



睿狮广告传播

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LOWE CHINA TO REPRESENT NATURAL BEAUTY

Beauty care and spa giant Natural Beauty Bio-Technology Ltd. has appointed Lowe China as their creative agency effective Dec 2010.

Established in Taiwan, Natural Beauty was a pioneer in the beauty industry to enter China in the early 1990s. Today, with over a chain of over 1000 outlets across China, Natural Beauty is a well recognized leader in spa with business coverage from Greater China to SE Asia, as well as their strong product efficacy to beautiful and healthy skin.

"Lowe China is a good match with us as our communication partner. Their key members have extensive experience in the beauty care category and they have solid insights into Chinese and Asian women." said Shirley Tai, CMO of Natural Beauty, "Natural Beauty has strong product efficacy and distribution network. Our challenges going forward are to build new dimensions to brand attributes and to meet unmatched consumer needs in the spa industry. We have ambitious goals and need to find a top-notch partner, Lowe China, to achieve this together."

Fanny Yum, General Manager of Lowe China is very happy with the appointment and keen to start the communication work for Natural Beauty. "Today's Chinese women are very demanding and they know what they want regarding spa products and services. With our expertise in brand communication and creative solutions, we can bring in new consumers and category insights to Natural Beauty. Together with our Chief Strategy Officer, Baiping Shen and Chief Creative Officer Norman Tan, we believe we can build the Natural Beauty brand to new heights and create another legendary brand in China."

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About LOWE China

Lowe China's philosophy of open mind and flat structure is one of the firsts in China's world of advertising. People who work together sit together in the same business unit, creating an agency without boundaries. Lowe China is in the process of reinventing itself and the Chinese advertising industry.

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