

MEIYUME develops Gemstone Facial Wand for touchless skincare application

The gemstone applicator ensures a hygienic skincare application

Hong Kong, 29 July 2020 – Meiyume (a member of Fung Group), a one-stop shop partner providing product and retail solutions for the beauty industry, has launched a range of touchless packaging and applicators for hygienic beauty regimens at home.

One of the highlights in the Touchless range is Meiyume's Gemstone Facial Wand, made with a premium soft touch silicone spatula for skincare application. One end of the spatula is used to apply formulation, designed to reach narrow areas of the face, and the other is used to massage the product in. The ball tip can be customized with stainless steel or precious stones such as amethyst, rose quartz, onyx, aventurine, howlite, with others available upon request. The gemstone is not only on trend, it also provides a pleasant cooling effect on the skin. The stainless steel ball option can even be treated with anti-microbial coating. The Gemstone Facial Wand is readily available to source for interested customers.

Meiyume has a long history of working with luxury brands on their applicators and beauty tools. Meiyume's in-house innovation team specializes in luxury packaging and therefore has a broad understanding of the high standards and design elements required to elevate the formulation itself. They are known for working with multi-materials and are able to seamlessly develop designs for packaging and adjacent products such as applicators and other beauty accessories.

"The Gemstone Facial Wand allows customers to apply their skincare without having to dip their fingers in the product and contaminate the rest of the formulation," said Stephane Bulle, VP of Packaging Innovations at Meiyume. "With hygiene being top of mind, touchless beauty has become increasingly important. We are now working on a new generation of recyclable packaging solutions, including a Revitalizing Cool Lift massager made of 100% aluminium, with anti-microbial coating. Beauty regimens at home will continue to be popular even after the pandemic. At the same time, we don't want to forget about the importance of sustainability."

Looking ahead, Meiyume plans to invite new and existing partners to collaborate and co-develop with them as they continue innovating on product and retail solutions to provide safer experiences for their customers.

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About MEIYUME

Meiyume is a one-stop shop partner of product solutions for fragrance, skincare, and colour cosmetics, and digital retail solutions such as interactive POS displays with data capture and insights. Meiyume is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung, which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

About Fung Group

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises over 40,000 people working in more than 40 economies worldwide.

We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

MEIYUME

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Listed entities of the Group include Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include Li & Fung Limited, LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks.

For more information, please visit www.funggroup.com.

About Hony Capital

Hony Capital, founded in 2003 and sponsored by Legend Holdings, specializes in buyout investment and currently it has USD 10 billion under management. Hony Capital's investors come from China and the world's leading investment institutions, including national pension funds, sovereign wealth funds, university endowment funds, regional and industry pensions, insurance companies, family foundations, individual investors and other types. It has so far invested in over 100 companies in areas of pharmaceutical and healthcare, media and entertainment, consumer products, food and beverage, as well as machinery and equipment manufacturing. Hony Capital's portfolio companies include China Shijiazhuang Pharmaceutical Group (CSPC), Zoomlion, China International Marine Containers (CIMC), Suning, Chengtou Holding, Jin Jiang International Hotels, ENN, PizzaExpress (UK), STX(US), WeWork (US), ofo, COFCO Capital, etc. The assets value of these companies totals about RMB 2.9 trillion with sales volume of RMB 860 billion, providing more than 450,000 jobs.

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