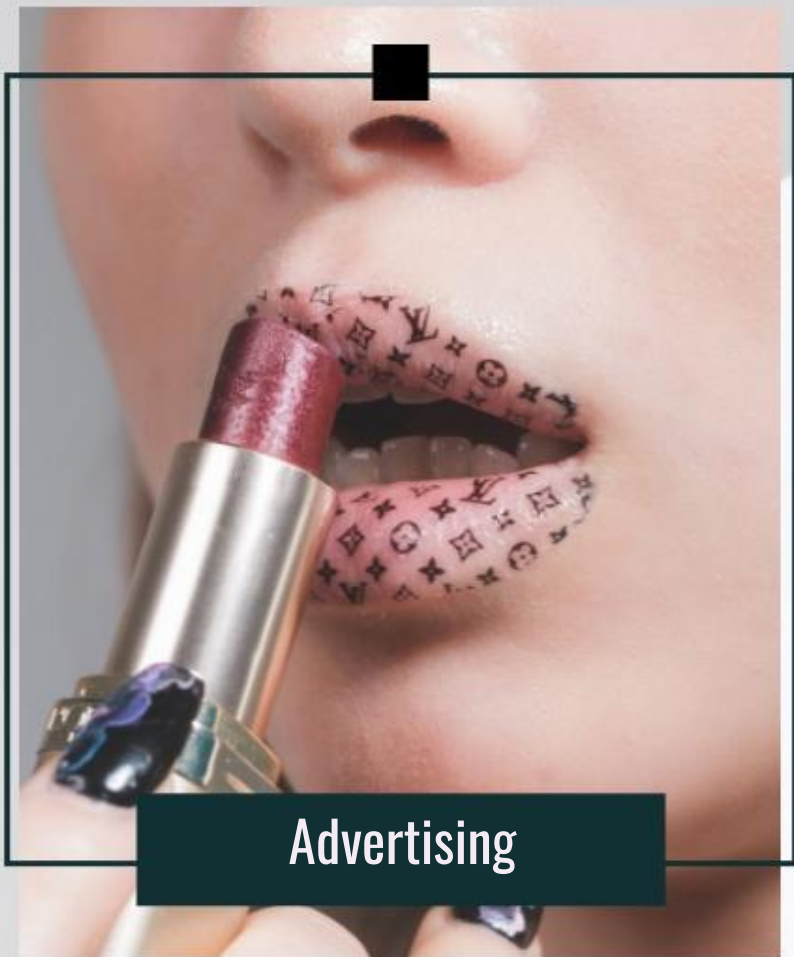




# How to effectively promote cosmetic products to the ASEAN Region

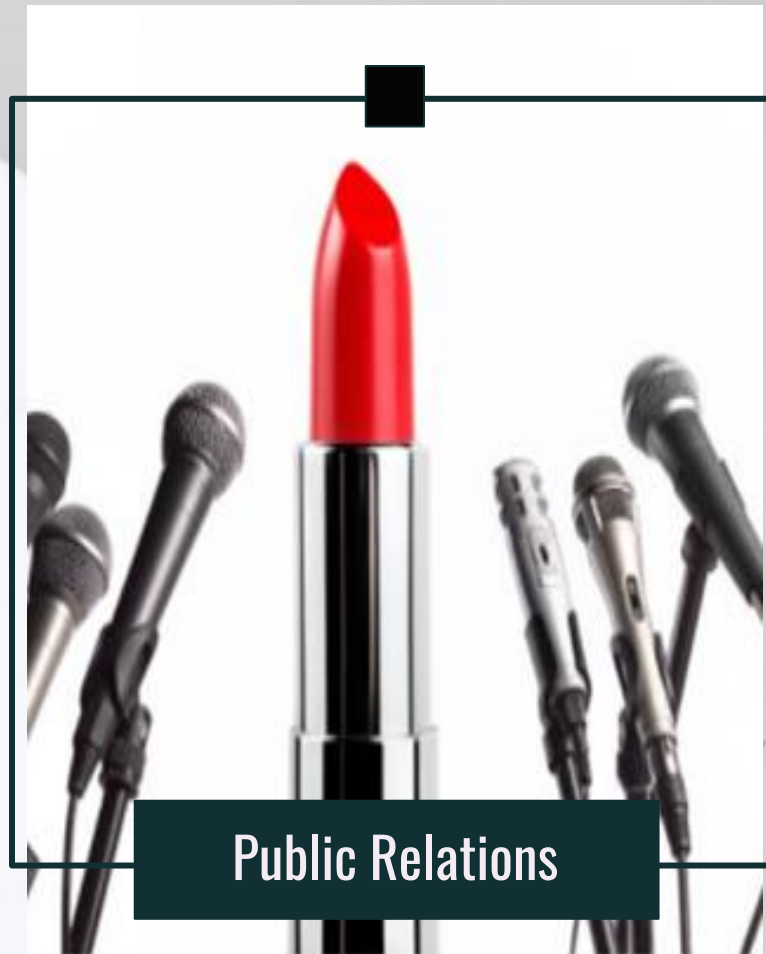
Presented By  
Karin Lohitnavy





Advertising

VS



Public Relations



Is a picture always worth a thousand words?



# Magazines 1950-1970



The Power to be *lovelier*  
lies in your hands with  
**Michel**  
COSMETICS

Now, throughout Australia you'll find the wonderful new range of Michel companion cosmetics... Face Powder, Color Make-up, Cream Make-up, Rouge, Mascara and Hand Lotion... all created in perfect harmony with each other and designed to blend into the classic style of Michel cosmetics. They embody the exclusive Michel fragrance you know and love.

*All by the creators of Michel your favorite lipstick.*

Michel and Michel, created by the world-famous Michel and Michel, are the only cosmetics to be used together and in a single case. They are the only cosmetics to be used together and in a single case. They are the only cosmetics to be used together and in a single case.



**MAX FACTOR**  
is sweeping the country with  
**Hi-Society**

a tiny case...  
with a mirror...  
and a lipstick...  
all in one!

TOGETHER AT LAST, in a tiny refillable oval case... the mirror and lipstick you used to search for in the depths of your purse! No wonder 'Hi-Society' is sweeping the country! It's a brand new idea in lipstick fashion - another Max Factor first! Your dainty 'Hi-Society' case holds your favorite shade of new creamy-moist 'Hi-Society' Lipstick... the high sheen for your lips so fashionable now. Cases with lipstick, from 1.50\*. Lipstick refills, 1.00\*

Max Factor... master of make-up artistry for 50 years



Fashion flips over **Tulips** by Helena Rubinstein

Now, colors that lips and fingertips find so exciting... with style!

Helena Rubinstein... the world's most famous beauty expert





**SEE PERFECT SKIN,  
NOT MAKEUP**

NEW Luminous Moisturizing  
Treatment Foundation

In 20 shades for all ethnicities and skin tones.

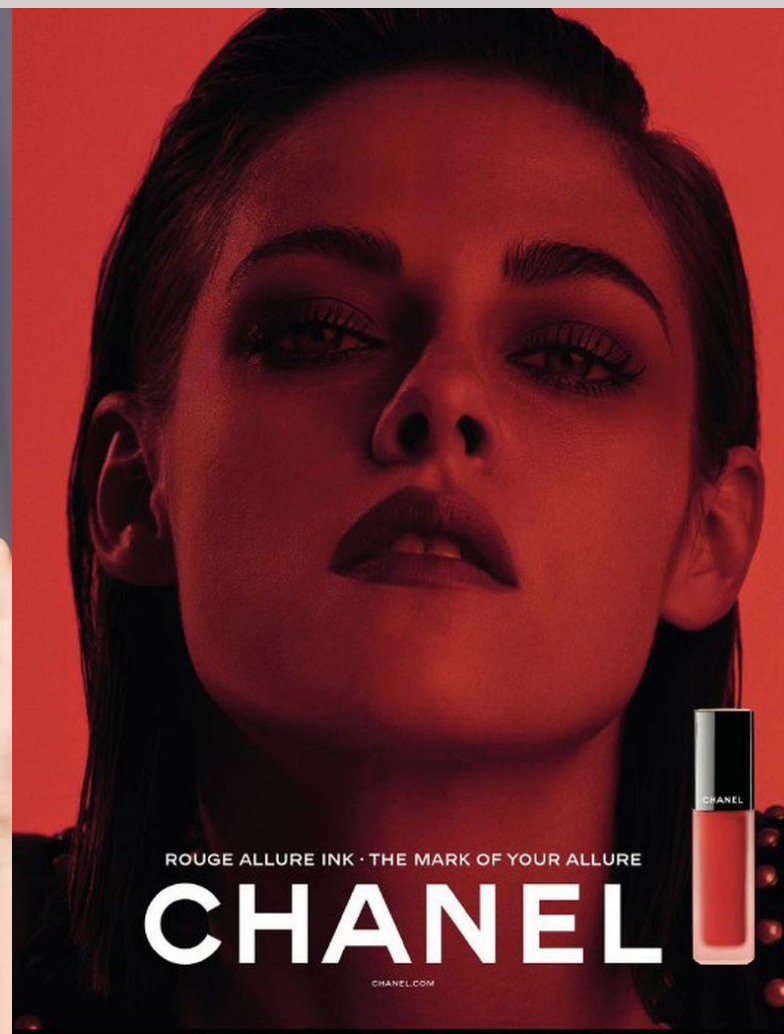
**BOBBI BROWN**

For more information visit [www.bobbibrown.com](http://www.bobbibrown.com)



**Dior**

DIORSHOW  
PUMP'N'VOLUME



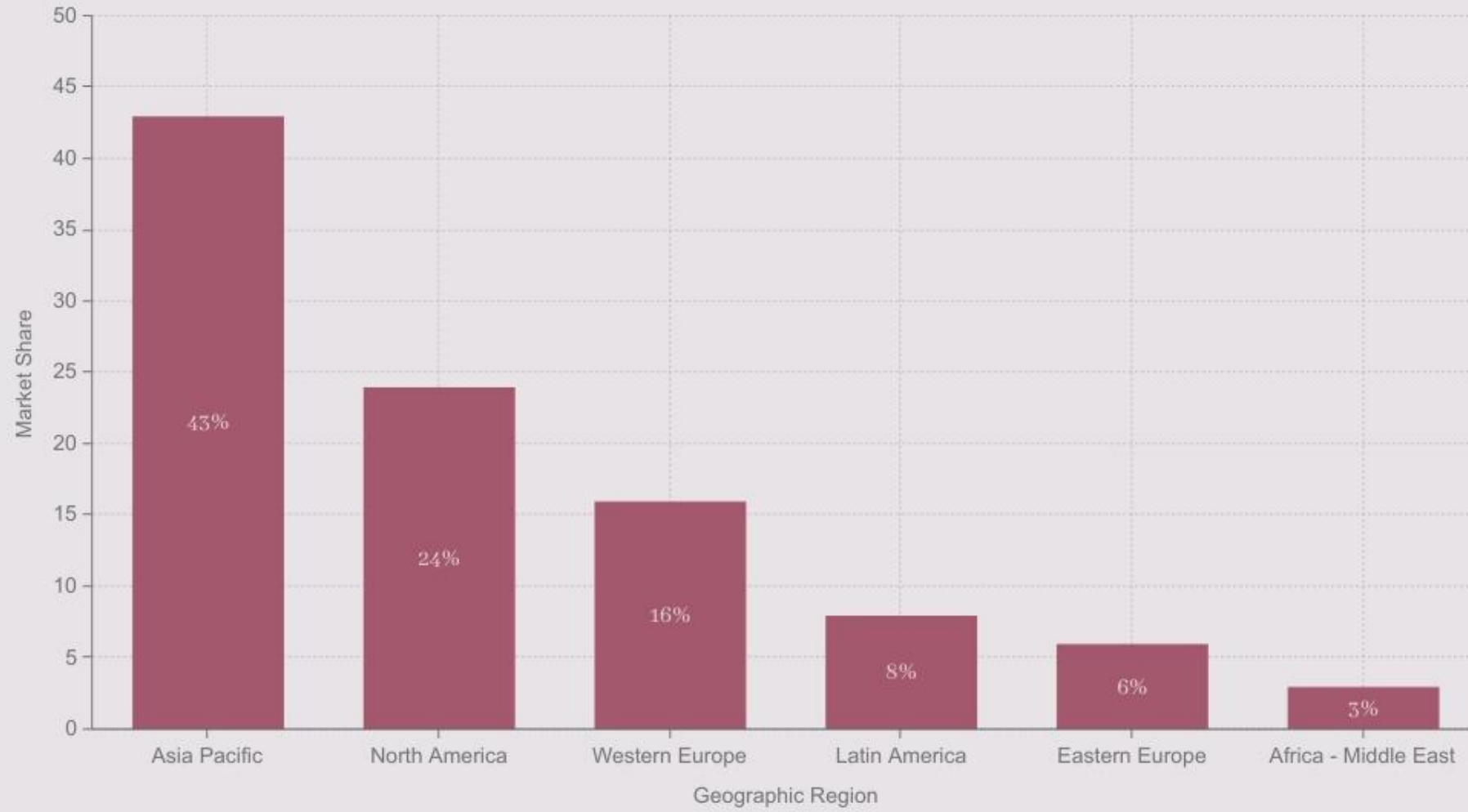
ROUGE ALLURE INK · THE MARK OF YOUR ALLURE

**CHANEL**

CHANEL.COM

## The Cosmetic Market Worldwide in 2020, by Geographic Zone

(© Statista 2021)



COSMETICS MARKET

# Thai Cosmetic Market

Facts about Thailand's Cosmetic and Beauty Products Market:

- Thailand is the largest market for cosmetics in ASEAN
- Thailand is among the fastest growing markets in the world with 8% to 10% annual growth rate
- International brands are very popular among Thais

Import Value of Cosmetics and Beauty Products in Thailand



(World Business Advisory Center, Kasikorn Bank, 2017)







# **NEW TRENDS:** With changing needs and lifestyles, Asians' expectations of beauty are shifting.

Personal Care, particularly beauty products, is one of the market's fastest growing segments in Asia. People in Asia have undergone significant lifestyle changes in recent years, which has resulted in a significant transition as to how they perceive beauty.

## The New Beauty





# New Beauty

TRENDS



1

BEAUTY ON  
DEMAND



2

DERMA CARE  
The new mainstream



3

NATURAL GLOW  
The new driver



# 4 Men-only skincare is a major growth opportunity

The number of men using skincare products is growing steadily across Asia, particularly in China, South Korea and Thailand.



## BENEFITS OF UNISEX BRANDS

OIL/ACNE

WHITENING

HYDRATION

ANTI-AGING

SUNSCREEN



# NIVEA

5 Whitening Products



# Thailand Market - Recent Trends

Target customers consist of young and elderly populations; The young prefer whitening products and colorful make-up, whereas the older generation prefers anti-aging skincare.

## Trend 1

Whiteness as the standard of beauty



### Potential Products:

- Whitening Skincare
- Sunscreen
- Brightening Cosmetics

## Trend 2

Wearing makeup at young age



### Potential Products:

- Colorful Cosmetics
- Acne Skincare

## Trend 3

Anti-aging beauty for mature women



### Potential Products:

- Anti-Aging Skincare
- Covered Cosmetics

## Trend 4

Going natural as a growing trend



### Potential Products:

- Herbal & Organic Skincare
- Cosmetic for sensitive skin

A close-up portrait of a young woman with light brown hair, applying eye makeup. She is holding a small, rose-gold dropper bottle to her closed right eye. In her other hand, she holds a small, clear tube of product. She has a white lace choker and a pearl necklace. The background is a soft, light pink. The text "spotlight on korean beauty" is overlaid in a purple, lowercase font.

spotlight on korean beauty

MF  
MAXFACTOR

POLISH?

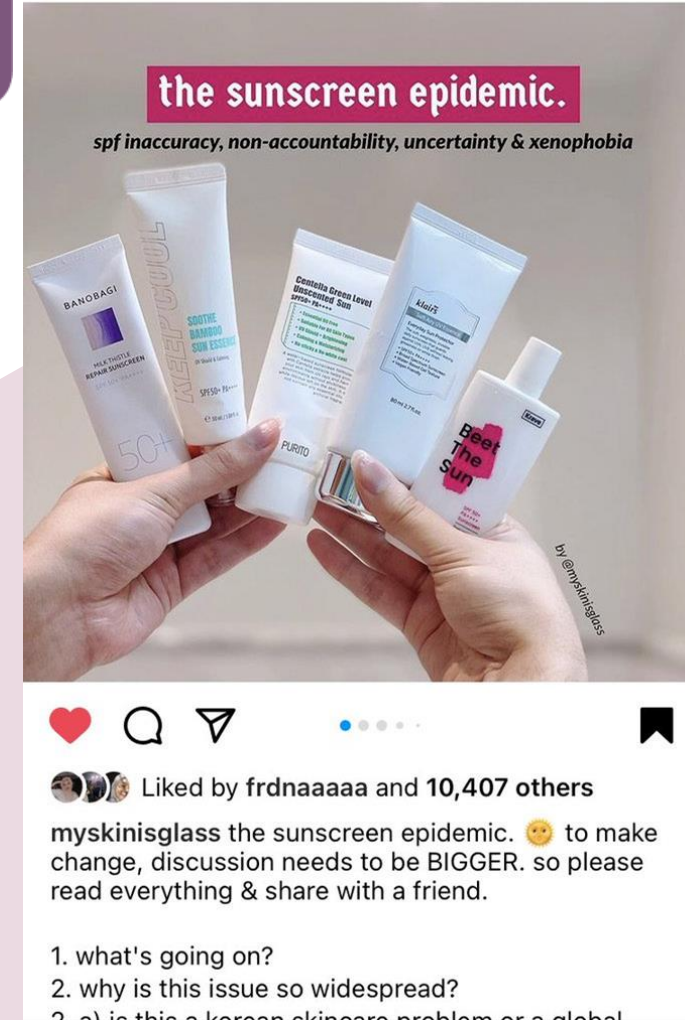


HR  
HELENA RUBINSTEIN

Rich  
Heritage  
in  
Beauty & Cosmetics



# THE INTERNET'S FAVOURITE SUNSCREEN Controversy





# LONG HERITAGE

... a developed market with a  
long tradition

Poland is inextricably linked to the development and popularisation of cosmetics. With almost a century of experience with the production and export of cosmetics, Poland has become one of the leaders in the industry

## THE LEVERAGE OF POLISH COSMETICS

### QUALITY GUARANTEE

All companies manufacturing or placing products on the market in the EU are obliged to comply with the EU Cosmetic Products Regulation.



# THE POWER OF Beauty Bloggers



And Influencer  
Marketing



Liked by pmlloy and 176,622 others

NEW POST



By promoting these products heavily on their social media accounts, influencers have become an important marketing platform for cosmetics brands.

Thank you  
for  
100K





# BEAUTY PUBLIC RELATIONS



# CONTACT

MIDAS COMMUNICATIONS INTERNATIONAL CO., LTD.

Bangkok Office

2034/71 ItalThai Tower, 2034 New Petchaburi Rd.,  
Bangkapi, Huay Kwang, Bangkok 10310, Thailand

W. [www.midas-pr.com](http://www.midas-pr.com)

E. [info@midas-pr.com](mailto:info@midas-pr.com)

T. +66 (0) 2 318 3323

F. +66 (0) 2 318 3323

MS. KARIN LOHITNAVY

Managing Director - Master Connector

[Karin@midas-pr.com](mailto:Karin@midas-pr.com)

+66 (0) 86 044 2145

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THANK YOU

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