



CLOVER COSMETICS CO. LTD.

# Market Applause for Industry Path Finder!

Initiative and dedication over the years has paid out for us to be awarded  
**THE MOST INNOVATIVE SKINCARE BRAND OF THE YEAR** in the region,  
shares **JACKY CHOI**.

**C**lover was founded small, with a few staff in early 1980. "The beauty market grew tremendously in the 80s and 90s. We have been growing over the past 20 years distributing beauty products imported from France, Germany and Italy," says Jacky Choi, Managing Director. Besides distributing beauty products in Hong Kong, Clover is a pioneer in the trade of extending its distribution to Taiwan and the Mainland in the early 90s.

## New Ideas, New Products



"Following the return of Hong Kong to China in 1997, we set up our own subsidiary in Guangzhou to coordinate the country-wide distribution of our products. Facing the high import tax and trade barrier of imported skincare products to the Mainland, we took the initiative in investing in a cosmetic factory in China to overcome this, since only locally made products have the advantage of free distribution in the country," says Choi.

"Besides manufacturing medium to low end products for the Mainland, we gained lots of experiences, and also started a R&D department in Hong Kong to enhance our competitive edge. At the same time, our factory has also gone through the upgrade to GMP standards.

"After a few years' research, we have created completely new treatment



Clover Cosmetics Co. Ltd. Managing Director Jacky Choi.

concept skincare products at top level for aesthetic use with the same company name – CLOVER – in 2012. Since the launching of this unique brand, it has been a great success in both Hong Kong and China. Now, there are already over three hundred beauty salons using the brand and growth still persists every year."

## Stay Local, Think Global

"We offer much uniqueness because



we have our own creative and marketing teams, research and development teams, sales and training teams as well as our own manufacturing plant. This vertical structure contributes to the uniqueness of the brand and delivers extra value and services to our customers," says Choi.

"Besides having a good base in Hong Kong and the Mainland, we also started exporting to other South East Asian countries like Singapore, Malaysia and Indonesia. Going even more international will be our future endeavor," Mr. Choi concluded. ■

For additional information please visit [www.clovercosmetics.com](http://www.clovercosmetics.com)



concept de beauté fondé dans la science et la technologie