



KITSON MEDICINE GROUP CO. LTD.

Adapt and Evolve

As times change, so should business. KELVIN LAM has managed to transform his company to capitalize on current opportunity.

Kitson Medicine Group was established in 2003, during the SARS outbreak in Hong Kong. The company initially engaged in supplying facemasks and disposable medical products. After the ordeal, it restructured to develop its current beauty channel venture.

“In 2003 our business was not focused on beauty products,” says Kelvin Lam. “However, we did supply disposable medical products to beauty salons and clinics. We discovered potential in the aging product market.

“We visited a Germany supplier and have since developed our own brand, *LipoMed*. This skincare product contains active ingredients. By means of Liposome Technology, our products deliver these active ingredients to dermal layers to prevent aging and repair skin.

“We later developed another brand *LipoDermis* which is now well known in France. Skin penetration is one of our key strengths and we have proven capabilities beyond efficacious moisturizing and nourishing functions. Our products



**Kitson Medicine Group Director
Kelvin Lam.**

carry a *ceramide* function made to repair skin problems.”

Areas of Interest

Kitson remains focused on developing effective, researchable active ingredients to create more skincare products that yield positive results. It is dedicated to finding cutting-edge medical-grade skin permeation technology and developing a variety of products with superior efficacy. Additionally it is hard at work increasing

its different sales channels to enhance its reach in both Hong Kong and the global market.

In 2011, it designed a one-of-a-kind Meso Roller kit for beauty salon treatment care, which elicited a great response for Kitson’s valuable clients.

Starting from four items in its product line in 2012, Kitson has expanded toward an OEM business for partners abroad. Its distribution has come to include Mainland China, Malaysia, and Australia, among others.

Habit of Initiative

The digital exchange allows enterprises to engage future business avenues. Kitson uses a new ERP system to connect with the online market to explore new trends. Not limiting itself to traditional skincare products, the company also seeks out new technology and schools of thought to explore.

The company abides by the principle of using natural ingredients, as well as sustainable and progressive methodologies in its product line. It also explores and tests new products from overseas it can prospectively introduce in the local market.

The goal is to constantly be at the forefront of innovation and new concepts that have not yet been made available.

“Kitson has its ‘eyes to the world’,” says Lam. “We keep learning, trying, and ultimately, developing innovative concepts in our business. Our aim remains to provide top-quality products that allow consumers to enhance their lifestyles, and no less.” ■



For additional information please contact info@kitsonmed.com

LipoDermis™