



JANECLARE

# Natural, Ethical, and Local

Hong Kong can boast of a world-class cosmeceutical brand thanks to ANGELA LEE's efforts.

**A**ngela Lee BB.S, JP, was a leading lawyer who became the first female international partner of the Hong Kong and China offices of Baker & McKenzie, the largest international law firm of the world. On the side, she had always been interested in skin care, and experimented with different kinds of natural ingredients.

Along with her brother, a veteran mechanical engineer and a computer scientist, and brother-in-law, a doctor, Angela decided to start a skin care products development company. After developing an initial product, they began hiring scientists, which grew to include an internationally renowned dermatologist (once a US White House Science Advisor), a Chinese Medicine Practitioner, an international pharmaceutical company researcher and a university professor of cosmeceutical technology.

From this company came a range of products that quickly earned consumer applause. A French doctor heard of a JaneClare cream's amazing anti-wrinkle efficacy at an international conference for aesthetic medicine, and offered to camouflage JaneClare as a French brand. Angela politely declined, firm in her resolve to build the first international skincare brand from Hong Kong.

## Asia in Mind

Hong Kong is overwhelmed with wide varieties of international products. The market was once dominated by Europe and the US. In the past 20 years, Japanese products have taken their place. Rather recently, Korean products have surged in popularity. This coincides with an increasing awareness that Asian products are more specifically produced for Asian skins.

As the very first Hong Kong skincare brand of international standards, Jane-



Clare faces the challenge of blazing a new trail. However, it also benefits from the public awakening to the importance of choosing the right product with the right focus.

"More people from Hong Kong and parts of southern China now accept that a Hong Kong product developed under international standards could be the most suitable for their skin," says Angela. "After the initial difficult years when we had to battle with the resistance against a nonentity, we have witnessed sales volumes growing leaps and bounds and many satisfied customers returning."

JaneClare is the first and perhaps the only Hong Kong international skincare brand developed and produced locally. It uses 100% natural active ingredients and meticulously abstains from anything suspicious.

In addition to an R&D team and production facilities based in Hong Kong, JaneClare has its own professional skin care center. Equipped with state of the art digital skin analysis devices, it carries out

clinical trials of its products, releasing only those with evidence-based efficacy.

## Seal of Trust

Hong Kong enjoys the best of East and the West, benefiting from both worlds. JaneClare capitalizes on this advantage, developing and producing products using traditional Chinese medicine as well as Western herbs. In terms of skin penetration technology, it has brought in the best of North America which are further refined locally.

"We have made very substantial investments of time and money on product development and production standards. Our focus is to build more channels for distribution. We plan to deepen our market penetration in Hong Kong. Meanwhile, we have also signed up distribution partners in mainland China, the US and Taiwan."

Despite fierce competition, JaneClare continuously cultivates success. "We face well established brands with strong financial muscle from Europe and the US. Among Asian products, the Koreans enjoy huge government support. However, we are grateful that JaneClare has won the trust of an increasing crowd of customers who 10 years ago would not trust a local brand. High product efficacies proven over 10 years have won us an increasing number of interested distributors committed to partnering with us in building our distribution channels. We are able to live up to our belief in producing the finest of products at any cost." ■



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