

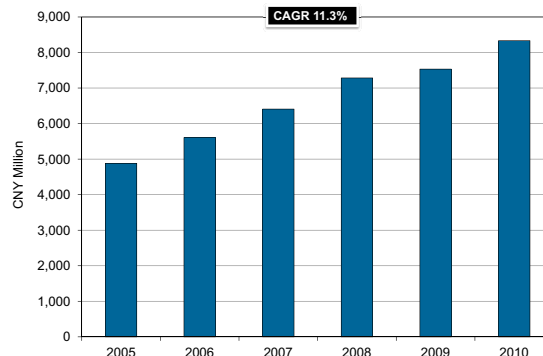
# Professional Skin Care 2010: China Market Analysis and Opportunities

## Fact Sheet

### The Market

The Chinese market for professional skin care products is extremely fertile, experiencing very strong growth over the past five years.

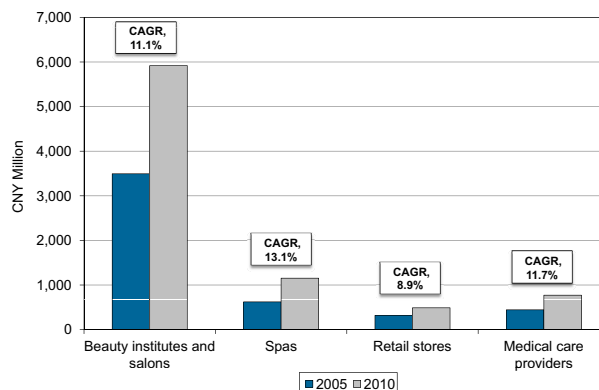
Manufacturers' Sales of Professional Skin Care Products in China, 2005 to 2010



### Channels of Distribution

Beauty institutes and hair salons remain the largest purchase channel, accounting for nearly 70% of total professional skin care sales in China. Since 2005, all channels experience sales growth, but spas post the strongest gain.

Sales of Professional Skin Care Products in China by Channel, 2005 to 2010



### Competitive Landscape

The competitive landscape for the professional skin care market is highly fragmented in China, with the leading 10 brands accounting for 22.4% of the total in 2010. Among the leading brands, Meifubao posts the strongest growth rate in 2010, up 16.0%, followed by Decléor, with a 14.6% increase. Most of the leading brands are local in nature, meaning China is their country of origin.

Sales Ranking for the Leading Professional Skin Care Brands in China, 2010

Brand	Sales Ranking
Chilitina	1
Chants	2
Natural Beauty	3
Amitabha	4
Decléor	5
Meifubao	6
HK Plant	7
Energy	8
Toplink	9
Your-Life	10

### Outlook

The future for the Chinese professional skin care market looks very healthy. Medical care providers are predicted to post the strongest growth rate through 2015 followed very closely by spas.

Sales Growth by Purchase Channel in China, 2010 to 2015

