For Immediate Release

Sa Sa 35th Anniversary Celebration
Vivian Chow, the new ambassador of SUISSE PROGRAMME
together with Kate Tsui, the ambassador of Methode SWISS, and other celebrities to
congratulate and witness the official establishment of “Sa Sa Making Life Beautiful
Charity Fund”

March 27, 2013, Hong Kong – This year marks the 35th anniversary of Sa Sa International,
Asia’s leading cosmetics retailing group. A celebration party was held Monday (March 25)
afternoon at The MIRA Hong Kong. Kate Tsui, ambassador of Methode SWISS, one of the
group’s licensing brands, together with celebrity friends: Rain Li, Jessica C, Vincci Cheuk,
Miki Yeung, Janis Chan, Jolie Chan, Jocelyn & Anthony, Emily Tang, Maria Tam, Nat Chan,
Michael Suen, Olivia Davies, Mrs. Jimmy Tang, Kennis Tai, Sharon Cheung, Vinci Wong,
Ranee K, Vanessa Yeung, Mr. & Mrs. Brandon Chau and Gary Chung, were here to send their
congratulations. At the same time, the Group also officially announced Ms. Vivian Chow
to become the new SUISSE PROGRAMME ambassador, whom with an ever young and pretty,
kind-hearted image, coincides perfectly with Sa Sa’s brand mission of “making life beautiful”.
New looks of Sa Sa beauty consultants designed by renowned designer Barney
Cheng was also presented by Cissy Wang and Irene Wang, highlighting the team’s
professional image.

Continue adhering to the “Customer First” principal
Create more and more legends in the cosmetics retail market

From a small retail counter 35 years ago to today’s leading cosmetics retailing group in Asia,
Dr. Simon Kwok, BBS, JP, Chairman and CEO of Sa Sa International Holdings Limited, is glad
that Sa Sa has written down a legendary page for the local cosmetics retail market. But at
the same time he understands that the 35 years success has become a past, looking into
future is more important. “In the future, we will continue to adhere to the ‘Customer First’
principal, always stay young and ahead of the market, and to bring quality products and
services to every customer and the local cosmetics retail market!”

Beauty legend Vivian Chow discloses her eternal beauty secrets

Since Vivian’s slowed down from the entertainment industry in 1997, she still looks
gorgeous and glowing as ever. Being the ambassador of Suisse Programme, as the first
time collaboration with Sa Sa, Vivian is happy that the Group’s philosophy is similar to her
own living attitude: focuses on life details, maintains a balanced life, beauty will come
along naturally. “Skin is just the same as life. It has different needs at different stages”;
said Vivian, “In winter or dry days, skin needs more moisture. At a certain time, it needs
more in-depth repair treatment such as collagen.” Vivian believed that only pure quality
collagen essence can be absorbed by the underlying skin and restoring skin smoothness,
firmness and youth-ness. Vivian loves the hero collagen skincare series of Suisse Programme. She feels suppleness and comfortable after applying it. The extreme collagen essence and lotion are Vivian’s favourite. The instant firming effect on face and neck is distinct!

**Vivian presents new song specially written for Sa Sa 35th anniversary**
Actively participate in charity affairs, Vivian agrees with Sa Sa’s belief “Making Life Beautiful” and offers her full support. “I believed ‘Physiognomy from heart, beauty from kind-hearted’ when I was very young. Kind-hearted people exudes natural beauty. When you make other people happy, you will feel the real happiness. Sincere interaction between people is an important source of beautiful life.”

To commemorate the 35th anniversary of Sa Sa, Vivian presented a re-written song named “completely” for this auspicious occasion. “This song is specially re-written for Sa Sa’s anniversary! It’s about the urge to pursue beauty no matters how long and how bad the environment is. The encounter with Sa Sa is a further enhancement with this urge!”

**Cissy Wang & Irene Wang presents new group uniform designed by Barney Cheng**
Putting customers first, innovation thinking, introducing select products at the right time and providing professional beauty consultations are the key factors of Sasa’s success. By staying on top of trends, Sa Sa’s chic shop design and employee uniforms are also integral factors. This year, renowned Hong Kong designer Mr. Barney Cheng was invited to design a new uniform for Sa Sa staff members. A mini fashion show was held at the launch, showcasing uniforms from across the decades – it was a nostalgic and refreshing sight for all of the guests.

The latest two different stylish yet professional uniforms were perfectly interpreted by Cissy and Irene. The entire black design is decorated with low profile details, emphasizing women’s unique body shape. Cissy complimented the shop supervisor uniform on her. “I think this uniform is very professional. I love the tuxedo collar design. It has the dignity feeling of a supervisor, but also stylish.” Irene wore the beauty consultant uniform. “The texture is so comfy. Cutting is slender enough yet not hindering movements. It fits the beauty consultants who need to walk around and greet customers so much.” Renowned designer Barney Cheng also felt satisfied with his design. “The formal element of tuxedo was added into the design. And it becomes the core design. At the same time, in order to highlight the character of new generation women: couple hardness with softness, I have made round cuts on the back to increase femininity. The feeling of total look is powerful yet feminine.”

**Sa Sa Beauty Journey Time Tunnel**
**Witness its beautiful transformation in the past 35 years**
“Not being afraid of hardship and always striving for the best” is a common value of Hong Kong citizens and has been the backbone of Sa Sa’s success. The Sa Sa “35 Years of Defining Beauty” exhibition guides us through the decades revealing a heart-warming story of strength and perseverance. We learn how Sasa built their brand from the ground up, the birth of their pioneering concept of creating a one-stop, self-service specialty business
model, and how they were able to integrate over 600 renowned beauty brands from around the world all in one space. “Universal Beauty Experience Tour” pop-up store gave all guests the opportunity to browse and try premium health and beauty brands from around the globe, all in one space! The self-service, one-stop-shop was a great experience for all guests.

**Persist with promoting “making life beautiful” mission**

**“Sa Sa Making Life Beautiful Charity Fund” officially established**

At the event, Sa Sa announced the launch of their new 2013 charity project, “Sa Sa Making Life Beautiful Charity Fund”. The first charity event of Sa Sa Making Life Beautiful Charity Fund is to support “Beautiful Hope” Young Women Project organized by Po Leung Kuk, with a mission to bring “beauty” and “happiness” into the society, helping young women to develop a positive life attitude, encourage love and care and carry forward Sa Sa’s mission of “Making Life Beautiful”.

In addition, a “Sa Sa Beauty Express” is specially prepared by Sa Sa to convey the idea of beautiful life. Starting from March 29, the bus will travel through different hot spots in Hong Kong for 4 weeks. Let us embark on Sa Sa’s beauty journey together.
Dr. Simon Kwok BBS, JP, Chairman and CEO of Sa Sa International Holdings Limited, was giving a speech.

Models Cissy and Irene Wang were showcasing the newest Sa Sa's 8th generation uniforms designed by fashion designer Barney Cheng.
Ms. Vivian Chow, the new ambassador of Suisse Programme

Ms. Vivian Chow, the new ambassador of Suisse Programme, was sharing her skincare tips.

Ms. Vivian Chow was performing her song in celebration of Sa Sa’s 35th Anniversary.

Ms. Vivian Chow and Dr. Eleanor Kwok BBS, J.P., Vice Chairman of Sa Sa International Holdings Limited
“Sa Sa Making Life Beautiful Charity Fund” kick-off ceremony:
(Left) Ms. Vivian Chow; Ms. Jacqueline Leung, Chairman of Po Leung Kuk; Dr. Eleanor Kwok BBS, J.P.; Dr. Simon Kwok BBS, J.P.; Mrs. Melody Chan; Ms. Kate Tsui, the ambassador of Methode Swiss

Toasting ceremony:
(Left) Barney Cheng; Ms. Vivian Chow; Ms. Jacqueline Leung, Chairman of Po Leung Kuk; Ms. Tam Wai Chu, Maria GBS, J.P., Independent Non–executive Directors of Sa Sa International Holdings Limited; Dr. Eleanor Kwok BBS, J.P.; Dr. Simon Kwok BBS, J.P.; Mrs. Melody Chan; Ms. Kate Tsui, the ambassador of Methode Swiss; Cissy Wang; Irene Wang