



FASARY HOLDING COMPANY LIMITED

Skincare Secrets

Bringing in the latest in beauty technology to the Hong Kong market is no easy task but as ROCKY TAM says, it is well worthwhile.

All know that the ladies love make up and skincare. While they want to make themselves more pretty, few stop to think that the vast majority of skincare products on the market contain some very undesirable chemicals, says Rocky Tam, Director of Fasary Holding Company Limited.

“Not only do these chemicals harm the skin after use, but they also create and release a lot of pollutants in the production (of the make-up) process, thus adversely affecting the ecological environment,” he says.

“I discovered that there is a special kind of seaweed from the deep sea off the coast of France, which not only contains very rich collagen ingredients, but



**Rocky Tam Chap Fai,
Fasary Director.**

The challenge is educating the market in the use of organic, environmentally safe products that won't do any more long term damage for a short term good,” says Tam.

“Huge skincare brands have the resources to invest in research, development and marketing, but that's not to say that small Asian brands don't invest in quality skincare production. This notion has to change and that is part of the challenge.”

Such a venture needs the proper support. “We cooperate with a Japanese skincare institute and use unique technologies and core components it recommends in strict accordance with the high quality standards of Japanese skincare for raw materials and technology. The result is a line of products that offer safety and effective results, and are indeed chemical-free as well as reasonably priced.”

Expansion Plans

According to Tam, Hong Kong will continue to be home to the company's headquarters; the Japan institute will further provide its backing. Fasary is in talks with Mainland partners to cash in on the Greater China market; it opened its first flagship store in Macau in July of 2015. It also established a branch office in the Netherlands as a step toward opening up the European market.

“The central idea is to bring non-chemical beauty products that are competitively priced, packaged attractively, easily available, and offer best-in-class results, while remaining progressively sustainable,” concludes Tam. ■

also a variety of amino acids and trace elements needed by our body. It is very easily absorbed by the skin and does not have negative effects on the human body. More importantly, it will not harm the environment and ecology in the production process.”

Shortly after this breakthrough, Fasary was established.

Unique Technology

“The Hong Kong skincare market is saturated with products from large foreign brands. Locals brand are rare.



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