



Methode SWISS
BEAUTY CARE

THERMAL
HAND & NAIL
TREATMENT SPF15
TRAITEMENT MAINS &
ONGLES THERMAL SPF15

Methode SWISS
BEAUTY CARE

THERMAL
CLEANSING GEL
GEL NETTOYANT THERMAL

Methode
BEAUTY CARE
THERMAL RENOVATION
SOIN RENOVATION



The secret of my perfect skin!

Corporate Social Responsibility

As a well-recognised and expanding company in Asia with an excellent brand name and profile, Sa Sa is fully aware of its responsibilities as a good corporate citizen. We believe that a reputation for integrity and social awareness is one of the most important assets that a company can possess. In reflection of this, we have launched many social and environmental initiatives over the years with the aim of improving the social and environmental well-being of the communities in which we operate and of promoting sustainable practices within our business.



Building Ties with Society

In line with our corporate mission to “make life beautiful”, we offer more than cosmetics retailing and beauty services to our customers. We aim to make their lives more rewarding and the society in which they live more harmonious and healthy by contributing to community programmes, sponsorships and donations. In addition to donations in kind and the devotion of our staff’s resources and energy, last year’s total cash contribution amounted to more than HK\$1.2 million.

Supporting Education and Youth Development

During the year, we sponsored and made donations to various local institutional programmes in order to support education in both Hong Kong and Mainland China, such as those of the Chinese University of Hong Kong and the Polytechnic University – providing complimentary make-up classes for university students so that they are better equipped for their job searches.



Caring for the Community

Sa Sa has long participated in the activities of the Community Chest of Hong Kong. During the year, we donated to Community Chest charity shows such as “Celebrities Sing for the Chest”, the “Community for the Chest” TV show, as well as “Liu Chia Chang Music Alive” charity concert.

In addition to being a full-year sponsor of the Po Leung Kuk in Hong Kong, we continued to support the organisation’s various fund-raising activities. Other beneficiaries of our sponsorship and donations in cash or in kind included UNICEF, Caritas, Sowers Action, the Hong Kong Girl Guides Association, the Children’s Heart Foundation and Mercycorps.

Encouraging Employee Participation

Sa Sa’s commitment to making a positive difference to society involves everyone in the Company. We encourage senior management’s participation in both community service and the development of the industry, while mobilising staff participation in charity and community activities. During the year, our Chairman and CEO, Mr. Simon Kwok, took a pro-active role in contributing to industry associations, local institutions and charity organisations. Mr. Kwok was Co-chairman of the 2006-07 Community for the Chest Organising Committee. Our Vice-Chairman, Mrs. Eleanor Kwok, was appointed a Director of the Board of Directors 2006-07 of Po Leung Kuk. Senior management also acts as mentors for university





students through various educational programmes and shares business experience by participating as speakers in industry seminars.

A team of staff and their families participated in the Walk for Millions to raise funds for the Community Chest. Together with staff participation in Dress Special Day and Skip Lunch Day, a total of HK\$120,000 was raised for the Community Chest. Other caring initiatives included the "Heart to Heart Project" of the Hong Kong Federation of Youth Groups, whereby a group of Sa Sa staff joined a team of students to organise and participate in voluntary work in 2006, including a visit to a centre for the mentally retarded and home visits to the elderly.

Sa Sa colleagues in Hong Kong showed their kindness and compassion by participating in the Lunar New Year Gift Collection Programme organised by the People's Food Bank for gift donation to families and children in poverty.

Supporting Social Development in China

Sa Sa's support for the community and society in general extends beyond the confines of Hong Kong to the motherland as a whole. For the second year running, Sa Sa acted as the title sponsor for a major fund raising dinner of the China AIDS Initiative to support its HIV/AIDS projects in the Mainland.

Working for a Better Environment

Sa Sa takes its environmental responsibilities seriously. During the year, we continued to implement various "green" initiatives to reduce energy and paper consumption, and encourage recycling.

Energy-saving lighting has been used in Sa Sa shops since the introduction of our new store design in 2002. In October

2006, an auto-lighting system with timer was launched in our main office and lighting is grouped into zones to save energy. The indoor air temperature was maintained at 25.5°C with relative humidity kept at a comfortable level.

In terms of paper reduction and paper waste recycling, all office photocopiers have been defaulted for two-side printing with staff encouraged to save paper by using both sides of the paper. All internal memorandums and circulars are sent via e-mail and reusable plastic boxes, instead of carton boxes, are used for the delivery of small product items.

Further paper saving initiatives include separating annual reports into Chinese and English versions from July 2007 and sending them to shareholders who have chosen their preferred version. This measure will save more than 20% of the paper used in the printing of our annual reports. About 4.2% of our shareholders have chosen to receive communications in electronic format from July 2007 onwards.

In order to encourage recycling, all Sa Sa plastic shopping bags are made of photo-degradable plastic and can be recycled. Reusable shopping bags are available for customers in stores. Paper waste and used cardboards are collected and delivered to paper waste recycling companies, and used toner cartridges are either returned to suppliers for recycling or forwarded to cartridge recycling companies. Sa Sa contributes to broader environmental programmes such as supporting No-Plastic-Bags Day since June 2006 and assisting in the collection of related donations to UNICEF.

Our various corporate citizenship programmes have helped us to be recognised as a Caring Company by the Hong Kong Council of Social Service and during the year we were granted the 'Prime Award for Corporate Social Responsibility 2006' by Prime Magazine in Hong Kong.