

# CATCH THE KOREAN BEAUTY WAVE

*A completely new category of beauty care has come to Indonesia with the arrival of Sulwhasoo and Laneige by Amore Pacific Corporation, South Korea's number one cosmetics firm and a company that believes that beauty secrets can be found in nature. Athenia Utama reports*



**AMORE PACIFIC MARKED ITS** marketing push into Southeast Asia with an Inaugural Gala Dinner, "An Evening of Pure Symphony", at the five-star St Regis Singapore hotel. The company showcased the symphony of brands in its organisation, all coming together in perfect harmony to pursue beauty and health. Specialising in Asian ingredients, coupled with the largest number of patents for Korean traditional herbs using highly sophisticated research and technology, the company strives to give its customers the best in Asian skincare.

His Excellency Oh Joon, Ambassador of the Republic of Korea to Singapore, was the main guest of honour at the gala dinner. Also in attendance were Quek Swee Kuan of the Singapore Economic Development Board and several key Amore Pacific executives: Kwon Young-So (EVP, Chief Marketing Officer), Park Soo-Kyoung (SVP, Chief Customer Service Officer) and Jeon Jin-Soo (SVP, Luxury Brand Manager).

The night began with greetings from Kwon. Then Ambassador Oh Joon and Quek Swee

Headquarters, gave the closing speech. The night culminated with a grand toast to the continued success of Amore Pacific in Asia.

The heartwarming story of the humble beginnings of the company was related through a video screening, and guests were also given a preview of some of the many brands carried by the company. The guests were entertained by two beautiful performances by the Nulhui Dance Troupe, a team of five lovely dancers who were specially brought in from Korea for the evening. Electronic string trio San Nikkis gave an electrifying rendition of classical tunes.

A delectable fusion dinner menu was specially created to reflect Amore Pacific's key values of harmony and balance. Korean ginseng, a key ingredient of Sulwhasoo, was featured in the soup: "Double Boiled Superior Broth with Three Treasures and Ginseng".

Introducing the Sulwhasoo and Laneige brands, Kwon noted: "Each of them has a unique skincare function. While Laneige has the strong function of moisturising the skin, Sulwhasoo boasts the world's best anti-aging

traditional energy-balancing preparations and holistic approach to skincare. The product offers unprecedented access to the beauty secrets of the East, allowing women to tap into





the benefits of the pioneering brand's holistic methods. Sulwhasoo is the Korean translation of "snowflower", which is known to bloom even under the most severe circumstances. The highly coveted collection is synonymous with skincare, boasting more than half the herbal medicine cosmetics market share in Korea and ranked number one nationally.

Sulwhasoo is a luxury holistic brand that restores the skin's health and realises the aesthetic of sangseng, or "co-existence". The ingredients are 100 percent high-quality materials produced in Korea. Some 3,000 materials are carefully selected from 20,000 kinds of traditional Korean herbs, and 30

medicinal herbs are selected for their dermatological effects. Since its launch in 1997, Sulwhasoo has ranked first in the South Korean cosmetic industry. In recent years, it has become highly popular among consumers in major cities, such as New York, Hong Kong, Shanghai, Beijing and Singapore.

Laneige, which means "snow" in French, completes the beauty of women by pursuing the artistic sensibility of water science to help them achieve the radiant, dewy skin they have always longed for. In a true showcase of how artistic senses meet scientific knowledge, Laneige balances the appreciation of snow crystals with tireless research for



the essence of hydration technology. Water Sleeping Pack, Water Bank Essence and Snow BB Soothing Cushion are the Laneige line's three major products. Applying the products to the skin and leaving them on overnight produces moisturising and whitening effects that appeal greatly to Asian women.

In his parting words at the end of the dinner, Kwon told the guests: "At Amore Pacific, we have a dream to create new beauty, and this new beauty will change the world. We are the Asian Beauty Creator. Everyone here is our valued partner towards the success of our dream."



Kwon Young-So  
(Executive Vice President,  
Chief Marketing Officer)