



## DOMOHORN WRINKLE

# Wrinkle-Free Business

The Japanese anti-aging skincare brand makes shopping for the right products much simpler than it is.

**W**hile having only four years of operation in Hong Kong, Domohorn Wrinkle has a history that dates back more than 40 years, with the founding of the Saishunkan Company in Japan. This first ever collagen-based cream in Japan became the herbal medicine maker's core product since its development in 1974. It is now available in the world city – but not from any store.

Domohorn Wrinkle delivers its products directly to customers rather than through physical distribution outlets. In the store-saturated environment of Hong Kong, the company makes its renowned skincare line accessible without the usual retail clutter.



### The Retail Game

Between 2004 and 2013, cosmetics and personal care shops have gone up by a whopping 1500%. While this has benefited the Hong Kong economy, it has caused concern over rising shop space rentals, and many businesses have folded without even making decent margins.

Domohorn Wrinkle skirts this issue through its system of integrated self-manufacturing and sales. In addition, the company's product line is limited to a range of only eight different items. These items are distributed exclusively through dedicated e-commerce channels. There are no intermediaries on either the



production or the distribution side. This clear focus has boosted the quality assurance on its products, as well as its overall service delivery.

### Solid Line of Products

Oil-In-Gel Remover, Silky Cream Foam, and Relieving Foam Mask are formulated to remove makeup and dirt, deeply cleanse skin, and repair damaged skin, respectively.

Intense Hydrator, Vital White Essence, Cream20 and Milky Veil Lotion are collectively designed for creating full, supple muscle, accelerating metabolism for a whitening effect, applying collagen for the skin to absorb richer nutrients, and forming a film of protection. UV Dress Cream defends against UV rays.

These items form a complete skincare regimen for consumers. Experts continuously develop the product and use only carefully selected natural ingredients.

### Managing Relationships

Domohorn Wrinkle treats its customers to a comprehensive loyalty program. It has an ongoing members-only point accumulation and reward promotion whereby gifts are exchanged for continued patronage of its products. Since it was offered to the public forty years ago, the product line has not been put up on discount.

Space at Hong Kong shopping

districts remains filled-to-capacity, in an unforgiving cycle of new tenants replacing the less successful. Alternatives in reaching the market, such as those of the Japanese company, continue to emerge, but the acceptance of the populace has been slow. Nonetheless, Domohorn Wrinkle is well on its way to realizing its goal of total customer satisfaction through its outstanding products and services, as well as immersive, long-term relationships with its customers. ■



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

# Domohorn Wrinkle

抗皺去斑專門家