

Exclusive From Malaysia

ADVANCING BEYOND BOUNDARIES
ISSUE #010



PERSONAL CARE PRODUCTS

TAKING CARE OF YOUR NEEDS



17th

Malaysia International Halal Showcase

Virtual

9 September - 31 December 2021

Empowering Halal, Tomorrow, Together

MIHAS 2021 Virtual Edition features virtual exhibition booths with full multimedia microsite, MIHAS Connect with A.I. assisted business matching suite, matching you to products and services relevant to your business. There is also LIVE knowledge sharing webinars and Industry Zones, LIVE Chat sessions and business meeting lounge and scheduler to enhance your networking opportunities.

More than just a trade showcase, MIHAS is a glimpse into the future of Halal as a way of life. As the world's leading event for the Halal trade industry, MIHAS is furthering the industry's modernisation and innovation, and influences thinking and attitudes.

Join us, pre-register today at
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MESSAGE FROM CHAIRMAN



On behalf of MATRADE's board of directors and staff, I would like to extend a warm welcome and greetings to our dear readers. As Malaysia's national trade promotion agency under the Ministry of International Trade & Industry, our mission is to connect Malaysian suppliers, manufacturers and service providers to international buyers looking to source products and services.

This issue features selected Malaysian players in the Personal Care industry. The demand for natural, organic and halal-certified products are surging in the backdrop of growing consumer awareness. Within the industry, we also observe a growing demand for men grooming products.

It is heartening that Malaysia's products and services are increasingly gaining trust and confidence on the global stage. Being a global hub for the Halal industry and bolstered by a booming health and beauty market, Malaysia stands as a prime choice for you to explore business opportunities.

We welcome your support and engagement with our homegrown manufacturers and suppliers. Choose Malaysia as your preferred business partner and together, let us forge fruitful partnerships!

Tan Sri Dr Halim Mohammad
Chairman of MATRADE

CEO'S NOTE



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Exclusive From Malaysia (EFM), is an initiative by the Malaysia External Trade Development Corporation (MATRADE) to introduce Malaysian companies to foreign importers. This e-magazine is a testament to MATRADE's dedication towards providing information on top-notch Malaysian products and services.

The tagline, "Advancing Beyond Boundaries" reflects the zeal of Malaysian suppliers to transcend boundaries and their commitment to form a win-win partnership with potential clients.

Twenty established companies have been selected for this issue, featuring personal care products. From dietary supplements, hair and skin care products, to cosmetics and baby care products, these homegrown companies offer globally recognised, quality-assured products and services that fit your requirements.

We are confident this edition provides opportunities to leverage on Malaysia's robust personal care industry. Our trusted suppliers and manufacturers will proffer a competitive edge to help you take your business further. Let us assist you in your journey to excellence!

Mohd Mustafa Abdul Aziz
Chief Executive Officer

Exclusive From Malaysia



ADVANCING BEYOND BOUNDARIES



EFM is an exclusive quarterly e-magazine, showcasing world-class Malaysian services and quality products. It is a reference for global partners and buyers who seek to extend their sourcing needs, thus elevating their business potential.

MALAYSIA'S BOOMING BEAUTY & PERSONAL CARE INDUSTRY



Malaysia is well equipped to cater to the increased demand for personal care and beauty products

THE increased awareness of personal care and beauty in recent years has generated high demand for innovative cosmetic and personal care products. This surge, in recent years, can be attributed to a growing number of discerning consumers - both women and metrosexual men. No longer are brand names the sole impetus of the boom; consumers are opting for naturally derived ingredients, organic halal-certified products and cruelty-free as their daily go-to products. This has resulted in robust growth in Malaysia's development of personal care products.

STRONG EXPORT PERFORMANCE

Malaysia's strength in the development of personal care products is supported by the robust growth in demand. Euromonitor International reported that sales of beauty and personal care in Malaysia is expected to reach USD3.6 billion by 2025 at a CAGR of 7.4% during 2020-2025. Thus far, Malaysia's exports have exceeded USD300 million, mainly to the USA, Japan, Australia, Hong Kong, Taiwan, Singapore, the Philippines, Thailand and Indonesia. Among the products exported are beauty

and make-up preparation, toiletries and room deodorisers, oral or dental hygiene products, shampoo and hair preparation as well as perfumes and colognes.

Following the potential growth, global chain retailers and hypermarkets are aggressively expanding their private label offerings to include shampoos, depilatories, facial care and styling agents. Furthermore, Malaysian contract manufacturers are now offering extensive services under private label arrangements for both international brands and hotel use.

TECHNOLOGY AS CATALYST FOR GROWTH

Backed by science and propelled by innovation, the personal care and beauty industry's growth shows no signs of abating. Nanotechnology is widely applied throughout the industry to maximise the efficacy of products. Manufacturers use nanoscale size ingredients that enable deeper skin penetration, longer-lasting effects, increased colour and vibrancy, improved finish quality and better UV protection overall.



Due to its biodiversity and abundance of natural resources, Malaysian manufacturers have gained the trust of their clients and consumers by utilising natural extracts

MALAYSIA'S WINNING FORMULA

Focusing on product origin and quality of the products are winning imperatives for Malaysia's growing number of producers and manufacturers of colour cosmetics. Due to its biodiversity and abundance of natural resources, Malaysian manufacturers have gained the trust of their clients and consumers by utilising natural extracts such as those derived from pineapple, mangosteen and torch ginger. This ensures that the products are free from harmful chemicals, artificial colouring, perfumes and preservatives.

SPEARHEADING THE GLOBAL HALAL ECONOMY

As reported in the 8th edition of the State of the Global Islamic Economy Report 2020/2021, Muslims spent \$2.02 trillion in 2019 across the food, pharmaceutical, cosmetics, fashion, travel and media/recreation sectors. This spending reflects a 3.2% year-on-year growth from 2018. Under the Halal indicator score, Malaysia was ranked first in the pharmaceutical and cosmetics segment. This holds the

advantage in the emergence of halal pharmaceutical and cosmetics demand as well as offerings.

Halal cosmetics are garnering more attention in the exhibition space, becoming a fixed feature at renowned exhibitions such as Malaysia International Halal Showcase (MIHAS).

Pharmaceuticals and cosmetics are one of the featured sectors in the 17th edition of MIHAS organised virtually from 9th September until 31st December 2021 with the aim of promoting Halal certified products to the world's market, and strengthened by Malaysia's position as the leading Islamic economy.

To showcase Malaysia's capability in the personal care and cosmetic segment, MATRADE also organised Malaysian companies' participation in related renowned trade exhibitions such as Cosmoprof Asia in Hong Kong and World of Private Label International Trade Show (PLMA) in the Netherlands.

Malaysia offers wide arrays of options to fulfil the needs of the world market for beauty and personal care products including OEM services with global certifications as well as niche advantages in Halal and natural products.



Consumers are becoming more discerning and prefer halal, organic and natural products

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BIOPRO COSMECEUTICAL: WORLD'S 1ST MANGOSTEEN-BASED SKINCARE



Biopro Cosmeceutical uses naturally derived mangosteen pericarp in its skin care solutions for enhanced effectiveness.



Intensive Brightening Serum

DERMAGs® Skin Solution is the first product in Malaysia that uses alpha-MAGs® (alpha mangosteen encapsulated with niosome) as an active ingredient.

A phenolic compound derived from mangosteen pericarp, alpha-MAGs® is used as an excellent and safe alternative as depigmenting agents in cosmetic application and as the main ingredient in DERMAGs® Skin Solution.

Biopro Cosmeceutical Sdn Bhd specialises in innovative formulations and markets premium skincare products in Southeast Asia.

HEALTHIER & RADIANT COMPLEXION

Its DERMAGs® Skin Solution revolutionises formulations by introducing application of the component from mangosteens that fortifies skin and makes it visibly healthier and radiant.

Every formula is crafted from signature mixtures of natural ingredients with aromatic fragrances selected to ensure customer satisfaction.

A patented Malaysian cosmetic brand, DERMAGs® Skin Solution consists of five major products: Intensive Brightening Cleanser, Intensive Brightening Skin Softener, Intensive Brightening Serum, Intensive Hydrating Moisturiser and Intensive Refining Cream.



The company also produces colour cosmetics and personal care products

HOW IT WORKS

Intensive Brightening Cleanser removes dirt, oil or debris and gives skin a fresh look.

Intensive Brightening Skin Softener helps to slough away dead skin cells and exfoliate skin to enable high absorption of the serum.

This is the Intensive Brightening Serum comprising alpha-MAGs® as an active ingredient and uses niosome as nanocarrier designed to deliver high concentration of alpha-MAGs® to the skin and penetrate the skin to hydrate it to the deepest level.

The Intensive Hydrating Moisturiser infuses the skin with extra moisture, and the Intensive Refining Cream protects the skin from harmful UV radiation.

BENEFITS OF DERMAGs®

DERMAGs® Skin Solution products brighten the skin, moisturise, maintain youthfulness and treat damaged skin cells.

They help restore skin health and prevent long-term oxidation-related skin cell damage.

They are also anti-inflammatory substances that fight ageing and inhibit formation of excess melanin which causes freckles and pigmentation.

In addition, DERMAGs® Skin Solution products do not contain hazardous

compounds such as parabens, mercury, hydroquinone, sodium lauryl sulphate and the like.

NANO VERIFICATION

DERMAGs® Skin Solution is the first R&D-based cosmetic product in Malaysia that undergoes nano verification by NanoVerify Sdn Bhd under NanoMalaysia Bhd, an agency of the Ministry of Science, Technology and Innovation Malaysia. It is also the first local nanotechnology-based cosmetic product.

Due to rapid absorption of active substances, this technique can boost a product's effectiveness more effectively and efficiently.



The DERMAGs®
skincare set

Achievements & Certifications

- ▶ Winner of Bumiputera Entrepreneur Scheme Award 2016 (SUPERB-TERAJU)
- ▶ Top prize winner of the Malaysian Commercialisation Year Award 2018
- ▶ Certified by NANOVerify, NanoMalaysia



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BODIBASIXS MANUFACTURING: CATERING TO YOUR NEEDS



Bodibasixs Manufacturing stays ahead of the competition by providing a level of service beyond the expectation of its clients.

BODIBASIXS MANUFACTURING SDN BHD

is a contract manufacturer and was set up in 1995 as a cost-effective manufacturer of personal care products. With the right mix of financial and intellectual capital and trust from the shareholders, Bodibasixs was incorporated with the vision of helping personal care marketers get the kind of products they need.

It is a manufacturer with a proper Good Manufacturing Practice (GMP) set up, certified with ISO 9001:2015, ISO 22716:2007 Cosmetics GMP and certified HALAL plant.

The outfit ensures it adheres to high quality standards and produces world-class quality personal care products and toiletries.

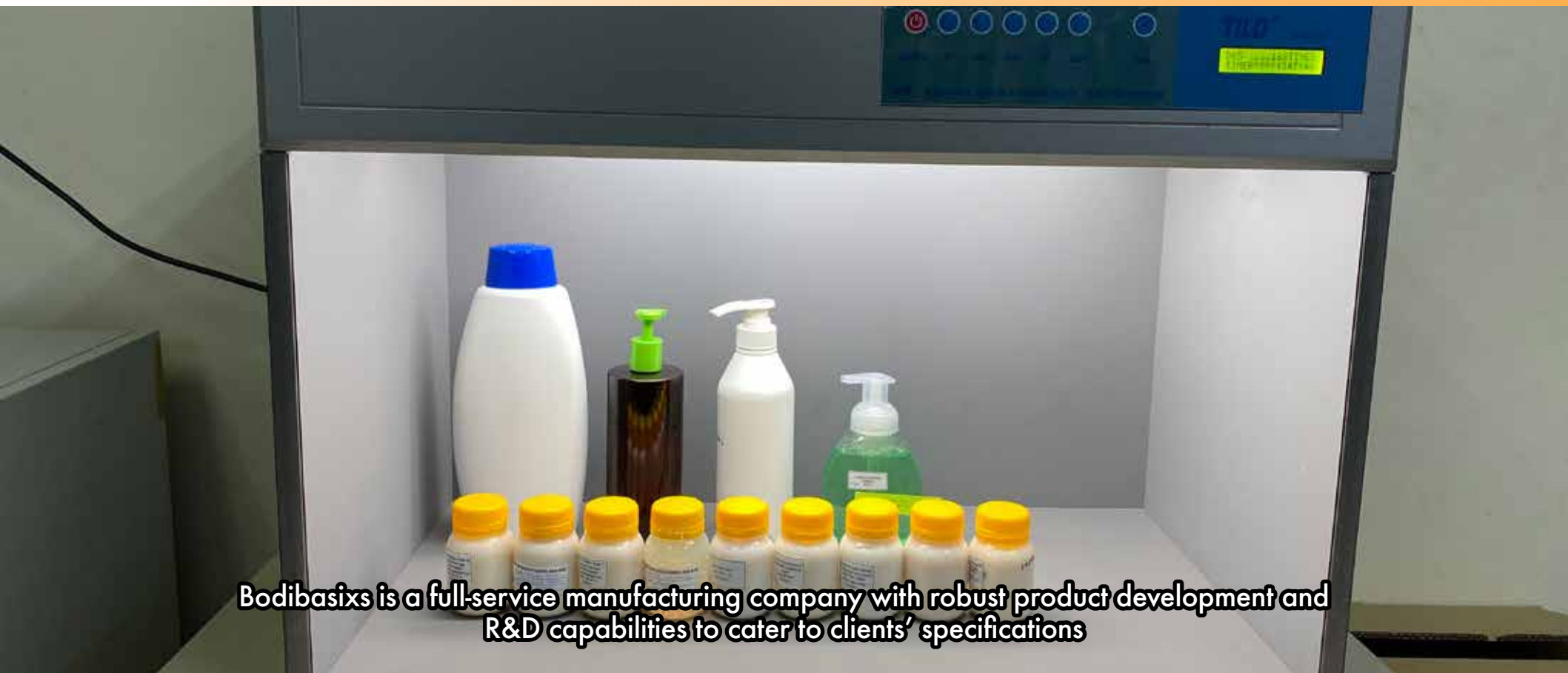
Bodibasixs owns four manufacturing sites in Malaysia; three sites are located in Klang Valley and one in Penang to support increasing customer demand.

PREFERRED BY MANY

Its clientele includes multinational and local companies. It offers a comprehensive range of products across various categories (skin care, body care, hair care, baby care, sun care, deodorant, talcum, insect repellent, fragrances, cosmetic and oral care). The products are now in many countries such as Australia, Ireland, United States, Russia, New Zealand, ASEAN, Japan, Korea, Taiwan, Hong Kong, India, Sri Lanka, Africa and Middle Eastern countries.



Fully equipped in-house laboratory



Bodibasixs is a full-service manufacturing company with robust product development and R&D capabilities to cater to clients' specifications

Over the years, Bodibasixs experienced rapid growth with a focus on Product Development and R&D capability. It continually observes the latest market trends to strengthen its product development concepts and proposals, further adding value and delivering innovative products to its customers.

KEEPING UP WITH TECHNOLOGY

In line with Industry 4.0, Bodibasixs invested and continues to invest in automated machinery and equipment for the expansion of production capacity. It focuses on manpower development and improvement of operation facilities to align, support and grow with its customers.

Manufacturing is a very capital-intensive investment. Besides the shareholders' own funds, it has been greatly assisted by banks, suppliers as well as government agencies. With new opportunities and better access,

Bodibasixs is able to bring its products to the global market.

The industry is now very competitive, so one must always be striving to increase productivity and reduce cost. The plus side is that the personal care market in this region has a very strong growth rate. Focusing on producing cost-effective quality products will ensure a bright future for industry players.

Achievements & Certifications

- ▶ 2018 Sin Chew Business Excellence Award
- ▶ GMP-approved manufacturer certified by Malaysian Drug Control Authority under the Ministry of Health
- ▶ ISO 22716:2006 Certificates by SGS
- ▶ ISO 9001-2000
- ▶ Certified HALAL by Department of Islamic Development Malaysia (JAKIM)
- ▶ Certified HALAL by Majelis Ulama Indonesia (MUI)

Bodibasixs

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ENG KAH ENTERPRISE: FIVE DECADES OF EXCELLENCE



The company makes a great range of products for multinationals as well as international and local brand names



Eng Kah Enterprise is a contract manufacturer for both custom-made and private labels for multinational corporations, hypermarkets, international and leading local brand names.

ENG KAH ENTERPRISE SDN BHD is Malaysia's largest contract manufacturer of perfumes, cosmetics, skincare products, toiletries and household products.

It has been doing this for over 50 years for custom-made and private labels for multinational corporations, hypermarkets, and international and local brand names. Which makes it not only a manufacturer but also a builder of brands that its customers and clients can trust.

Eng Kah provides a comprehensive A-Z service which is key to building its brand and reputation. From the initial analysis and rigorous R&D and testing,

to assembling and after-sales services, Eng Kah ensures its finished goods and services alleviate any unnecessary concerns for clients.

AT THE FOREFRONT OF MARKET TRENDS

Eng Kah's robust team of researchers, marketers and business developers work in synergy to ensure it remains abreast of the latest trends. Its understanding of customer and client needs ensures that its products are always competitive. The team will also formulate new product concepts and share market trends with clients to better expand their target market.

THE PERFECT FINISHING TOUCH

Eng Kah is also considered one of the best OEM suppliers for perfumery products in Malaysia. It produces various types of perfume such as Eau De Cologne, Eau De Toilette, Eau De Parfum, Essential oils, body spray with propellant, perfume rollette, one-drop perfume, solid perfumes and more. It is able to customise different perfume notes according to its clients' requests, catering to both domestic and international markets.



Eng Kah is one of the best OEM suppliers for perfumery products and patented bottle printing technology in a few countries

On top of that, Eng Kah is proud to have its own patented printing technology in Taiwan, Singapore, Indonesia, Australia, Russia and China. This printing technology is able to enhance its products' visual presentation, ensuring they are aesthetically pleasing.

HEALTHIER, BETTER SKIN FOR ALL

Besides perfume, Eng Kah's GMP-certified plant also produces colour cosmetics, skincare and personal care products.

- ▶ **Color Cosmetic:** Lip care products (stick, liquid or paste form), foundation/ eye cosmetics (press/loose powder form or solid form), beauty make-up kit, etc.
- ▶ **Skin Care:** Facial & body care (daily regimen & treatment products), sensitive skin products, and baby care.
- ▶ **Toiletries:** Shower & hair care (daily

regimen & treatment products), talcum powder.

- ▶ **Sanitizer products:** With or without alcohol (gel, liquid, foam) and fogging.

The outfit plans to continue expanding its market presence and business overseas.

Achievements & Certifications

- ▶ ISO 22716:2007
- ▶ ISO 9001:2015
- ▶ ISO 14001:2015
- ▶ GMP-Certified
- ▶ Certified HALAL (JAKIM)
- ▶ FDA Approved
- ▶ Winner of Industry Excellence Award 2012 in the OTC External and Cosmetics Category (National Pharmaceutical Control Bureau, Ministry of Health Malaysia)



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ENSU LIFESCIENCES: ENSU-RING A HEALTHIER LIFE



ENSUTOUCH Enzyme technology Bromex Bioactive skin care product range

Ensu has always held the same business philosophy from the past 20 years until now, which is “Only produce safe and proven products”, through a complete R&D process and clinical studies.

In the world of natural base skincare, cosmeceutical is fast gaining market share from the traditional players. Cosmeceutical products are usually made by mixing cosmetics and pharmaceuticals but

with biologically active ingredients. The other product, botanical drink, basically contains many plant-derived generally recognised as safe (GRAS) ingredients in their formulations. GRAS ingredients which are used are typically well-known for providing health and wellness benefits.

Ensu, a pioneer in exploring enzyme green technology in cosmetics, produces a cosmeceutical active ingredient called Bromax Bioactive (patent pending). This innovation requires converting the biomass from the pineapple plant into a premium active ingredient or standardised extract containing bromelain enzyme. Studies have shown that Bromax Bioactive has anti-ageing properties, reduces inflammation, improves and lightens the skin complexion.



Ensu Lifesciences is a dynamic and innovative manufacturer of cosmeceutical products with an excellent track record in Malaysia and Southeast Asia.

ENSU LIFESCIENCES SDN BHD (Ensu) is a Malaysian company that provides personal care products, cosmeceutical products and botanical drinks and food. While personal care products are generally well-known to the public and are a mainstream industry, the cosmeceutical products and botanical drinks and food industry requires higher technical competencies from manufacturers.

Its product range, marketed under the ENSUTOUCH brand, is infused with the Bromax Bioactive ingredient. The range includes:

- ▶ Sleeping Mask
- ▶ Active Skin Repair Serum
- ▶ Facial Cleanser
- ▶ Velvet Coverage Foundation
- ▶ Intensive Essence Enzyme
- ▶ Soft Baby LipMatte

COMPREHENSIVE OEM/OBM SERVICES

While it manufactures and markets its own branded products, Ensu also supports the industry by providing Original Equipment Manufacturing (OEM) and Original Brand Manufacturing (OBM) services to partners. Under OEM/OBM category, partners can expect products that include but are not limited to skincare treatment, haircare treatment, coloured cosmetic, baby care, fine cosmetic (serum, ampoule, essence), toiletries, essential oils, and botanical drinks/food. Ensu also provides consultation for product formulation, branding, marketing and entrepreneurship.

INNOVATING FOR THE WORLD

Not resting on its laurels, Ensu continuously researches new products and variants to offer to its global customer base. To this end, it has strategic Research and Development (R&D) partnerships with the Malaysian government's premier R&D agencies, SIRIM (The Institute of Standards and Industrial Research Malaysia) and MARDI (The Malaysian Agricultural Research and Development

Institute). Bromax Bioactive was indeed a product of a collaboration with SIRIM. It is currently working on developing botanical drinks and nutraceutical products with Bromax Bioactive. Ensu actively participates in local exhibitions promoting small-medium enterprises by the Malaysian government, i.e. "SMIDEX", "BioUsahawan" and also international exhibitions like "BIO Asia-Taiwan" and "In-Cosmetics Korea".



Ensu's robust R&D processes and clinical studies have contributed to its continued success

Achievements & Certifications

- ▶ MeSTI (Food Safety is the Responsibility of the Industry Certification Scheme by Health Ministry, Govt. of Malaysia)
- ▶ GMP (Good Manufacturing Practice)
- ▶ Certified HALAL by the Department of Islamic Development Malaysia
- ▶ Silver Medal – ITEX (International Invention, Innovation & Technology Exhibition) Malaysia – 2018



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FULIJAYA MANUFACTURING: ONE-STOP ORAL CARE SOLUTION PROVIDER



Fulijaya Manufacturing embraces operational excellence to manufacture products of the highest quality standards to meet global demand.



FULIJAYA MANUFACTURING SDN BHD

is Malaysia's largest oral care products producer which also makes personal care products.

Innovative and sustainability driven, it is also a one-stop oral care solution provider to clients worldwide, from ideas and R&D to final production and packaging; offers private label service; and does OEM and customised products.

A BRUSH ABOVE

Fulijaya offers families a complete package of oral care solutions and all related oral care accessories. Its toothbrushes, toothpastes, mouthwashes and mouth/breath sprays are carefully formulated to enhance your brushing experience.

Its ProDental B brand's Clean Family range of basic essential toothbrushes features well-positioned end-rounded bristles for quality oral hygiene without the frills.

For sensitive teeth and gums, the Precision Family range of toothbrushes comes with advanced 0.01mm bristles for precision cleaning.

Meanwhile, the Nano Family line with next-generation flexible and soft rubber (TPU) bristles infused with anti-bacterial properties is for complete cleaning.

MODERN IN-HOUSE R&D LAB

Fulijaya is capable of developing all kinds of toothbrushes and oral care formulation according to clients' specifications. The team also provides extensive innovative technological & technical support.

10-IN-1 BENEFITS

ProDental B offer these 10-in-1 benefits: essential oral protection, longer-lasting freshness, enamel strength, control tartar and plaque build-up, prevent cavities, natural whiteness, teeth remineralisation, healthy gums, pH restoration, and complete fresh and breezy confidence.

WHITER SMILES & HEALTHIER GUMS

Development products include ProDental B Kayu Sugi Whitening Toothpaste and ProDental B Yaqeem Betel Leaf & Propolis Toothpaste which has a natural antiseptic formulation to prevent gingivitis.

Both toothpastes are a blend of modern technology and traditional natural plant extracts with no alcohol and animal-based ingredients. The Rice Husk Toothpaste is another natural and innovative product.

ORAL CARE SOLUTIONS FOR KIDS

The outfit offers a variety of oral care products for kids, catering its solutions to your business needs be it offshore development or product creation to expand your portfolio.

ALL-NATURAL & ORGANIC

Fulijaya also develops a Natural & Organic range of oral care whereby it strictly selects raw materials that comply with the natural & organic standards (EcoCert & ISO).

MOUTHWASH & ORAL SPRAY

Spearmint and Orange flavours promote instant and long-lasting fresh breath to overcome odours caused by smoking, eating and drinking.

PERSONAL CARE OFFERINGS

Fulijaya's personal care products comprise solutions from head to toe for both adults and babies. With its Organicsenses project, it has successfully developed an organic range of products; most notably, the EcoCert Certified Rose/Lavender Body Soothe (Lotion) which were featured in an international trade show. Another personal care product is Feminelle, a dermatologist-approved

natural and organic feminine mousse for women.

PRIORITISING GREEN SOLUTIONS

Since its inception, Fulijaya has contributed much towards the environment. Its mission to reduce waste has inspired a total conversion from 100% plastic toothbrushes to Green Toothbrushes.

With exactly 39 years of product manufacturing experience, it continues to espouse stringent quality control and full compliance to international quality standards. It remains true to its motto "We Craft Every Hygiene Solution for Clients Professionally!"



Fulijaya embraces stringent quality testing of its products

Achievements & Certifications

- ▶ ISO 9001:2015
- ▶ Certified HALAL (Department of Islamic Development Malaysia)
- ▶ Quality Assurance Standard: ISO, EU Directive, and FDA



GRC Series

GRACE COSMETICS: GRACEFULLY YOURS

plants and marine, essential oils; while Daily Solutions series provides exceptional value by incorporating aromatherapy in a quick and easy-to-use system.



Grace Cosmetics is well positioned to provide natural skincare products to even the most finicky consumers.

GC is also a leading provider of OEM/ODM skin care products and currently exports to Singapore, Indonesia and Cambodia.

SINCE its inception in 1989, Grace Cosmetics' (GC) mission has always been to produce the best skin care products and GC products have spoken for themselves through the wide market acceptance in Malaysia and Singapore. In 1999, Grace Cosmetics embarked on an expansion plan with a GMP factory, which reflects the Company's ongoing pursuit of excellence.

GINSENG BEAUTY CREAM

This is a 3-in-1 cream, designed as a quick and easy daily skin care routine for busy people. It has the following functions – 1. daily skin care, 2. treatment for skin problems, 3. sunscreen/make-up base.

GC markets two lines of products: Grace is the premium series that emphasises the best natural ingredients from

GINSENG ENERGY ESSENCE

An essence designed to restore the natural radiance of the skin. It firms the skin, lightens and evens out skin colour, and replenishes the natural moisturising factor (NMF) of the skin.

VANILLA BODY SERIES

Vanilla bath and body series is a luxurious body care that is packed with safe, natural and mild ingredients that are suitable for all members of the family, including young children and elderly. It consists of Shower Gel - SLS/SLES/paraben free, Body Scrub with walnut shells, and Body Lotion with shea butter, orange juice and lemon juice.

HAND SANITIZER

Grace Hand Sanitizer is enriched with Tea Tree essential oil, Eucalyptus essential oil and Niaouli essential oil. The sanitizer gives a longer lasting antibacterial effect after the alcohol evaporates. It also incorporates a moisturising formulation to protect the skin barrier from drying after repeated use.



Vanilla Body Series

GC'S VISION

The company aspires to bring safe and effective products to everyone, while conserving nature by minimising and recycling waste.



Hand Sanitizer

Achievements & Certifications

- ▶ 2016 - Obtained HALAL certification (Department of Islamic Development Malaysia)
- ▶ 2009 - Quality Crown Award, London
- ▶ 2007 - Women Entrepreneur Award by Johor State Government, Malaysia
- ▶ 2004 - Obtained GMP (Good Manufacturing Practice) certification for manufacturing plant
- ▶ 2004 - Women Entrepreneur Award by Johor State Government, Malaysia
- ▶ 2002 - Keris Award 2002 - Honesty Enterprise Award



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Only the finest natural ingredients are used in making these halal beauty cosmetics

KOSMETIK ALWAN: ONE-STOP OEM OF COLOUR COSMETICS, SKINCARE & MORE



Kosmetik Alwan manufactures cosmetics and healthcare products on OEM basis for the domestic and export markets which include Singapore and the Middle East.

KOSMETIK ALWAN SDN BHD is an OEM brand and formulation pioneer in halal beauty cosmetics using natural ingredients, and healthcare products based on traditional herbs.

It is a one-stop centre for product development to production, supply of packaging materials and packing right up to getting the product ready for sale.

Reliable and safe, the products are made according to HALAL and GMP

processing methods. These include colour cosmetics, skincare, personal care products and make-up essentials.

COLOUR COSMETICS

These are colourants and cosmetic ingredients used for make-up, skincare, personal hygiene, hair care, oral care and fragrance. Kosmetik Alwan chooses only the finest ingredients for making beauty cosmetics.

Colour cosmetics aside, it also makes products on OEM basis for local and international brands. All products go through very strict quality control, from formulation to laboratory testing, in-process control until their packaging.

PREMIUM & NATURAL SKINCARE

Kosmetik Alwan can formulate products such as serums for brightening, whitening,

hydrating or firming skin; reducing acne; lightening dark spots and acne marks; and exfoliating for that soft and velvety skin. Serums are a best-selling OEM product.

It also manufactures other skincare products such as cleanser, facial scrub, exfoliator, make-up remover, moisturiser, sunscreen, facial mask and skin-repairing sleeping mask.

ANOTHER OEM BEST SELLER

For foundations with skincare benefits, Kosmetik Alwan's liquid foundation is well received. It is a long-lasting formulation comprising hyaluronic acid, vitamins C and E, shea butter and many more natural ingredients.

Its paraben-free foundation creams (BB/CC/DD creams) are also formulations rich in natural ingredients such as hyaluronic acid, vitamins C and E, shea butter, olive oil, virgin coconut oil, argan oil, propolis extracts and collagen.

There's also foundation cream with glitter/shimmer finishing. Other products include BB cushion, compact powder (two-way cake), loose powder and blusher.

PERSONAL CARE

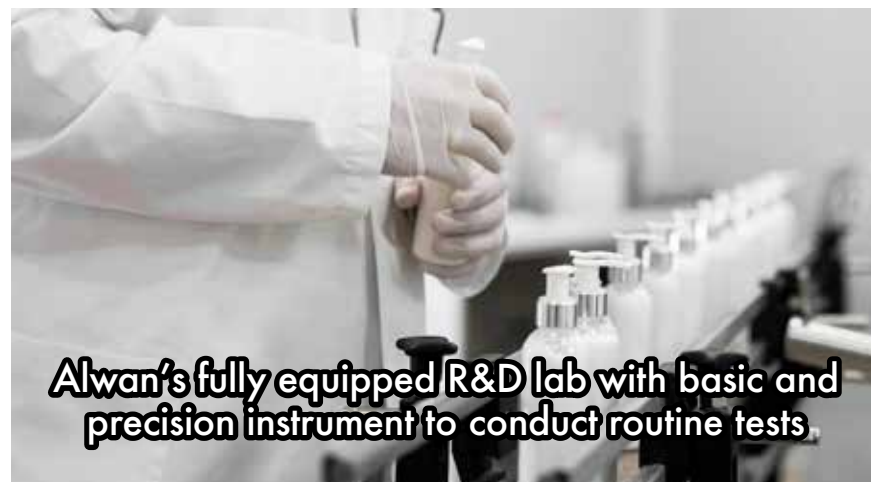
Kosmetik Alwan's personal care range includes body scrub which helps in removing dead skin cells and dark patches and adding a glow to the skin, body wash and body lotion. Other products are hand/foot cream, deodorant, cologne, toothpaste, mouthwash, hygiene wash,

talcum powder, and lotion/oil/cream for targeted problems like cellulite and for firming. It also makes bar soaps for all skin types including soaps for brightening skin and reducing acne. For hair care, there are shampoo, conditioner, hair oil, hair tonic, hair mask, scalp scrub and hair mist.

And for babies, there are head-to-toe bath products, cleanser, lotion, oil, cream and powder.

MAKE-UP ESSENTIALS

These are lip stick, lip matte, lip balm, lip serum, lip scrub, lip mask, lip tint and lip gloss. In addition, there are make-up essentials for eyes such as mascara, eyeliner and eyeshadow while other products are eyelash serum, eye cream and eyebrow gel.



Achievements & Certifications

- ▶ GMP Certified Manufacturer
- ▶ Certified HALAL by the Department of Islamic Development Malaysia (JAKIM)



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KYOUMEI INDUSTRIES: ONE-STOP ODM & OEM FOR YOUR NEEDS



Kyoumei Industries is a global pioneer in healthcare and beauty brand manufacturing and produces quality skincare, cosmetics and healthcare products.

KYOUMEI INDUSTRIES SDN BHD is an established company in the development and manufacturing of scientifically proven, innovative personal care products. It is a model research and manufacturing company of novel and natural ingredients for the creation and production of natural skincare and cosmetics.

It is also a complete one-stop Original Design Manufacturer (ODM) and Original Equipment Manufacturer (OEM) organisation that provides high-quality formulations and bespoke products.

The word "Kyoumei" in Japanese carries the meaning of "reputation for beauty." It is no surprise that its outstanding brand in skincare, coloring cosmetics and healthcare supplements are value for money with quality. Going above and beyond, it consistently enhances its value offerings for beauty and health. Its skincare offerings are often dubbed "the most loved and effective" by its customers. It is now at the heart of the fast changing beauty industry for over 10 years both locally and overseas.

POSITIONED FOR EXCELLENCE

The company has worked with more than 1000 brands locally and internationally, making it the leading skincare manufacturer in Malaysia, Southeast Asia and overseas. Actively pursuing science for the betterment of health and beauty, its modern manufacturing facilities can produce up to 5,000 units per hour with the help of fully automated machinery from start to finish.

Its customer-centric and tech-driven approach has helped the company develop a "star" business model. At present, clients can choose over 200 ready products that have been formulated throughout its years by its robust and qualified team. These products have passed rigorous quality checks to ensure only the best products reach clients and customers.

REVOLUTIONARY PRODUCTS

ABBYGAIL, one of the product lines produced by Kyoumei, has successfully won the No.1 Lifting Serum two years in a row from 2015 to 2016. Utilising revolutionary breakthrough technology in advanced skincare solutions, it is able to enrich the skin by locking in moisture and increasing collagen production which results in an immediate skin lifting.



The people behind Kyoumei ensures its continued success

Kyoumei's BAC-X is Kyoumei's foray into the health & hygiene environment. The BAC-X brand is mainly for germ protection, formulated with Time Release BKC Technology for up to six hours protection. The disinfectants and sanitizers are made to be friendly for all skin types while being highly effective at inhibiting the activities of bacteria, fungi and viruses. The brand continues to be one of the most trusted protectors of health and valued to be reliable and effective.

WORLDWIDE PRESENCE

Kyoumei has participated in many local and renowned international expos in the UAE, Amsterdam, London, Australia, Bangkok, Singapore, South Korea, Vietnam, Jakarta and Cambodia.

The outfit will continue to enhance itself and grow in the international market by producing more effective and innovative products. It aspires to be an outstanding service provider in the world of cosmetics, skincare and healthcare.

Achievements & Certifications

- ▶ 2016/2015 Beauty Awards - No 1 Lifting Serum
- ▶ 2016 Best Expo Booth Award
- ▶ EcoCert Certified
- ▶ Certified by the National Pharmaceutical Regulatory Agency (NPRA), Ministry of Health Malaysia
- ▶ Member of Federation of Malaysian Manufacturers (FMM)



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L&S: GROOMING THE WORLD



L&S provides the latest cosmetics and toiletries innovation to satisfied customers, prioritising R&D and operational excellence at every turn.

GROOMING is an essential part of our self-care routine. Self-grooming not only improves our confidence but also helps us in establishing our unique personalities. It does this by influencing your appearance, which in turn affects the way you regard yourself. A major part of this self-grooming routine involves personal care products.

L&S Cosmetics and Toiletries (M) Sdn Bhd (L&S) subscribes to this ethos and has carved a niche for itself in the personal care industry by churning out quality products that match the expectations of consumers worldwide. Traditionally, this market is driven by older individuals with enough disposable income to manage

their public appearance. However, its current expansion is attributable to the rise of middle and upper income classes and the growing use of these products by an ever younger generation. With an early focus on Research and Development capabilities and engagements with international laboratories, L&S continuously updates its product ranges to reflect the market trends.

PRODUCT PORTFOLIO

L&S currently retails four different brands in the market. They are Good Virtues Co, Summerie, Bad Lab and Machine. Each of the brands is targeted with a specific need in mind, for example:

- ▶ Good Virtues Co (www.goodvirtuesco.com) range serves the beauty and personal care needs of modern Muslim women. It comes with a full range of HALAL-certified products, which combines Islamic values with an internationally appealing packaging design. This brand and products offer a significant level of differentiation

BadLab Product Range



Good Virtues Co. Product Range



from other brands in order to engage consumers both on a functional level as well as an emotional level, thereby creating a value proposition for their consideration. Its range of products includes hair, face and body.

- ▶ Bad Lab (www.badlabco.com) range was developed to attract male youth. Bad Lab is an adventurous, edgy, fun brand with a progressive set of products. Its unique approach to not only its packaging design but also with a portfolio of relevant products which when combined, can meet and exceed the consumer expectation. Its full range of products covering the Hair, Face and Body segments enables it to meet consumer's total demands for their personal care.

PLANNING FOR THE FUTURE

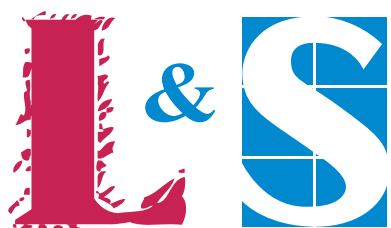
L&S aspires to be a best-in-class, fully integrated manufacturer and marketer of personal care products. To this end, it always works on long term partnerships with its entire supply chain.

It strives for relevant differentiation in everything it offers, from packaging to communication with consumers by offering unique brands. Its environmentally friendly brands are sold in most major retailers in Malaysia and popular online stores, i.e. Lazada and Shopee.

L&S currently exports to more than ten different countries (Singapore, Indonesia, Brunei, Myanmar, China, Maldives, Bangladesh, Philippines, Pakistan, Iran, and Russia) and is actively expanding its global footprint.

Achievements & Certifications

- ▶ Factory is ISO 9001 and GMP (Good Manufacturing Practice) certified
- ▶ Bad Lab was awarded "Grooming Awards 2015 winner" by Men's Health Magazine
- ▶ Good Virtues Co was awarded the "Best Halal Brand for Women's Personal Care" by The BrandLaureate (The World Brands Foundation) in 2018



L&S COSMETICS AND TOILETRIES (M) SDN BHD

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MASE INDUSTRIES: HAIR CARE & PRODUCTS FOR HOMES, SALONS



Mase Industries not only emphasises its product quality but also environmental care with its innovation-driven hair care products.

CURRENTLY, Mase Industries Sdn Bhd exports its hair colour, hair care and hair styling products to the US, China, Myanmar, Singapore, Australia, Taiwan, Macau, Hong Kong, Vietnam, Pakistan and India. Innovation-driven to break into new markets, in the pipeline are no-PPD (paraphenylenediamine) hair colour and natural hair colour products.

CREATOR OF INDUSTRY FIRSTS

Eco-conscious Mase's standout achievements include creating the first 1-minute hair colour without ammonia in Malaysia and Singapore, and the first 10-minute hair colour in the professional salon market. Also, it has an in-house R&D laboratory specialising in hair colour and hair care products, and is the first solar energy-powered cosmetics factory in



This shampoo-tonic set gives a refreshing and relaxing scalp care experience

Malaysia. Mase manufactures a broad range of quality products at affordable price points.

COVER GREY HAIR IN 1 MINUTE

Mase's Quick Touch 1 Minute Hair Color Series can cover grey hair in just one minute. It was awarded the Best-selling Cover Grey Product in Watsons by Watsons' Personal Care Stores in Singapore. Mase's Speed Touch 1 Minute Hair Color Series is specially made for the European, Australia and US markets, and is now selling on www.amazon.com and www.amazon.ca.



This popular 1 Minute cover grey hair product is specially made for the Middle East, Europe, Australia and US markets

"WAKE-UP" LOOK HAIR STYLING

Its Amby HEX Series hair styling products give hair that "Wake-up" look. Compared to other brands of similar product range, Amby HEX Series hair styling products with "Easy Wash Off" formulation means that they can be washed off easily without staining hands. Amby HEX Series comes in hair wax, gum and gel as well as various strengths and shines to choose from. For product packaging, colourful PE tubes are used to differentiate between the product range and for aesthetic purposes. Amazon has certified such product packaging as Compact by Design products that remove excess air and water, which reduces the carbon footprint of shopping and packaging.

HAIR & OILY SCALP CARE

Launched in 2020, Mase's Amby London Fullove Hair and Scalp Care Series products are specially made for individuals with oily scalp. The hair shampoo and tonic's pleasant citrus



Alyson Ladies vitamin-enriched body lotion

and green spicy aromas combined with the cooling sensation of menthol give a refreshing and relaxing hair care experience.

MEN'S PERFUMERY PRODUCTS

The Men's Perfumery Products in the Amby London Series are grooming products that include facial mask, deodorant roll-on, deodorant body spray and eau de toilette.

LADIES PERFUMERY PRODUCTS

The Alyson Ladies Perfumery Series products include body lotion, deodorant roll-on, body mist and eau de toilette.

GOING GLOBAL WITH INNOVATIONS

Mase started out in 1989 as a distributor for an international hair company. In 2005, it created its own hair colour brand, the Quick Touch 1 Minute Hair Color Series, and later manufactured hair styling products, perfumery products, salon-use hair colours and other personal care products for the local and export markets.

Achievements & Certifications

- ▶ Certificate of Achievement 2018 for successfully attaining three stars under the SME Competitiveness Rating for Enhancement (Manufacturing & MRS)
- ▶ GMP by Ministry of Health Malaysia
- ▶ Accreditation Certificate of Foreign Quasi-Drug Manufacturer by Ministry of Health, Labour and Welfare Japan

MASE

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MAXWELL PHARMA: SCIENCE-BACKED SKINCARE POWERHOUSE



Maxwell Pharma provides a melange of skincare and daily care products that harnesses the natural healing power of plant extracts.



Grape E Anti-aging Serum

MAXWELL PHARMA was established in June 2000 as a registered private limited company with two directors, Mr Chew Soon Keong, a registered pharmacist and Ms Chew Lye Leng, an educationist turned entrepreneur. Chew Soon Keong is the creator and brand owner of Garden of Eden skincare brand, a Malaysian home-grown brand with a mission to make Garden of Eden the preferred natural skincare for discerning consumers.

20 years down the road, Garden of Eden has become a well-known made-in-Malaysia skincare brand in the domestic market, holding its own against well-established imported personal care brands. It is now ranked in the top one-third of skincare brands researched in Malaysia.

ADVANCING SKINCARE FOR TWO DECADES

Branded as a cosmeceutical, Garden of Eden caters to the growing demand for natural and environmentally friendly products. Combining the knowledge of science and the natural healing power of science-backed plant extracts, the company's products address skincare concerns such as pigmentation, oily

and acne-prone skin, dry and sensitive skin, skin aging, dull and lack-lustre skin, stretchmarks and scars.

It is the first original Malaysian brand with a full serum range to meet consumer needs for natural and effective skin care. In addition to the core serum range of products, Maxwell Pharma has a full range of complementary daily care products such as sunscreen, facial cleansers, toners and scrubs with the same concept of using plant-based and skin-friendly ingredients.

BACK TO NATURE

The company believes in going back to natural botanicals to answer skin care needs. Four of its leading products for pigmentation, acne, dry and sensitive skin and the hair recovery serum have been clinically-proven effective in USFDA-approved trial centres overseas. All products are dermatologically tested for sensitive skin and certified halal.

Rosa E Pigmentation Serum, an elixir of pure rosehip seed oil complemented by grape seed oil and natural vitamin E, said to increase skin brightness and firming by up to 90% within six weeks. This

is paired with Grape E Anti-aging Serum and the complementary Satin White Day Cream SPF 30, each packed with powerful antioxidants and nourishing fatty acids derived from its ingredients to moisturise, protect, revitalise and improve skin elasticity. The Serum was awarded the Most Wanted Pigmentation Serum 2020, 2021 by Guardian customers and awarded the Best Natural Pigmentation Serum 2020 by Beauty Insider Singapore.

For oil and acne control, the clinically proven star product Rosa T Acne Serum with complementary Rosa T Mild Cleanser and Rosa T Acne Gel combines the powerful antibacterial effect of Australian tea tree oil with vitamin E to kill acne-causing bacteria, clear acne scars and improve skin complexion. The Acne Serum won the most wanted acne product by Watsons in 2019.



Encouraged by its success, Maxwell Pharma has ventured into the Brunei and China market. It aspires to gain a stronger foothold in China, both online and offline, and to establish Garden of Eden as Malaysia's leading green skincare brand in the growing market for clean beauty.



Rosa E Pigmentation Serum

LEVERAGING TECHNOLOGY

From start to finish, Maxwell Pharma ensures it delivers excellence. With a dedicated sales and marketing team for offline and online business, it has digitised its operations from sales reporting to monitoring its sales executive outlet visits and sales taking.

EXPANDING HORIZONS

Using pharmacies as its main distribution channel, the company has now penetrated over 2,000 pharmacies in Malaysia, including renowned chain stores and independent retailers.

Achievements & Certifications

- ▶ Top 10 in the SME Corporation Malaysia's (SME Corp) Enterprise 50 (E50) Award 2019
- ▶ Guardian and Watson's awards for most wanted pigmentation and acne product
- ▶ Listed in top one third list of brands in AC Nielsen annual sales report
- ▶ Halal Certification from the Department of Islamic Development Malaysia (JAKIM)
- ▶ Achieved a 4-Star in the Malaysia External Trade Development Corporation's SME Competitiveness Rating for Enhancement (SCORE) assessment



MAXWELL PHARMA SDN BHD

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NATURAL WELLNESS: END-TO-END SOLUTIONS FOR HEALTH PRODUCTS



Wide range of products formulated to improve health using natural ingredients



Natural Wellness has expanded from its humble beginnings in natural products to being a respected multi segmented player in the healthcare market.

NATURAL WELLNESS INDUSTRIES SDN BHD is an award-winning company with a vision to provide a shariah-compliant option of healthcare products globally. Natural Wellness is on a journey to further cement itself as a speciality healthcare company with a focus in White Labelling, Private Labelling and Contract Manufacturing of natural supplements, nutraceuticals, OTC, pharmaceuticals and personal care products offering an end-to-end solution from R&D, formulation, manufacturing, product registration to packaging consulting for leading brands globally. It works closely with customers on product formulation, specification and timely deliveries.

UNIQUE SELLING PROPOSITION

Its selling point is unique innovations, rich in tradition, time-tested and backed by science. Most of its products have gone through extensive pre-clinical and clinical studies. Offering among the fastest Route-To-Market Commercialisation strategy for its clients, its extensive product pipeline of more than 200+ innovative products make it the ideal commercialisation partner for companies who wish to grow, diversify and strengthen their product lines and market share.

Its focus on quality and innovation ensures that its extensive pipeline of products are those that are ahead of their time and ready to meet consumer demands. Its products are:-

- ▶ Approved by MOH
- ▶ PICS Compliant – Pharmaceutical Inspection Co-operation Scheme
- ▶ In all key therapeutic area – top to toe
- ▶ Natural and plant-based

LEVERAGING THE HALAL MARKET

Natural Wellness is currently expanding its halal portfolio to distinguish itself from other healthcare companies. Its expansion in the halal segment is driven by the vast business potential by providing a niche market of Islamic/ Prophetic medicine, emphasising on natural products with formulations based on the Quran & Hadith. Combining tradition with modern technology and standards, it has made Natural Wellness an industry leader in the growing halal market.

HIGH-VALUE HERBAL PRODUCTS

In its efforts to revolutionise traditional Malaysian herbs backed by science, Natural Wellness was selected as an anchor company for the NKEA Agriculture EPPI High Value Herbal Products collaboration with the Ministry of Agriculture & the Prime Minister's office of Malaysia. The projects look to tap the global demand for high-value herbal supplements and remedies.

Natural Wellness was chosen to spearhead the commercialisation of six nutraceuticals and botanical drugs with scientifically-backed claims, ensuring Malaysian herbal products lead the way in international health standards for natural products. The six products are Tongkat Ali, Dukung Anak, Manjarix, Roselle, Immushields and Low Glu.

The EPPI range of products are clinically tested and scientifically proven through

extensive standardisation pharmacology toxicology clinical testing (Phase 1, 2 & 3). Its EPPI product range presents as an unique go to market opportunity in the saturated healthcare space.

IN THE PIPELINE

The future of healthcare is shaping up in front of our very eyes with advances in digital healthcare technology. Natural Wellness adopts an open mind and embraces new technologies in order to expand to the European, MENA and APEC/ ASEAN market. It strives towards its long-term goal of becoming a global business by strengthening its competitiveness, improving operational excellence and production upgrades to stay relevant in the coming years.

Achievements & Certifications

- ▶ ISO 14001 : 2015
- ▶ ISO 9001 : 2015
- ▶ ISO 22000 : 2005
- ▶ MS 1514 : 2009
- ▶ MS 1900 : 2014
- ▶ SME SCORE – 5 Star
- ▶ SOBA – The Star Outstanding Business Awards 2011
- ▶ ASEAN Business Awards 2020 – Country Star Of The Year
- ▶ Global Islamic Business Awards (GIBA) 2018
- ▶ The BrandLaureate World Halal BESTBRANDS Award 2018 – Manufacturing Healthcare Solutions
- ▶ CSR Leadership Award at the 10th Annual Global CSR Summit & Award 2018
- ▶ CGP Awards 2016 – Significant Contribution to Islamic Healthcare



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SIPRO MALAYSIA: YOUR PERSONAL CARE SOLUTION



Sipro offers quality products with competitive pricing, and provides clients with excellent service.

SIPRO MALAYSIA SDN BHD (Sipro) is a company with more than 35 years of experience in the manufacturing sector. In 2008, capitalising on the ever-expanding personal care products industry, the outfit set out to etch its very own self-grooming spin off-brand.

With its proven research and development (R&D) capability, Sipro quickly developed a wide range of high-quality personal care products and toiletries, ranging from baby shampoo to adult body wash.

With many consumers today choosing natural-based products, Sipro introduced organic ingredients and created a specific range to cater to this

new market trend. In addition, market research indicates consumers are also increasingly demanding proof of quality, compliance and efficacy from raw materials to finished products. Hence, Sipro has ISO 9001 certified quality management systems implemented in their production to ensure products meet these requirements.

It also offers Original Equipment Manufacturing (OEM) / Original Brand Manufacturing (OBM) services to its clientele. Sipro's experienced chemist and in-house laboratory provides limitless possibilities for unique formulations. Clients are offered a choice of new products with new formulations (as per their ideas) or ready-to-market formulations from Sipro which are developed through years of R&D.

STELLAR LINEUP OF PRODUCTS

Sipro's portfolio comprises one of the broadest ranges of personal care products available in the market. Over the years, it has developed these offerings:



Sipro's range of cosmetics

- ▶ **Skin & Body Care:** Here it offers the complete set, which includes Body Lotion, Body Wash, Facial wash, Face Toner, Lip Balm, Hand Wash, Body Powder, Slimming Cream, Hand and nail cream, Crack Heal Cream, Deodorants, Body Mist, Perfume Oil, Body Scrub, SPF (Sun Protection Factor) Body Lotion and Bath Milk.
- ▶ **Hair Care:** This product line includes Shampoo, Anti-Dandruff Shampoo, Conditioners, Leave on Conditioner and Hair Treatment Cream.
- ▶ **Men's Care:** Catering to the new generation man, this range of personal care comprises Pomade, Shampoo, Shaving Gel, Facial Wash, Hair Gel, Hair Oil, Cologne and Beard Palm.
- ▶ **Baby Care:** Marketed under "Joielle baby" brand is an extensive collection covering Baby Bath (with Virgin Coconut Oil), Baby Shampoo, Baby Lotion (with Virgin Coconut Oil), Baby Oil, Baby Oil Gel, Baby Massage Oil, Baby Powder, Baby Cologne, Baby Top to Toe Cleanser, Baby Nappy Time Change Cream and Baby Cream (with Virgin Coconut Oil). In addition, promotional sets, a collection of selected products are available as Baby Virgin Coconut Oil Set, Baby Skincare Essentials Set and Baby Travel Set.
- ▶ **Spa Products:** Exciting range consisting of Massage Oil, Hot Massage Oil, Spa Scrub, Spa Lotion, Face Cream and Facial Wash.
- ▶ **Cosmetics:** This new offering includes Lipstick, Face Wash, Lip Scrub, Mascara and Serum.

VISIONS FOR THE FUTURE

With continuous improvement in their R&D, quality and factory systems, Sipro intends to be a prominent personal care products manufacturer globally. Furthermore, with the Malaysian government making massive efforts to transform the country into a global Halal Hub, Sipro aspires to make further inroads into the international market with its innovative current and future products.

With its excellent manufacturing pedigree coupled with a global vision, Sipro has indeed carved a special niche in this exciting industry that is set to make major strides in the future.



Achievements & Certifications

- ▶ GMP (Good Manufacturing Practice) Certified
- ▶ Certified HALAL by the Department of Islamic Development Malaysia (JAKIM)



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SIREH EMAS: BEAUTY THAT'S MORE THAN SKIN DEEP



Sireh Emas is a pioneer in the development and manufacturing of scientifically proven herbs into innovative personal care products.

DMAGIA DIETCLEANZ (NATURAL FIBER DRINK)

This fibre-rich beverage provides a good nutritional alternative for individuals with low dietary intake, and an easy way to improve digestive health. It's suitable for losing weight, maintaining intestinal health, or for those suffering from constipation or haemorrhoids.



Dmagia DietCleanz (Lemon)

SIREH HAND SANITIZER GEL

Alcohol-based, rinse-free and non-sticky, it is enriched with sirih (Piper betle), aloe vera and vitamin B5 to keep hands clean with long lasting moisturising effect. The medicinal sirih extract acts as dual protection for your extra care.

SIREH EMAS MARKETING SDN BHD is inspired by the herbal properties of Malaysia's native plants to remedy skin conditions. Its more than 108 products developed and made for its own brands and on contract manufacturing basis include skincare, personal care and F&B offerings.

DMAGIA DIETMEALZ (MEAL REPLACEMENT DRINK)

This balanced meal replacement programme is ideal for the overweight; those with health problems like heart disease, diabetes, high blood pressure; and pregnant mothers who want to control their weight in order to avoid health issues during pregnancy.

FEMININE HYGIENE, WHITENING WASH

The Sireh Feminine Hygiene Warisan Puteri products are herbal formulations to improve feminine hygiene in cleansing, reducing bad bacteria and minimising odour.

The Sireh Emas Collection comprises Postnatal Care, Teen Fresh, Odour Block, Moisture Plus and Active White, which cleans, moisturise and helps whiten the intimate/bikini area.

Post-natal Care eliminates odour and heals wounds. It's enriched with sirih, manjakani and turmeric extracts to naturally cleanse, soothe and prevent odour from post-natal bleeding while maintaining a healthy pH balance.

FRUITY, FLORAL BODY WASH

The Sireh Body Wash for everyday use comes in fruity/floral/fresh scents, and is part of Sireh Emas' personal care range that includes body scrub/lotion, facial products and others.

XANZWHITE SKINCARE

The Xanzwhite Skincare series contains the patented XANZWHITE Bioactives skin whitening composition that's scientifically and clinically proven to whiten and soften skin to reveal radiant skin.

The Clarifying Cleanser removes impurities, make-up and dead cells, and the Refreshing Lotion completes cleansing while hydrating the skin and conceals pores to create flawless, fair skin.

The Day Lightening Fluid SPF 15++ with sunscreen and UV ray protection shields skin against UVA and UVB rays.

Finally, the Night Multiaction Treatment cream fights the multiple signs of skin damage and ageing skin while you sleep.

Other products include acne scar therapy serum, multiaction foundation, eye serum, anti-ageing serum foundation, and moisture/lifting and firming serums.

PHYTONLC CELL REPAIR SERUM

The PhytoNLC Active Cell Repair Multiaction Hydrating Serum prevents ageing skin, wrinkles, sebum and

hyperpigmentation. Its nano structured lipid carrier delivery system improves bioactives penetration for instant results.

The outfit aspires to become ASEAN's leading manufacturer and marketer of Halal personal care and food products. It aims to bring Asian-focused brands to consumers worldwide.



DMAGIA DietMealz (Strawberry)

Achievements & Certifications

- ▶ Anugerah Usahawan Bumiputera Pulau Pinang 2005 (2nd place) Kategori Industri Pembuatan/Perkilangan
- ▶ Anugerah Kumpulan Penyelidik Terbaik 2007, Hari Kualiti SIRIM Bhd 2007
- ▶ SMIDEX 2009 Best Booth Award
- ▶ Best Halal Products (Cosmetics) SIRIM Bhd – Malaysia Halal Excellence Award 2009
- ▶ ITEX 2010 Gold Award Green & Natural Bioactives for Tropical Application "PhytoNLC"
- ▶ Technology Audit 2015 (SME Technology Penetration and Upgrading Program (SIRIM Bhd-Fraunhofer IAO 2015
- ▶ GMP Certified
- ▶ HALAL Certified
- ▶ ISO 9001:2015 (Quality Management System)
- ▶ ISO 10002: 2018 (Customer Satisfaction)



SIREH EMAS MARKETING SDN BHD

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SKY RESOURCES: SKY'S THE LIMIT



Sky Resources offers a holistic one-stop service for skincare and cosmetic manufacturing solutions with a customer-centric approach.



SKY RESOURCES SDN BHD (SKY), a Malaysian company headquartered in the state of Penang, manufactures skincare, haircare, personal care and cosmetics. With a foundation of nearly 30 years in this industry, SKY provides exceptional products and services to its customers.

Customers are offered holistic one-stop service for manufacturing needs. This service includes the top-tier customised solutions in producing, filling, laboratory analysis, stability testing and assembling according to their requirements while assuring constant improvements and enhancements to the final product.

By complementing France's sophisticated advancement in dermatological technology coupled with rigorous product development and quality control in their processes, SKY ensures that its products and services are second to none.



Apart from OEM (Original Equipment Manufacturing) services, SKY provides in-depth regulatory analysis and registration services to ease their partner's entry into new markets, domestically or internationally. Kosher and Halal registration, intellectual property rights management are some of the other services offered.

FEATURED PRODUCTS FROM SKY

SKY has numerous products catering to nearly every need in the market, including:

- ▶ Instant Hand Sanitiser
- ▶ Antibacterial Disinfectant Liquid
- ▶ Antibacterial & Moisturizing Hand Wash
- ▶ Antibacterial Moisturizing Body Wash
- ▶ Milk Tea Smoothing Conditioner
- ▶ Milk Tea Nourishing Shampoo
- ▶ Coconut Deep Nourishing Body Lotion
- ▶ Feminine Intimate Wash
- ▶ Anti Stretch Mark Cream
- ▶ Massage Slimming Cream
- ▶ Whitening Luffa Soap with Olive Oil
- ▶ Luffa Body Soap

While the above are marketed under the **SRGCare™** brand, SKY also has two other trademarked brands, which are **O'Biome™** and **DuoAlgae™**.

freshen your breath
O'BIOME™

Specially formulated with prebiotic that helps to support the good bacteria in your mouth

- Protect delicate teeth**
- Maintain Oral Health**
- Balance the oral microbiota**
- Defense against plaque**
- Remove stain**
- Remove bad breath**

freshen your breath
O'BIOME™
PREBIOTIC TOOTHPASTE

SLS/ SLES FREE
Artificial Colourant FREE
Fluoride FREE
Saccharin FREE

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GLOBAL PARTNERSHIPS FOR BETTER TOMORROW

SKY believes that for any company to compete globally, it requires core competencies and partnerships with strategic organisations. Hence, its strategic partners in the industry including but are not limited to organisations like AJINOMOTO, Bell, Bioland, CPL Aromas, DAITO KASEI and MERCK. It has, over the years, developed strong relationships with the brands **Acu-Derma, BeU soapworks, Blanc & Delwyn, NutriLiving, Prima Oligo** and **Santix**, to name a few.

Its procurement team continuously scours throughout the globe for standout material suppliers. Currently, SKY engages with more than 18 countries worldwide for its raw materials.

SKY is presently embarking on programmes to create market awareness of its products and services through marketing and advertising. In addition, it is continuously looking for new talents to join its team and help grow its product portfolio, especially those with exclusive ingredients.

ACEFYLLINE METHYLSILANOL MANNURONATE
Acefylline Methylsilanol Mannuronate has been specially designed for lipolysis. It has remarkable effects on lipolysis in the adipocytes.

SIMMONDSIA CHINENSIS SEED OIL (JOJOBA OIL)
Jojoba oil is an excellent moisturizer. It restores dry, dehydrated and mature skin. It is excellent for dry skin and has antioxidant properties.
*In dermatological tests done using Jojoba Oil, it was shown that it increases the skin's suppleness by 45%.

HYDROXYMETHOXYBENZYL PELARGONAMIDE
Create Heat Sensation. Improve epidermal blood circulations.

CAFFEINE
Caffeine possesses lipolysis effect on fat. It also has anti-cellulite effect.



Achievements & Certifications

- ▶ 2020: USFDA Certification (United States Food & Drugs Administration)
- ▶ 2016: Certified ISO22716 GMP for Cosmetics
- ▶ 2010: HALAL Certified (JAKIM, Malaysia)
- ▶ 2009: Certified GMP (Good Manufacturing Practice)
- ▶ 2009: Awarded "50 Enterprise Award" (Organised by SME Corp Malaysia)
- ▶ 2009: Awarded Malaysia Power Brand (www.globalbrandaward.com)
- ▶ 2007: Gold Winner of Business Summit Award
- ▶ 2007: Certified ISO9001 Quality Management System



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SKYMATICS: EMBRACING LIFE'S MANY WONDERS



Skymatics, the mastermind behind the branding of Summer Naturale, has secured consumer trust through its natural, pure and green products.

IN today's busy environment, personal care products play a major role in helping individuals maintain their everyday freshness and hygiene. Furthermore, environmental pollution, which pervades every major city worldwide, constantly puts pressure on people's health and appearance.

Headquartered in Selangor, Malaysia, Skymatics Holding Sdn Bhd (Skymatics) has nearly 20 years of experience manufacturing the full range of personal care and toiletries. The ladies makeup range is another product that Skymatics has developed with passion. With its slogan "Nature does it best" fully embraced by every facet of the organisation, Skymatics products

use nature's rich resources to deliver a refreshing user experience to its customers.

Avocado extracts and Tea Tree oil which is well known for protecting, healing and maintaining human skin, are some of the natural ingredients used in creating Skymatics products.

WIDE ARRAY OF PRODUCTS

Skymatics prides itself on its product ranges which cater to every member of the household. It has developed these ranges with utmost care and quality to ensure that customers are never left disappointed. Covering every aspect of personal care, Skymatics has developed these brands.

- **ColourG.** This product range offers nearly all the essential makeup tools. Products on offer here are Velvet Lipstick, Shine Amplified Lipstick, Eye Shadow (also available as Mini Eye Shadow), Lip Cream (also available as Mini Lip Cream), Compact Powder, Mascara and Lip Glow.



Summer Naturale Shower Cream



ColourG Eye Shadow

- ▶ Summer Naturele toiletries range is infused with rich natural ingredients like plant extracts and essential oils. Product selection includes Natural Skin Care products (Facial Cleanser, Facial Scrub and Acne Cream), Shower Cream (Spa/Antibacterial), Body Shampoo, Hand and Body Lotion, Shampoo and Conditioner and Hand Conditioning Balm.
- ▶ Sofia and Sofia White Bio range are designed to offer ladies a unique selection of toiletries. Promoted products include Face Mask, Hand Wash, Moisturiser, Day Cream, Night Cream, Cleanser and Toner.
- ▶ Summer Baby. These baby line of products are specially formulated with delicate skin in mind. They are hypoallergenic and non-soap based, and are enriched with a variety of natural ingredients to moisturise, nourish and deliver a relaxing sensation whilst cleansing. Products include Baby Bath, Baby Powder, Baby Shampoo and Natural Baby Oil.

THE SKY'S THE LIMIT

Skymatics believes in the adage "The sky's the limit" regarding its growth potential. With dedicated effort in product research and testing, it explores new ingredients and introduces more product variants catering to the global demand. Furthermore, stringent quality controls are implemented throughout the manufacturing process to ensure only the best of Skymatics reaches the customers. Currently, it is exporting to Southeast Asia, Japan, Taiwan, China, Australia, the USA, the Middle East, India and many more.



ColourG LipGlow

Achievements & Certifications

- ▶ FMM Excellence Award
- ▶ Star Export Excellence Awards
- ▶ Malaysia Brand Awards
- ▶ Superbrands Awards
- ▶ GMP Certified Manufacturer
- ▶ HALAL Certified by Department of Islamic Development Malaysia (JAKIM)
- ▶ LPPOM MUI (Halal certification in Indonesia)
- ▶ Australian Certified Organic (ACO)
- ▶ ISO 9001 (2015)
- ▶ ISO 22716 (2007)



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Leroselle Product Range

SWISS LAB BIOTECH: BREAKING NEW FRONTIERS



Swiss Lab Biotech is an OEM manufacturer with deep expertise in quality cosmetics, skincare and personal care products.

SWISS LAB BIOTECH SDN BHD (Swiss Lab) is a Malaysian company with nearly 15 years of experience in manufacturing high-quality cosmetics, skincare and personal care products. The company started with an idea to produce natural-based products with a collaborative research venture with SIRIM (The Institute of Standards and Industrial Research Malaysia). It uses a species from the Malaysian national flower (Hibiscus), Hibiscus Sabdariffa or generally known as Roselle. Roselle is known for its medicinal value in the traditional medicine systems in Africa and Asia.

Based in Kedah, a northern state of Peninsular Malaysia, Swiss Lab is one of

the few Malaysian companies who dared to foray into natural-based personal care products early on. Continuous Research and Development (R&D) coupled with unique offerings enabled it to capture a significant market share, requiring it to set up a full-fledged manufacturing facility by 2014. As a result, it now caters to in-house products and provides a platform for private label and contract manufacturing (Service Process).

PIONEERING PRODUCTS AND SERVICES

Swiss Lab sources quality ingredients from Japan, Korea, US and France. Its in-house products which include hair care, skincare, personal care, cosmetics and oral care, are marketed under different brands:

- **Mes Fleur.** With its powerful anti-ageing properties, Roselle has become the base essence for Mes Fleur products. By combining Roselle extracts into numerous blends and formulations, this cosmetic range includes Matte Liquid Lipstick, Cleanser

Gel with Jojoba Bead, Treatment Liquid Foundation, Moisturizer and L22 Serum. In addition, it is currently working on new formulations which will combine premium ingredients with Roselle to offer customers a better variety.

- ▶ **Leroselle.** This unique oral care and personal care product range was developed by introducing Roselle into toothpaste, body wash, shampoo, lotion and soap. The products are made from 100% natural HALAL ingredients, free from parabens, and are not tested on animals. Rigorous testing by Swiss Lab ensures these products are suitable for adults and children alike.
- ▶ **Le'Roselle Skincare.** Another Roselle-based skincare range which includes Cleansing Milk, Facial Toner, Day Cream and Serum as part of their offerings.

Swiss Lab offers OEM (Original Equipment Manufacturing) / OBM (Original Brand Manufacturing) to selected organisations as part of its business strategy. This step by step offering called "Service Process" includes Research & Development; Design & Packaging; Regulatory Application; Production, and Delivery.

INNOVATING FOR THE FUTURE

Swiss Lab is focused on developing new products and services for its customers. It has a team of dedicated R&D chemists who work in partnership with premium, safe and certified ingredients manufacturers worldwide. The outfit aims to become Malaysia's leading OEM in colour cosmetics and the brand of choice

in the Southeast Asia region and Muslim countries by 2022. It will continue to deliver product innovations, combining nature with cosmetics and personal care for the benefit of its consumers.



Mes Fleur Product Range

Achievements & Certifications

- ▶ GMP (Good Manufacturing Practice)
- ▶ Certified Halal by the Department of Islamic Development Malaysia (JAKIM)
- ▶ 2019 – Awarded "The BrandLaureate World Halal BestBrands Award" for Manufacturing Cosmetics & Personal Care Solutions 2019
- ▶ 2018 – Awarded "The BrandLaureate World Halal BestBrands Award" for Manufacturing Cosmetics & Personal Care Solutions 2018
- ▶ 2017 – Awarded "50 Enterprise Award" (Organised by SME Corp Malaysia, an agency under the Ministry of Entrepreneur Development and Cooperatives)



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TOHTONKU: BIDDING FAREWELL TO WRINKLES & DARK SPOTS



Tohtonku's multinational labels are household names across the globe, offering solutions to every skin type and skin care concern.

TOHTONKU SDN BHD started out in 1964 with a dream to make every person look good and feel confident for who they are.

Today, its products can be found all over Southeast Asia and beyond including Hong Kong, Macau, Singapore, Indonesia, Myanmar, Brunei, Vietnam, Bangladesh, Nepal, Maldives, Mauritius, Papua New Guinea, Mongolia, Nigeria and Sri Lanka.

From a homegrown name to a multinational brand, Tohtonku's major labels include Follow Me, Nutox, Nanowhite, Ubermen, Ammeltz, Koolfever, Sawaday, Can Can, and King Kong.

NO. 1 ANTI-AGEING SERUM

Tohtonku's Nutox Advanced Serum Concentrate, which restores and rejuvenates the skin, is the No. 1 anti-ageing serum in Malaysia.

Enriched with bird's nest collagen and Actigenic+, the serum enhances production of the skin's natural collagen, elastin and hyaluronic acid to combat signs of ageing. Perfect for all skin types, it speeds up production of the skin's natural collagen, elastin and hyaluronic acid.



Nutox Advanced Serum Concentrate is enriched with ingredients to combat signs of ageing

The serum's instant, long-term lifting effects are amazing with deep wrinkles visibly improved in two weeks and the skin becomes elastic, firmer, smoother and younger looking.

There's also Nutox Youth Restoring Advanced Serum Concentrate that repairs the skin structure.

NANOWHITE WHITENING SKINCARE

Popular in Malaysia, Nanowhite and Nanowhite Fresh are Tohtonku's comprehensive whitening skincare range.

The products are packed with arbutin to effectively lighten dark spots, acne scars and brighten skin tone; hyaluronic acid that attracts and locks in moisture while revitalising the skin's surface for hydrated, supple and radiant skin; and niacinamide that reduces pore visibility, dullness, evens out skin tone while strengthening the skin's surface.

SPOTLESS, FLAWLESS SKIN

Nanowhite Spot Correction Advanced Serum visibly reduces dark spots and

acne scars while Nanowhite Spot Correction Microfoliating Clay Cleanser deep cleanses pores, corrects uneven skin tone and lightens dark spots.

Nanowhite Double Action Awakening Snow Wash is a hydrating and brightening cleanser for that spotless and even skin tone while Nanowhite Eye Brightener reduces the appearance of dark circles and puffiness.

LIGHTEN DARK SPOTS, ACNE MARKS

To reduce acne and clear clogged pores for a fair and even skin complexion, there's Nanowhite Fresh Deep Cleansing Charcoal Mask.

And for lightening dark spots and acne marks while reducing pimples and oil sebum, there's Nanowhite Fresh Dark Spot Corrector. Also available are Nanowhite Men exfoliating scrub, oil control clay and microfoliating cleansers.

FOLLOW ME PERSONAL CARE

Follow Me is Tohtonku's heritage brand offering superior quality products at affordable prices.

These include Follow Me Green Tea 6-in-1, anti-dandruff, anti-hair fall, damage repair and scalp fresh shampoos in addition to herbal, aloe vera, perfumed and ice cool shampoos.

There's also the Follow Me Nature's Path range of anti-dandruff, anti-hair fall, daily clean & fresh hair, and smooth & silky shampoos.

Also available are Follow Me Nature's Path Facial Cleanser for fresh and supple skin, and Follow Me Anti-Bacterial Body Spray that's paraben- and triclosan-free.

UBERMAN GROOMING RANGE

A quality grooming range for the active man, the products include eau de parfum and eau de toilette fragrance, hair gel, hairstyling wax, anti-perspirant roll-on and deodorant body spray.



Follow Me Green Tea Hijab

Achievements & Certifications

- ▶ Asean Outstanding Business Award in Personal Care & Household Industries
- ▶ No. 1 Anti-ageing serum in Malaysia
- ▶ Most wanted anti-ageing and advanced serum set in Watsons
- ▶ Best Operation Excellence, Best Co-op Marketing Excellence (Beauty), Most Innovative Supplier, Best Marketing Campaign

TOHTONKU

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V NATURAL: A BALANCED TOUCH OF LUXURY



V Natural manufactures soap bars, beauty and personal care products in-house for both international and domestic clientele.

V NATURAL (M) SDN BHD is part of a group of companies consisting of the manufacturing and marketing arms, manufacturing bar soaps, bespoke personal care and beauty products for local and international brands. Collectively, it has nearly a century of experience in the beauty, supply and trading line.

It espouses a “seek first to understand” philosophy which has resulted in continuous success across its five decades of operation. Since its inception in 1970, the family-run business never strays from its values – to produce

natural, safe and premium products to suit the lifestyle choices of the modern and health-conscious society.

These products utilise the richness of the Archipelago, and sourced naturally from the Malaysian tropical rainforest. Combining uniquely blended formulations, its products are for discerning consumers who prioritise safe, quality and ethically sound products.

The outfit currently exports to India, the USA, UK, Pakistan and Australia under its in-house brands – Bar Soap People, Giddy Goaty, Dr. V, Bussaina and Zeemaliz.

PEACE OF MIND

V Natural’s products are certified HALAL and Kosher, naturally-derived and plant-based, cruelty-free, and free from harsh chemicals, Paraben, SLES, SLS and petrochemicals. This is consistent throughout its wide portfolio consisting of bar soaps, beauty ranges and bespoke personal care products.



Zeemaliz’s Perfect Balance skincare line inspired by the five elements of nature to create a balanced equilibrium



Bath soap with natural and pure ingredients to keep the skin moisturised and healthy

COMPREHENSIVE OEM SERVICES

V Natural's manufacturing plant comes equipped with state of the art equipment and an advanced R&D lab to churn out the best products for renowned local and international brands. It ensures that all processes strictly comply with international manufacturing standards and adheres to clients' specifications and demands.

It also places great emphasis on continuous improvement and product research before releasing its final products in order to differentiate itself from competitors. The outfit does not compromise on quality and guarantees the integrity of each product that reaches its consumers.

The outfit aspires to become the most renowned bar soap, beauty and bespoke personal care brand in the world.



Achievements & Certifications

- ▶ Good Manufacturing Practice (GMP)
- ▶ HALAL Certification by Islamic Food Research Center Asia



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YKL MULTI: SAFE & NATURAL COSMETICS, SKINCARE



With concerns over safety of ingredients in products such as colour cosmetics and skincare, YKL Multi uses organic, natural and food-grade ingredients in its cosmetics (including lipsticks, eye shadow, other colour cosmetics), skincare and personal care offerings.

Both the Kata Cosmetics Series and FineWcare products use extracts from the hibiscus species as part of ingredients for its powerful antioxidant properties.

KATA COSMETICS SERIES

This Kata Cosmetics Series comprises the Advanced Pro-HIBC Ultra Mild O+ Cleanser, Advanced Pro-HIBC Radiant Longwear Foundation, and Advanced Pro-HIBC Serum.

The cleanser is a youth defence nourishing foaming cleanser enriched with hibiscus flower extract. It generates oxygen bubbles that deeply penetrate the skin to eliminate pore-clogging impurities. That helps to brighten uneven skin tones and keep skin clean and clear.

'ALL HOURS PERFECTION'

The Advanced Pro-HIBC Radiant Longwear Foundation offers women a perfectly even and luminous finish all day long while still feeling ultra-light on the skin.

YOUTHFUL GLOWING SKIN

Meanwhile, for women after the age of 30, the Advanced Pro-HIBC Serum helps to awaken the skin's ability to look youthful by stimulating it to regenerate. The serum delivers anti-ageing skin in seven days.



YKL Multi is one of the first leading retail suppliers of cosmetic ingredients in Malaysia, now offering more than 2000 natural ingredients.

YKL MULTI SDN BHD has 14 years of experience in the cosmetics, skincare and toiletries industries. It is both a cosmetics contract manufacturer and the brand owner of Kata Cosmetics, Kata Organic, Kata Marine and Kata Bio-White. It also owns the FineWcare brand of skin, hair and body care products.

The word Kata means "speak" in the Malay language. YKL Multi believes that a good product will speak for itself and its customers can rely on it for high-quality offerings.



Another product is the Advanced Pro-HIBC Milk Facial Emulsion which contains botanically derived ingredients that deliver the skin lipid profile of a healthy 22-year-old. The combination of botanical oils such as macadamia, jojoba and squalene enhances the skin's elasticity and firmness.

This lightweight milky emulsion contains super hydrating properties that give skin instant hydration for that glowing, radiant complexion.

KATA ORGANIC SERIES

This Kata Organic Series focuses on acne prevention and sensitive skin. It uses high efficacy natural acne-fighting ingredients to formulate a safe and natural product to prevent acne and breakouts on the skin.

YKL Multi is promoting not only safe and natural products, but most importantly its whole packaging is completely free of steroids/hormones so there won't be side effects.

Its Premium Tea Tree Nourishing Ultra-Luminous Lightening Cream is yet another exclusive blend of ingredients to deliver a brightening and even skin tone for that healthy glow and natural beauty.

KATA MARINE SERIES

This anti-ageing product works more than just to reduce wrinkles in seven days. It is formulated with active marine biotechnological ingredients that help to recharge skin energy.

KATA BIO-WHITE SERIES

This is formulated with natural and safe ingredients for brightening and lightening skin. It uses naturally derived ingredients to improve luminosity of skin and reduce dark spots for an even and brighter skin complexion.

LOOKING AHEAD

YKL Multi is ready to bring its products to the China market. Locally, unfazed by the challenging COVID-19 pandemic, it has spent fruitful time creating a series of innovative products for launch in Malaysia via social media platforms and sites.

Achievements & Certifications

- ▶ GMP
- ▶ Certified Halal (JAKIM - Department of Islamic Development Malaysia)



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