofluor Pro Toothpaste



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Aderans Company Limited

◆ Brief Introduction to Exhibitors

Founded in 1968, Aderans Company Limited is headquartered in Tokyo, Japan, and is also an exhibitor of the Second CIIE. It has been engaging in wigs, scalps, hair, beauty and health business. It currently has more than 60 subsidiaries and 800 stores across the world. Aderans fully leverages the successful experience and management resources of companies all over the world to provide hair care and beauty and hair restoration and hair loss prevention services. Based on the experience and professional technology accumulated by the global branches, it is committed to meeting numerous consumers' pursuit of health and youth.

Official Website: <https://www.aderans.co.jp/>

Contact Person: Huang Yuehong

Contact: yuehong.huang@aderanschina.cn

◆ Highlights

benefage Hair Care Series Products

They are specially designed for women's scalp and hair. Hair Repro

can effectively remove dirt and keep a healthier hair growth environment. Beustage Volume Control Shampoo with cleaning effect can supply the hair with nutrients, leaving the hair bouncy and resilient. Scalp Shampoo & Keep can tone up hair roots, enliven new hair and make hair thrive. Soilucxa contains 15 active ingredients including extracts of soybean and amino acid, which are conducive to hair growth. This product was newly released in China.



Picture 21 and Picture 22: Product Diagrams of benefage Hair Repro, Beustage Volume Control Shampoo, Beustage Volume Control

Doraise Comb

It is an epoch-making scalp beauty equipment that simultaneously features multiple functions such as EMS/EP/RF vibration and can provide hair and scalp care. This product was newly released in China.



Picture 23: Product Diagram of Doraise Comb



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WELCOS CO., LTD

◆ Brief Introduction to Exhibitors

WELCOS CO., LTD has walked along one way for the R&D, production and sales of naturalistic cosmetics based on the theme of purity of nature since its establishment in October 1986. Welcos upholds management ideas of taking customer satisfaction as the primary value and analyzes fashion trends and consumer characteristics through constant market researches for targeted products R&D. With core R&D talent, it focuses on developing creative products in a flexible and innovative manner. WELCOS CO., LTD is also an exhibitor of the Second CIIE.

Official Website: <http://www.welcos.com>

Contact Person: Zhang Qichao

Contact: whh11688@163.com

◆ Highlights

**Kwailnara Body Phren
Oriental Rose Shower Gel**

The product was newly released in China. The product contains Italian Tuscany hot spring water, natural rose extract and rich vitamin C, B, E and other nutritional contents to supplement nutrition and improve skin texture.



Picture 24: Product Diagram of Kwailnara Body

Phren Oriental Rose Shower Gel

Epson WF-M20590a Monochrome Printer



Picture 25: Product Diagram of
Confume Blossom Green Therapy Damage
Care Shampoo

**Confume Blossom Green
Therapy Damage Care Shampoo**

The product was newly released in China. The product contains rose extract, tea leaf extract, Argan oil and rich vitamins. With soft nature moisture retention, the product can supplement moisture and nutrition for hair.

Kwilnara Body Phren Apple Relaxing Shower Gel

The product contains such ingredients as apple extract, a large amount of vitamin C, anthocyanin, organic acid, amino acid, malic acid and hot spring water from Tuscany, Italy. Besides, it is rich in minerals and features remarkable effects on moisturizing, stabilizing and sterilizing. After use, fresh and sweet and sour apple aroma can surround the whole body.



Picture 26: Product Diagram of Kwilnara Body Phren Apple Relaxing Shower Gel

Confume Blossom Green Therapy Damage Care Shampoo



Picture 27: Product Diagram of Confume Blossom Green Therapy Damage Care Shampoo

The product was newly released in China. The product contains hydrolyzed milk protein, protein, vitamins A, B, E and other nutritional ingredients, which can gently care for skins, keep deep moisture, and relieve four major skin problems. After use, a faint fragrance of milk will rise up through the air. It can keep hair light, moist, and non-greasy.

Confume Blossom Green Therapy Miracle Volume Shampoo

The product was newly released in China. The product takes anti-mite essence extracted from rosemary as the raw material. Rosemary leaf oil can penetrate into pores to remove mites, balance grease of pores,



control pruritus, dandruff and baldness, and restore the ecological balance of the head. Cactus extract is included and has anti-oxidative and anti-inflammatory effects.

Picture 28: Product Diagram of Confume

Blossom Green Therapy Miracle

Volume Shampoo

Epson WF-M20590a Monochrome



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<https://www.ciie.org/>

Service hotline:

+86-21-968888



Official APP



Official WeChat

We are looking forward to seeing you at the third CIIE.

