

REVLON

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THE MARKET

China's cosmetic market has been extremely active in recent years, with total sales nearing Rmb5 billion. The make-up sector is growing at about 60% a year, with the largest increase coming from lipstick. Working women, especially the "office lady", with her personal and financial independence and the ability to afford the expenses required for maintaining an image of perfection, have formed the core of rising purchasing power. Revlon, is a global make-up brand that has succeeded in the local market with its high product quality and captivating international brand image.

ACHIEVEMENTS

Revlon's Lash Fantasy Primer and Mascara was awarded Most Outstanding Mascara at the 2004 Health and Beauty Awards organised by *Health Magazine*.

Its Super Top Speed Nail Enamel was voted by consumers as the Best Nail Polish in *Cosmopolitan's* 2004 Beauty Awards.

product development while the other concentrated on marketing.

Revson was a colour genius. Together with Lachman, the two developed a method of using colour pigments instead of colour dyes in the production of nail enamel, producing longer-lasting enamel. Henceforth, Revlon moved deeper into the woman's world and Revson also seized opportunities to gradually introduce new product

also in the introduction of the first tube form eye shadow. In the 1950s, they were the first to produce stable liquid foundation – Touch & Glow. In the 1960s, they introduced the first revolutionary moisturiser for women older than 35. In the 1980s, they were the first to add collagen to make-up products. In the 1990s, they introduced colourstay cosmetics, including colourstay lipsticks, foundation and eye products.

Today Revlon has become the global symbol of female glamour and beauty.

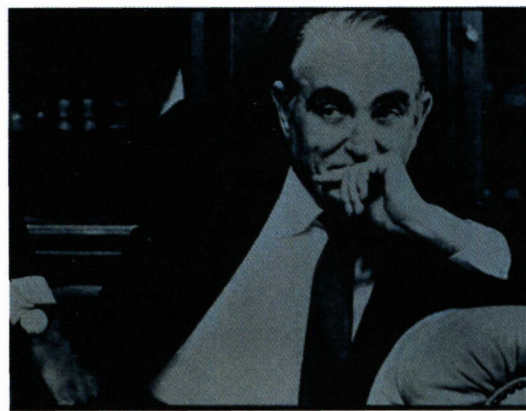
The fact that it has stood firm in the competitive cosmetics industry for over 70 years speaks well for its strength and reputation, as demonstrated by its management philosophy: consumer loyalty is guaranteed when the consumer completely trusts us after using our products over and over again.

THE PRODUCT

Revlon has over 15,000 products distributed in more than 100 countries, offering a line of products ranging from cosmetics to fragrances, skin care, hair care and personal care.

Revlon has production facilities in the US, Canada, Brazil and Europe.

The company is highly respected for its product innovation. In February 2003, Revlon LipGlide was first introduced — its unique twist tube with soft felt tip provides full colour and shine. In June 2003, the ColorStay Overtime Lipcolor started the trend for long lasting lip color



HISTORY

Revlon was founded in 1932 in New York by Charles Revson and his brother, and chemist, Charles Lachman. They took the "rev" and the "l" of their family names to form Revlon. They turned a word that had evolved from the names of the two men into a global brand name.

Tracing its past, Revlon started off by producing only nail enamel products. Founder Revson was once a salesman at a New York nail enamel factory. The American had a deep understanding of the cosmetic market at the time due to his work experience. Hence, in 1932, Revson, who was barely 25, together with Lachman, a chemistry student, started the nail enamel production company. One focused on

categories, from lipsticks and rouge to fragrance, toiletries, skin care and hair care products. The Revlon brand gradually grew to be synonymous with beauty and health care.

In the 1930s, they pioneered the concept of "matching lips with nails". In the 1940s, they again pioneered waterproof mascara, resulting

COLORSTAY OVERTIME LIPCOLOR.

好漂亮红唇
持久·滋润
(持久·滋润·持久)
滋润持久不褪色
持久滋润持久

8

8小时亮丽色彩的持久惊喜
不脱色恒采唇蜜

- 独特先进的双管管状，养颜色唇膏及护唇油一并包含
- 特备最新技术，长达8小时的持久亮丽色彩，唇部滋润也不干燥、发涩
- 33%保湿成分，随时补充肌肤所需水份，缔造不可思议的滋润保湿效果
- 新增4款流行色彩，共12款最新色号，打造时尚不脱色的动人美唇

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– lasting for as long as eight hours, satisfying the needs of the “Office Lady”. In August 2003, Lash Fantasy Primer and Mascara was first introduced – a product that used innovative technology to – intensify and nourish bare lashes and lengthen them by a factor of five.

RECENT DEVELOPMENTS

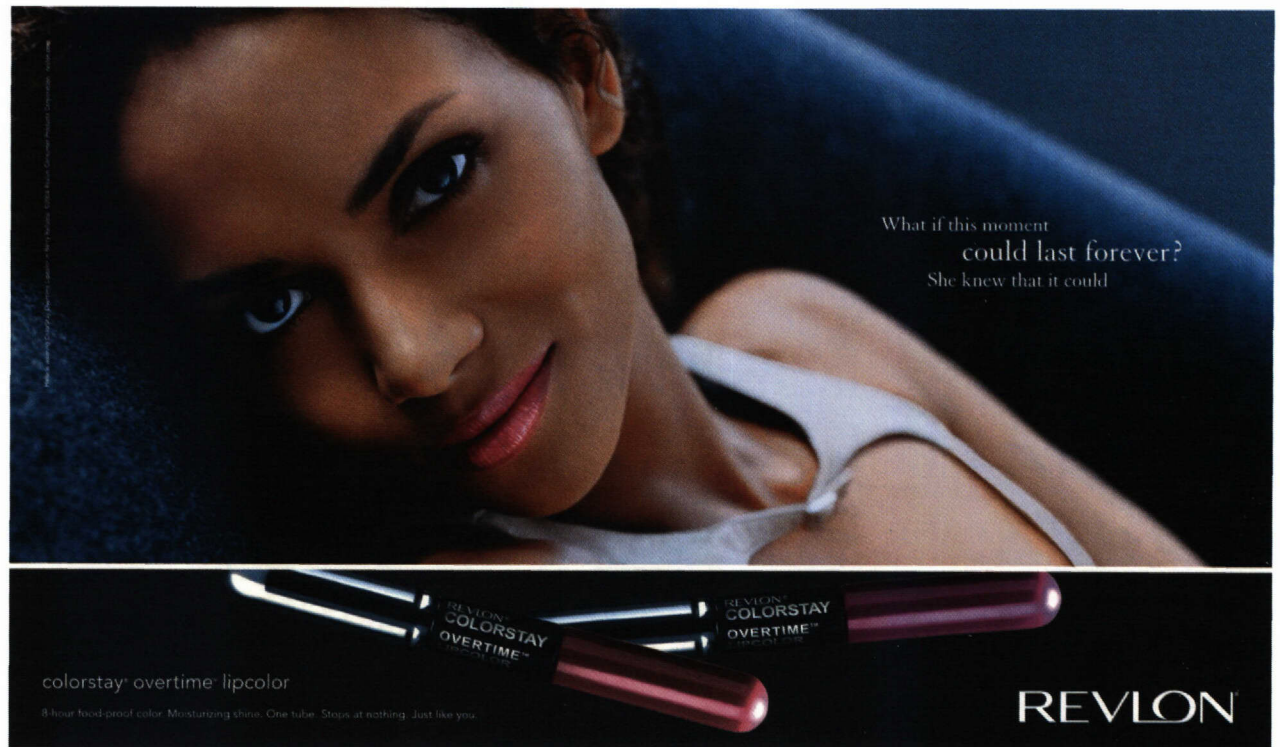
As the global leader in cosmetics, Revlon sets international cosmetic fashion trends, striving to bring attractive, exciting and innovative products to beauty-conscious women around the world and creating confident, alluring, unforgettable women. As the leading American brand, Revlon has won the trust of consumers with its high quality products. It has continuously introduced revolutionary products to the market, becoming a brand exclusively for women between the ages of 25 and 45 and inviting endorsement from international models and Hollywood stars. On top of constantly developing its product line, the company also devoted itself to constantly expanding its world of colours through redesigning its counters in accordance with its international brand image.

In addition it has worked to enhance interaction with consumers at themed new launches in major cities. It has established VIP membership clubs that provide exclusive service for its members. It has built a long-lasting relationship with its clients, encouraged consumer loyalty and established its brand image.

In September 2004, the first make-up class for VIP customers was introduced in Shanghai, attracting much interest and coverage and offering

trusts us after using our products over and over again. Working over 70 years on this principle has made this charming name even more alive.

Revlon is a world leader in cosmetics, skin care, fragrance and personal care and is a leading mass market cosmetics brand. Revlon’s vision is to deliver the promise of beauty through creating and developing the most consumer preferred brands. To pursue this vision, Revlon’s management team combines the creativity of a



PROMOTION

Over the past eight years in China, Revlon has realised the importance of constantly satisfying consumer needs and expectations through creative, innovative, safe and satisfying products. It also knows that advertising and promotion activities to cultivate product awareness among consumers along with direct contact between consumers and beauty consultants at product counters and road shows are equally important. In the area of advertising, Revlon promotes its main products through a full media coverage approach utilising press advertisements, TV commercials, and the internet, all aimed at enhancing brand image and product awareness.

exclusive value-added benefits for loyal consumers from the media.

BRAND VALUES

Revlon, a sensual and colourful name, is a perfect match with the cosmetic world, inspiring some to consider it a synonym for cosmetics.

Many in the industry have highly commended the Chinese translation of the brand name, but the fact that it has stood firm in the competitive cosmetics industry for over 70 years speaks well for its strength and reputation, as demonstrated by its management philosophy: consumer loyalty is guaranteed when the consumer completely

cosmetics and fashion company with the marketing, sales and operating system of a consumer packaged goods company. Revlon’s global brand name recognition, product quality and marketing experience have enabled them to create one of the strongest consumer brand franchises in the world, with Revlon products sold in approximately 175 countries and territories. Revlon’s brands include Revlon®, Almay®, Ultima®, Charlie®, Flex®, and Mitchum®.



THINGS YOU DIDN'T KNOW ABOUT REVLON

- More than 15,000 Revlon products are sold in more than 100 countries and regions around the world
- Revlon’s main brands include Revlon, Ultima II and Almay
- Revlon’s products in China cover three categories: make-up, skin care and personal care
- Revlon lipstick was first sold in Guangzhou Yuyi Department Store in 1976, marking the brand’s official entry into the Chinese market
- In May 1997, the first locally-made Revlon nail enamel was produced at the production plant in Shanghai Zhangjiang High Tech Park