



RETAIL  
TUNG CHUNG STORE



The new  
customer-driven  
store design  
enhances the shopping  
experience - to give  
Sa Sa a more distinctive  
market position.

# beauty & health



Sa Sa International Holdings Limited is a leading provider of beauty and health products and services in Asia. Listed on the Hong Kong Stock Exchange in 1997 (SEHK:178), the Sa Sa Group employs over 1,700 staff in seven markets across the region. Its vision is to become the dominant provider of "beauty + health" products and services in Asia.

Established in 1978, Sa Sa has grown from a 40 sq. ft. retail space to become today's regional 'beauty + health' enterprise. Its legendary brand strength in Asia is built on innovative cosmetics retailing at competitive prices in one-stop stores filled with top international brands.

Sa Sa has differentiated itself through the creation of an integrated 'beauty + health' platform, in three distinct business sectors:

**Retail Business.** In 56 **Sa Sa stores** across Asia, the Group sells over 600 brands, covering 20,000 cosmetics, fragrances, skin care and hair products including private labels and products with exclusive distribution rights. In Hong Kong, **La Colline Specialty Stores** offer customers premium tailored beauty products and services. In China, the **Sa Sa Ebeca** joint venture gives the Group's house brands access to a national network of 140 retail counters.

**Beauty Service.** Through **Phillip Wain**, the Group runs a chain of seven up-market beauty and health ladies' clubs in Asia, providing beauty treatments, fitness and spa services to its exclusive members.

**E-business.** The **sasa.com** website, in Chinese, English and Korean, is the Group's e-commerce arm, reaching international markets and providing marketing support for both online and offline sales.

莎莎國際控股有限公司是亞洲居領導地位的美容健康產品服務供應商之一。莎莎於1997年在香港交易所上市(股份編號:178)，在亞洲區七個市場合共僱用逾1,700名員工。莎莎集團的目標是要成為亞洲區內首要的「美容 + 健康」產品服務供應商。

於1978年成立的莎莎，已從當初面積只有40平方呎的零售柜位發展成為現時業務覆蓋亞洲的「美容 + 健康」企業。莎莎在亞洲享負盛名的品牌實力，主要是因為其創新的化粧品零售技巧，包括以極具競爭力的定價，通過一站式分店銷售種類繁多的國際名牌產品。

透過旗下三項不同的業務，莎莎正向全面「美容 + 健康」業務方向發展，奠定了其獨特的市場地位。三項主要業務分別為：

**零售業務** — 集團56間**莎莎化粧品零售店**，分佈亞洲各地，銷售逾600個品牌超過20,000項產品；除各種化妝品、香水、護膚和頭髮護理用品外，還包括集團專有品牌和獨家代理的名牌產品。莎莎在香港設立的**La Colline專門店**則為顧客提供高檔的美容產品及服務。集團在中國的合營企業**莎莎依貝佳**，其遍及全國的140個零售專櫃為集團的獨家品牌產品提供國內的銷售渠道。

**美容服務** — 集團透過附屬公司**菲力偉**在亞洲經營7家高級女士健美中心，為會員提供美容護理、健體及水療按摩護理服務。

**電子商務** — 集團建立了一個同時備有中文、英文及韓文版本的網站**sasa.com**，開展電子商務。這網站不僅是集團接觸國際市場的渠道，也是集團於網上及店舖推廣產品的有效市場推廣工具。