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CACPA Monthly Report on China' s Cosmetics Market (August 2025)

CACPA 中国化妆品市场月报 | 2025 年 8 月期

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Editor' s Note / 编者小语

Founded in 2000 in New York City, CACPA is a nonprofit with 300+ global members, dedicated to advancing careers and collaboration between China and US cosmetic industries.

本会成立于 2000 年纽约, 拥有 300 余名全球会员, 致力于推动中美化妆品行业的职业发展与合作。

This newsletter, a collaboration between CACPA and Qingyan Intelligence (青眼情报)、CHAILEEDO, offers clearly structured, focused insights to help members quickly grasp China' s cosmetics market.

本刊由 CACPA 与青眼情报、CHAILEEDO 联合出品, 结构清晰、内容聚焦, 助会员快速深入理解中国化妆品市场。

We' d love to hear from you! Take our short survey to help us make future editions even better and more relevant to your interests.

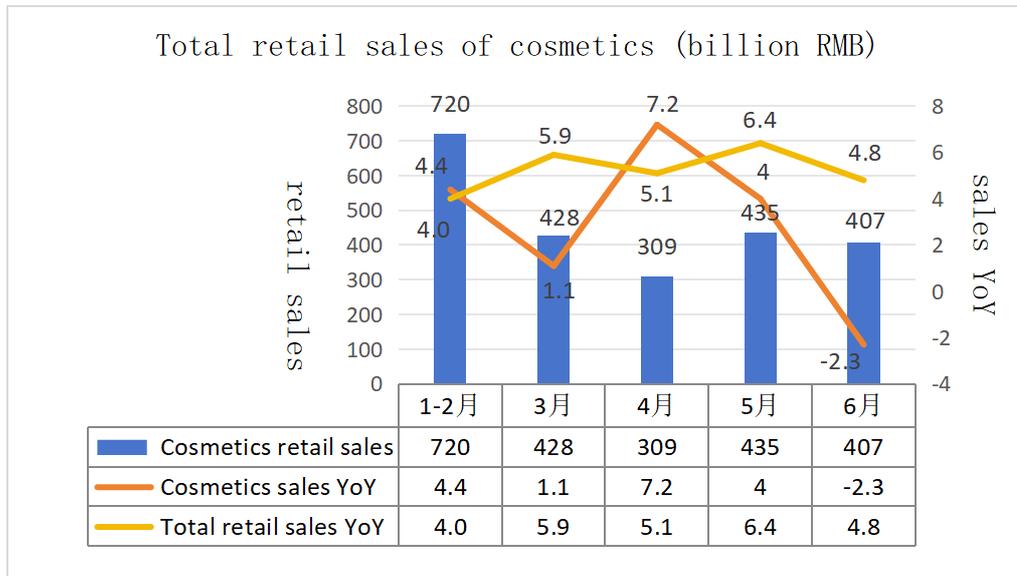
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Survey Link/问卷链接: <https://forms.gle/XiZ68JgQ1Rj72GED9>

Key Events in China's Beauty Industry | 中国美妆行业大事件

Cosmetics Retail Data | 中国化妆品市场零售数据

The total retail sales of cosmetics by units above designated size in June reached 40.7 billion RMB, a year-on-year decrease of 2.3%. From January to June, the cumulative retail sales totaled 229.1 billion RMB, a year-on-year increase of 2.9%.



6月限额以上单位化妆品零售总额为407亿元，同比下降2.3%；1-6月限额以上单位化妆品零售总额为2291亿元，同比增长2.9%。

View Source/来源链接: <https://www.stats.gov.cn>

Major Local Company Events | 本土头部企业动态

Investment News | 投资相关

 <p>丽人丽妆 Lili & Beauty</p>	<p>Lili Management, a wholly-owned subsidiary of Lili & Beauty, plans to reduce its investment in the Baojie Huishan Qi Investment Fund from ¥285M to ¥260M . Liren Management's investment will be reduced from ¥30M to ¥27.1393M, and its share will decrease from 10.51% to 10.43%.</p> <p>丽人丽妆全资子公司丽人管理参与的宝捷会山启投资基金拟将出资额由 2.85 亿元减至 2.6 亿元，丽人管理出资额由 3000 万元减至 2713.93 万元，占比由 10.51%降至 10.43%。</p> <p>View Source/来源链接: https://data.eastmoney.com</p>
 <p>青蛙王子</p>	<p>The production base of Vietnam Mingshang Cosmetics Co. Ltd, a subsidiary of Frog Prince Group, has commenced operations. It features five state-of-the-art production facilities specializing in hair care, bath salts, and gift set assembly, with an annual production capacity exceeding 20,000 tons.</p> <p>青蛙王子集团越南明尚化妆品有限公司生产基地投产，其拥有洗护、浴盐、礼品套装组装等 5 大智能生产车间，可实现年产能超过 2 万吨。</p>

	<p>View Source/来源链接: https://mp.weixin.qq.com</p>	
<p>EASYCARE GROUP 伊斯佳集团</p>	<p>EASYCARE INTELLIGENCE TECH.INC announced plans to establish a wholly-owned subsidiary in Hong Kong to expand its overseas market and enhance its competitiveness. The investment amount is ¥13.719M, and the funds will come from the company's own funds.</p> <p>珠海伊斯佳科技股份有限公司宣布拟在香港设立全资子公司，以拓展海外市场，提升公司竞争力，投资金额为1371.9万元，资金来源为公司自有资金。</p> <p>View Source/来源链接: https://xinsanban.eastmoney.com</p>	
	<p>Youlipai Technology Co. Ltd. was established, with its business scope including cosmetics wholesale. The company is wholly owned by Jiusu Technology Co. Ltd., a subsidiary of SUNGLOW Technology.</p> <p>优俐派科技（天津）有限公司成立，经营范围包含化妆品批发等。该公司由翔港科技旗下久塑科技（上海）有</p>	

	<p>限公司全资持股。</p> <p>View Source/来源链接： https://finance.eastmoney.com</p>	
 	<p>BLOOMAGE GAG, a subsidiary of BLOOMAGE Biotech, has established itself in Guangming District, Shenzhen. In the future, it will focus on the application of biotechnologies such as whole enzyme synthesis heparin in cosmetics and other fields.</p> <p>华熙生物旗下华熙唐安生物科技有限公司落地深圳光明区，未来将聚焦全酶合成肝素等生物技术在化妆品及多领域的应用。</p> <p>View Source/来源链接：https://news.qq.com</p>	
	<p>Sasa International announced that it will spend no more than approximately ¥18.2256M over the next 12 months to repurchase shares and purchase incentive shares in order to boost investor confidence and enhance shareholder returns.</p>	

	<p>莎莎国际宣布未来 12 个月内耗资不超过约 1822.56 万元回购股份及购入激励股份，以提振投资者信心及提升股东回报。</p> <p>View Source/来源链接: https://pdf.dfcfw.com</p>	
 <p>JUNG SAEM MOOL</p>	<p>Hong Kong private equity firm CLSA Capital Partners plans to invest ¥261M in Korean professional makeup artist brand JUNG SAEM MOOL BEAUTY.</p> <p>香港私募股权公司 CLSA Capital Partners 计划以 2.61 亿元的价格投资韩国专业化妆师品牌 JUNG SAEM MOOL BEAUTY。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>	

Strategic Collaborations | 合作相关

 <p>珀莱雅</p>	<p>Proya signed a cooperation agreement with West China Hospital of Sichuan University to focus on “mitochondrial anti-aging” and promote the application of medical research in the field of cosmetics.</p> <p>珀莱雅与四川大学华西医院签订合作协议，将聚焦“线粒体抗衰”，推动医学研究在化妆品领域的转化应用。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>
  <p>CRODA Smart science to improve lives™</p>	<p>Kolmar Wuxi Cosmetics has entered into a strategic partnership with Corda Chemicals, focusing on innovation in raw materials for personal care and sunscreen products, as well as product research and development, to drive product upgrades.</p> <p>无锡科玛化妆品与上海禾大化学品达成战略合作，将聚焦个人护理与防晒产品原料创新、产品研发等领域，推动产品升级。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>

 <p>OSM 欧诗漫</p>  <p>Givaudan</p>	<p>OSM has entered into a strategic partnership with Givaudan Active Beauty, with both parties set to engage in in-depth cooperation in areas such as active ingredient procurement, joint research and development, technical exchanges, and market promotion.</p> <p>欧诗漫与奇华顿活性美容产品部达成战略合作，双方将在活性成分采购、联合研发、技术交流及市场推广等领域展开深度合作。</p> <p>View Source/来源链接: https://m.bjnews.com.cn</p>
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First Stores & New Channels | 首店 / 新渠道布局

 <p>重药控股股份有限公司 C.Q. Pharmaceutical Holding Co., Ltd.</p>	<p>C.Q. Pharmaceutical Holding Co., Ltd.: Continues to expand into emerging business areas, with presence and introductions already made in medical aesthetics, special medical foods, and other areas.</p> <p>重药控股：持续拓展新兴业务领域，已在医美、特医食</p>
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	<p>品等方面进行布局和引进。</p> <p>View Source/来源链接： https://finance.eastmoney.com</p>
<p> 瑗尔博士</p>	<p>Dr.Alva's probiotic series has successfully entered 300 Watsons stores in Malaysia, while its skincare series has entered 20 stores.</p> <p>瑗尔博士益生菌系列成功入驻马来西亚屈臣氏 300 家门店，护肤系列入驻 20 家门店。</p> <p>View Source/来源链接：https://mp.weixin.qq.com</p>
<p> JOOCYEE</p>	<p>Joocyee's first overseas offline store opened on Orchard Road in Singapore on July 21, launching several beauty products designed specifically for the overseas market, including a new shade of “Crystal Lipstick” exclusive to overseas markets.</p> <p>酵色海外线下首店于 7.21 落地新加坡乌节路，推出“晶冻口红”海外专属新色等多款专为海外市场打造的美妆产品。</p> <p>View Source/来源链接：https://finance.sina.com</p>

 	<p>High-end perfume brand DOCUMENTS has officially joined Sephora, exclusively launching three new Eau de Parfum fragrances: “OFF” , “Sensitive” and “Void” .</p> <p>高端香水品牌闻献正式入驻丝芙兰，同时独家首发“夜漠回声 OFF”、“体物入微 SENSITIVE”、“空无一木 VOID”三款淡香精香水。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>
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R&D News | 研发成果相关

	<p>Jinbo Bio has released a new product, recombinant humanized type III collagen gel for injection, which is mainly used to correct midface volume loss or midface contour defects.</p> <p>锦波生物发布新品注射用重组Ⅲ型人源化胶原蛋白凝胶，其主要用途是矫正中面部容量缺失或中面部轮廓缺陷。</p>
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	View Source/来源链接: https://mp.weixin.qq.com
	<p>Nox bellcom has launched the “Plant Cell Intelligent Manufacturing Platform,” introducing GreenCall™ plant callus cell directed culture technology and PhytoExo™ PLUS+ plant callus cell exosome delivery technology.</p> <p>诺斯贝尔发布“植物细胞智能制造平台”，推出 GreenCall™植物愈伤细胞定向培养技术和 PhytoExo™ PLUS+植物愈伤细胞外泌体递送技术。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>

Others | 其他事件

	<p>BLOOMAGE Biotech's sodium hyaluronate API production system passed the US FDA's cGMP on-site inspection with zero defects. The inspection covered six major systems, including quality systems, facilities, and equipment.</p> <p>华熙生物的玻尿酸钠原料药生产体系以零缺陷通过美国 FDA 的 cGMP 现场检查，该检查涵盖质量体系、设施与设备等六大系统。</p>
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	<p>View Source/来源链接: https://data.eastmoney.com</p>
 <p>华熙生物 BLOOMAGE BIOTECH</p>	<p>BLOOMAGE Biotech's "BM Muscle Activation" trademark has been rejected multiple times due to lack of distinctiveness and is currently invalid.</p> <p>华熙生物旗下“BM 肌活”商标因缺乏商标显著性，注册申请被多次驳回，目前已失效。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>
 <p>傲彩 做包装上做彩</p>	<p>Beauty packaging supplier Aocai has fallen into financial difficulties due to debts of ¥47.8M and has announced that it will cease all business operations as of June 30, 2025.</p> <p>美妆包材商傲彩因负债 4780 万元陷入困境，宣布自 2025 年 6 月 30 日起全面停止业务运营。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>

Multinational Brand Moves in China | 外资企业在华大事件

 <p>THE ART AND SCIENCE OF PURE HERBS AND PLANT ESSENCES</p>	<p>The first store of Aveda, a high-end hair care brand under Estée Lauder, has opened in Shanghai Xintiandi, featuring a "Funeng Aromatherapy" area.</p> <p>雅诗兰黛旗下高端护发品牌艾梵达中国首店落户上海新天地，内含“馥能芳疗”区。</p> <p>View Source/来源链接： https://export.shobserver.com</p>
<p><i>innisfree</i></p>	<p>Innisfree's Tmall Global overseas flagship store has announced its official closure due to business strategy adjustments.</p> <p>悦诗风吟天猫国际海外旗舰店宣布正式闭店，原因是经营战略调整。</p> <p>View Source/来源链接：https://mp.weixin.qq.com</p>
 	<p>Henkel Consumer Brands has announced the full takeover of the Sassoon Greater China hair care business, aiming to drive comprehensive brand upgrades, localize star products, and meet the diverse needs of consumers.</p> <p>汉高消费品牌业务部宣布全面接管沙宣大中华区头发护理业务，推动品牌全方位升级，实现明星产品本土化生</p>

	<p>产，满足消费者多元需求。</p> <p>View Source/来源链接: http://xhslink.com</p>
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Major events related to channel platforms | 渠道平台相关大事件

	<p>JD Worldwide has launched a "semi-managed" merchant attraction program, where JD is responsible for overseas marketing and promotion, while merchants are responsible for fulfillment and after-sales service. The first batch of hotly-sought categories includes maternal and child care, personal care, and other categories.</p> <p>京东全球售开启“半托管”招商，该模式由京东负责海外营销推广，商家负责履约售后，首批热招类目包括母婴个护等多个品类。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>
	<p>JD Health has opened its first offline medical aesthetics clinic directly owned and operated by JD, "JD Medical Aesthetics," in Yizhuang, Beijing. The clinic currently offers four major minimally</p>

	<p>invasive aesthetic services: skin whitening and rejuvenation, hydrating mesotherapy, wrinkle reduction and facial slimming, and photoelectric anti-aging treatments.</p> <p>京东健康旗下首个线下医美自营诊所“京东医美”在北京亦庄开业，目前提供美白嫩肤、水光美塑、除皱瘦脸和光电抗衰四大轻医美服务。</p> <p>View Source/来源链接: https://www.pai.com</p>
	<p>Pinduoduo plans to invest over 100 billion yuan in resources over the next three years to support merchants in their transformation and upgrading; it will also establish a "Merchant Rights Protection Committee" to further improve services for merchants.</p> <p>拼多多拟三年内投入超 1000 亿元资源，支持商家转型升级；将成立“商家权益保护委员会”进一步完善商家服务。</p> <p>View Source/来源链接: https://finance.sina.com</p>
	<p>JD.com has launched the “100 Billion Yuan, 1,000 Brands New Growth Plan” , aiming to introduce 1,000 new overseas brands in the next three years</p>

	<p>and help them achieve a sales growth of RMB 10 billion.</p> <p>京东启动“百亿千品新增长计划”，未来三年将引入 1000 个海外新品牌并助力其实现 100 亿元销售增长。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>
	<p>From January to June 2025, the "Nine Major Merchant Support Policies" of Douyin E-commerce saved merchants a total of over 14 billion yuan in operating costs.</p> <p>2025 年 1-6 月，抖音电商“九大商家扶持政策”累计为商家节省经营成本超过 140 亿元。</p> <p>View Source/来源链接: https://mp.weixin.qq.com</p>

Capital & M&A Highlights | 中国化妆品行业相关资本事件

Investment Activity | 企业投融资信息

 	<p>Runxihe Biotechnology Co., Ltd</p> <p>Withdrawal amount: 10 million yuan</p> <p>Withdrawing party: Yuehua Entertainment</p> <p>Supplementary information: The company is currently wholly owned by Huaxi Biology.</p> <p>润熙禾生物科技有限公司</p> <p>撤资金额: 1000 万元</p> <p>撤资方: 乐华娱乐</p> <p>补充信息: 该公司目前由华熙生物全资持股。</p> <p>View Source/来源链接: http://www.itbear.com</p>
 	<p>Tianjin Hesheng Biotech</p> <p>Fundraising amount: tens of millions of yuan</p> <p>Investor: Led by Bohai Chuangfu Securities Investment Co., Ltd</p> <p>Investment purpose: To accelerate its technological innovation in synthetic biology.</p> <p>天津合生生物</p> <p>融资金额: 数千万元</p> <p>投资方: 渤海创富证券投资有限公司领投</p>

	<p>投资目的：加速其在合成生物学的技术创新。</p> <p>View Source/来源链接：https://news.pedaily.cn</p>
 <p>普丽妍</p>  <p>MIRAE ASSET 未来资产资本(中国)</p>	<p>Priyeon</p> <p>Fundraising amount: 360 million yuan</p> <p>Investor: Future Asset Capital (China) as the leading investor</p> <p>Investment purpose: For the research and development investment, expansion, and other related expenses of its subsequent multiple injectable medical beauty products.</p> <p>普丽妍</p> <p>融资金额：3.6 亿元</p> <p>投资方：未来资产资本（中国）领投</p> <p>投资目的：用于其后续多个注射医美产品的研发投入、扩产扩建等。</p> <p>View Source/来源链接：https://mp.weixin.qq.com</p>

IPOs & Delistings | 上市/退市动态

	<p>Shenzhen Lanting Technology Co., Ltd. terminates its listing counseling at the Beijing Stock Exchange</p> <p>Relevant financial data: In 2024, the revenue was RMB 323 million, a year-on-year decrease of 14.87%. The net loss attributable to shareholders of the listed company was RMB 17 million, representing an expanded loss compared to the same period last year.</p> <p>深圳市兰亭科技股份有限公司终止在北交所的上市辅导</p> <p>相关财务数据:2024年营收为3.23亿元,同比下降14.87%,归属于挂牌公司股东的净亏损为1700万元,相较去年同期亏损扩大。</p> <p>View Source/来源链接: https://xinsanban.eastmoney.com</p>
	<p>The application of Jiangsu Oppeal Daily Cosmetics Corp, LTD. for terminating its listing on the New Third Board has been accepted</p> <p>Relevant financial data: In 2024, its revenue was 530 million yuan, representing a year-on-year increase of 32.53%. The net profit attributable to shareholders was 29 million yuan, marking a year-on-year increase of 121.69%.</p> <p>江苏欧佩日化股份有限公司终止挂牌新三板申请被受理</p>

	<p>相关财务数据：2024 年其营收为 5.30 亿元，同比增长 32.53%，归母净利润为 0.29 亿元，同比增长 121.69%。</p> <p>View Source/来源链接：https://mp.weixin.qq.com</p>
	<p>Raw material supplier Hangzhou Grascent Co., Ltd. starts the filing for IPO counseling on the Growth Enterprise Market</p> <p>Relevant financial data: In the first half of 2024, revenue was between 429 million yuan and 497 million yuan, representing a year-on-year increase of 24.98% to 44.72%; net profit attributable to shareholders was between 65 million yuan and 78 million yuan, up 54.74% to 83.28% year-on-year.</p> <p>原料供应商格林生物启动创业板 IPO 辅导备案</p> <p>相关财务数据：2024 年上半年营收为 4.29 亿元-4.97 亿元，同比增长 24.98%-44.72%；归母净利润为 0.65 亿元-0.78 亿元，同比增长 54.74%-83.28%。</p> <p>View Source/来源链接：https://data.eastmoney.com</p>
	<p>Huaheng Biotech plans to prepare for its listing on the Hong Kong Stock Exchange</p> <p>Relevant financial data: In 2024, the operating revenue was RMB 2.178 billion, representing a year-on-year</p>

	<p>increase of 12.37%; the net profit attributable to shareholders of listed companies, after deducting non-recurring gains and losses, was RMB 177 million, a year-on-year decrease of 59.54%.</p> <p>华恒生物拟筹划港股上市</p> <p>相关财务数据：2024 年营业收入为 21.78 亿元，同比增长 12.37%；归属于上市公司股东的扣非净利润为 1.77 亿元，同比下降 59.54%。</p> <p>View Source/来源链接：https://data.eastmoney.com</p>
	<p>BioRegen Biomedical (Changzhou) Co., Ltd. resumes listing review on the Beijing Stock Exchange</p> <p>Relevant financial data: In 2024, the revenue was 231 million yuan, representing a year-on-year increase of 16.68%; the net profit attributable to shareholders of the listed company was 52.31 million yuan, up 4.46% year on year.</p> <p>常州百瑞吉生物医药股份有限公司恢复北交所上市审核</p> <p>相关财务数据：2024 年营收为 2.31 亿元，同比增长 16.68%；归属于挂牌公司股东的净利润为 5231 万元，同比增长 4.46%。</p> <p>View Source/来源链接：</p>

	<p>https://xinsanban.eastmoney.com</p> <p>https://pdf.dfcfw.com</p>
	<p>Tinci Materials plans to pursue a dual listing in Hong Kong. Its operating revenue in 2024 was RMB 12.52 billion, a year-on-year decrease of 18.74%; net profit attributable to shareholders was RMB 484 million, a year-on-year decrease of 74.4%.</p> <p>天赐材料拟赴港双重上市，其 2024 年营业收入为 125.2 亿元，同比减少 18.74%；归属股东净利润为 4.84 亿元，同比减少 74.4%。</p> <p>View Source/来源链接: https://data.eastmoney.com</p>

Policy & Regulatory Updates | 中国化妆品相关政策法规

政策法规名称	发布机构	主要条款	链接
The 2025 E-commerce Development and Support	Yunnan Provincial Department of Commerce	Cultivate and support e-commerce enterprises above the quota; Foster Yunnan' s	https://api3.cls.c n

<p>Policy</p> <p>《2025 年电商培育扶持政策》</p>	<p>云南省商务厅</p>	<p>specialty e-commerce industry and lead enterprises; Support Yunnan product e-commerce supply chains and e-commerce industrial development projects.</p> <p>培育扶持限额以上电商企业；培育云南特色电商产业带龙头企业；支持云品电商供应链及电商产业发展建设项目。</p>	
<p>The Sichuan Province Implementation Plan for the National Special Action Plan to Boost Consumption</p> <p>《四川省贯彻落实国家〈提振消费专项行动方案〉细化举措清单》</p>	<p>Sichuan Provincial People' s Government</p> <p>四川省人民政府</p>	<p>Extensively promote live-stream e-commerce and other consumer - boosting activities; Drive the high-quality development of platform - based e-commerce industries.</p> <p>广泛开展直播电商等促消费活动；推动以电商为重点的平台经济产业链高质</p>	<p>https://www.sc.gov.cn</p>

		量发展工作等。	
<p>Evaluation and Testing Methods for Tear - Free Claims in Cosmetics</p> <p>《化妆品无泪配方宣称评价测试方法》</p>	<p>Guangdong Provincial Cosmetics Society</p> <p>广东省化妆品学会</p>	<p>Clearly defines the "tear - free formula" concept, assessment methods, technical procedures, and safety thresholds.</p> <p>对“无泪配方”定义、评价技术路线和安全阈值作出明确规定。</p>	<p>https://www.ttbz.org.cn</p>

Registrations | 新原料备案与注册

	<p>NMPA: As of the end of June 2025, 272 new cosmetic raw materials have been registered and recorded in China.</p> <p>国家药监局:截止 2025 年 6 月底,我国注册和备案的化妆品新原料已达 272 个。</p> <p>View Source/来源链接: https://www3.xinhuanet.com</p>
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 <p>COACHCHEM 匠心·克琴</p>	<p>COACHCHEN has completed the recording of the new raw material "Acetyl Glutathione"</p> <p>上海克琴科技有限公司完成新原料“乙酰谷胱甘肽”的备案。</p> <p>View Source/来源链接: https://www.nmpa.gov.cn</p>
 <p>上海家化</p>	<p>Shanghai Jahwa United Co., Ltd. has completed the recording of the new raw material "Rice Lees Brine Extract" .</p> <p>上海家化联合股份有限公司完成新原料“醋醅醅卤提取物”的备案。</p> <p>View Source/来源链接: https://www.nmpa.gov.cn</p>
 <p>LAN</p>	<p>Hangzhou Lanjiang Cosmetics Co., Ltd. has completed the recording of the new raw material "Bletilla sinensis Callus Tissue Extract" .</p> <p>杭州兰匠化妆品有限公司完成新原料“华白及 (Bletilla sinensis) 愈伤组织提取物”的备案。</p> <p>View Source/来源链接: https://www.nmpa.gov.cn</p>
 <p>HUARUNCHEM 桦润实业</p>	<p>Huarun Chem Industrial Co., Ltd. has completed the recording of the new raw material "Acetyl zingerone".</p>

	<p>上海桦润实业有限公司完成新原料“乙酰姜油酮”的备案。</p> <p>View Source/来源链接: https://www.nmpa.gov.cn</p>
	<p>Voolga has completed the recording of the new raw material “Feruloyl Tripeptide - 129 Amide” , but the technical requirements have not been disclosed yet.</p> <p>哈尔滨敷尔佳科技股份有限公司完成新原料“阿魏酰三肽-129 酰胺”的备案，暂未披露技术要求。</p> <p>View Source/来源链接: https://www.nmpa.gov.cn</p>

New Product Introduction | 新品介绍

品牌 Brand	产品 Product	介绍 Introduction
 <p>PERFECT DIARY 完美日记</p>	 <p>完美日记融肤唇颊膏 一色画全妆 融肤好气色</p> <p>Perfect Diary skin-blending lip and cheek cream</p> <p>完美日记融肤唇颊膏</p>	<p>Perfect Diary has launched a “skin-blending lip and cheek cream” containing cocoa extract and squalane, claiming that “one color can be used for the entire makeup look, while nourishing and maintaining the makeup.”</p> <p>完美日记推出“融肤唇颊膏”，产品添加可可提取物及角鲨烷，宣称“一色画全妆，边养护边持妆”。</p> <p>View Source/来源链接： https://mp.weixin.qq.com</p>



BIGDROP

3:00Acne-Clearing

Essence 3.0

大水滴 3 点祛痘精华 3.0 版本

BIGDROP has launched version 3.0 of its “3:00 Acne-Clearing Essence,” claiming to use the specially researched ingredient colloidal sulfur Pro and adding the patented ingredient Clock-f Pro for skin affected by late nights.

大水滴推出“3点祛痘精华”3.0版本，宣称使用专研成分胶态硫 Pro 并加入熬夜肌专利成分 Clock-f Pro。

View Source/来源链接：

<https://mp.weixin.qq.com>



Original Color Boundless

Concealer

原色无界遮瑕乳

INSBAHA has launched “Original Color Boundless Concealer,” claiming that it has developed six shades of concealer based on Asian skin tones and common skin imperfections, allowing for targeted coverage.

原色波塔推出“原色无界遮瑕乳”，宣称根据亚洲肤色及常见瑕疵类型研制 6 色遮瑕乳，可进行分区遮瑕。

View Source/来源链接：

<https://mp.weixin.qq.com>

WINONA
薇诺娜



Winona Whitening Lotion

薇诺娜修白水乳

Winona has launched “Winona Whitening Lotion,” which contains the specially researched ingredient “Muscle Light Peptide C” and utilizes seven core patents. The company claims that this product can solve multiple problems such as dark spots, yellowing, and redness.

薇诺娜推出“薇诺娜修白水乳”，加入专研成分“肌光肽 C”，使用七大核心专利，宣称一套产品解决暗、黄、红等多个问题。

View Source/来源链接：

<https://mp.weixin.qq.com>

BIOHYALUX®
润百颜®



BIOHYALUX
High-Moisturizing Nude
Cream,”

BIOHYALUX has launched “Genki White Tube - High Moisturizing Nude Cream,” which achieves a natural brightening effect through micron-sized soft-focus particles and light-reflecting brightening factors.

润百颜推出“元气小白管——高保湿素颜霜”，通过微米级柔焦粒子、光感焕亮因子等达成自然提亮效果。

View Source/来源链接：

<https://mp.weixin.qq.com>

润百颜高保湿素颜霜

CARSLAN
卡姿兰



Carslan Little Black Cat
Foundation 4.0

卡姿兰小夜猫 4.0

Carslan launched version 4.0 of its liquid foundation, adding double-patented “anti-darkening makeup film” and BLOOMAGE Biotech's 5D hyaluronic acid ingredient, claiming that it can “maintain makeup for 24 hours and prevent darkening” and is also suitable for sensitive skin.

卡姿兰推出 4.0 版本粉底液，加入双重专利“抗暗扒脸持妆膜”，搭载华熙生物 5D 玻尿酸成分，宣称可“24H 持妆抗暗”，对于敏感肌同样适用。

View Source/来源链接：

<https://mp.weixin.qq.com>

林清轩
forest cabin



Forest Cabin has launched “Camellia Brightening Repairing Essence Oil,” claiming that it can brighten “bulb skin” in ten minutes and is suitable for various skin types.

林清轩推出“山茶花焕亮修护精华油”，宣称可十分钟点亮“灯泡肌”，且适用于多种皮肤类型。

Forest Cabin Camellia
Brightening Repairing
Essence Oil
山茶花焕亮修护精华油

View Source/来源链接:

<https://mp.weixin.qq.com>