

太太美容口服液

TAITAI BEAUTY ESSENCE

THE MARKET

Taitai Beauty Essence is the leading brand of Jincare Pharmaceutical Group. Since its debut on 8 March 1993 in China, the brand has found considerable success relying on a tenet of "knowing and being concerned about women".

For 12 years, Taitai has provided high-quality products for female consumers. Offering innovative and unique packaging, superior quality, unique effects and creative promotion programmes to attract and hold the interest of consumers, Taitai Beauty Essence has for more than a decade been recognised as a leading brand among ladies' healthcare products in China.

ACHIEVEMENTS

Taitai has catered to the genuine needs of urban women customers and made persistent efforts to boost the brand. With its focus on their needs, demands and hopes, the product has enabled them to enhance their well-being and quality of life. Thus, this brand has endeavoured to encapsulate up-to-date lifestyles and to evolve into an indispensable beauty and healthcare product for elegant life. The brand has become popular because it inspires confidence and passion in young ladies in a fashionable and dynamic way, according to its manufacturers and promoters. Taitai Beauty Essence is trying to create a trend by promoting a lifestyle concept that combines fashion and



personality, beauty and charm, taste and passion. Its impressive market share signifies the approval of the brand by Chinese women consumers.

HISTORY

Shortly after its inception, the name "Taitai" aroused widespread debate over the trademark. The reason: the traditional Chinese word, which means a married lady, had been out of common usage on the mainland for several decades and all of a sudden the company tried to make it fashionable. However, the word also represented contemporary Shanghai culture, which was overwhelming the country at the time, and partly for this reason, the name rapidly gained recognition among customers. Taitai's promoters had guessed right: an appropriate and apt name eases the process for customers to get to know a product and also spurs their

imagination. It can also reinforce the reliability of the product and reduce promotional expenditure. Taitai has spread its presence to markets around the country and grown to be a national brand.

From the beginning, Taitai has persistently boosted its brand by highlighting attractive catch phrases such as "it's nice being a woman", "100% feminine" and "make women more outstanding". These suggestive tag lines have become popular among customers, say the company's marketing experts, who are confident that the brand is in tune with the times and has achieved a certain harmony with the customers. The brand promoters also claim that Taitai has now been endowed with new connotations, for it no more indicates merely a married woman, but a stylish, new urban lady who stands out for being beautiful, distinctive, scintillating, marvelous, happy, alluring etc.

THE PRODUCT

Based on a 1,000-year-old classical recipe of "Tao Hong Si Wu Soup", Taitai Beauty Essence is made from precious Chinese herbal medicines. It meticulously extracts materials from peach seed, saffron, angelica



让女人更出色！



and radix ang ali ea preparat, among others. The result is a natural Chinese medicine healthcare product. This product works by adjusting internal secretions and it helps invigorate blood circulation, relieve freckles and nurture beauty.

Taitai Beauty Essence comes in 10, 30, 60 and 100-bottle packages. These packs are designed to satisfy diverse needs and thus are appropriate both to be given as gifts and for self-use.

While Taitai has established itself as an ideal health and beauty tonic for Chinese women, it was also recently made the exclusive healthcare drink for the Chinese National Team for Water Ballet.

RECENT DEVELOPMENTS

The company management maintains that satisfying the growing needs and interests of its consumers is its constant priority. In this respect, the development of new products and new innovative ways of production has been it a focus. The packages of its products have been revamped four times since their inception. In 2000, the company spent 80 million yuan in introducing an automatic and self-contained production line acquired from Germany and Austria. Thus it became the one and only high-tech production line in the country manufacturing oral solution made of Chinese medicine.

Recently Taitai introduced a new type of plastic bottle that is hygienic and portable. The company has obtained an industrial patent for its design. Moreover, by taking the lead in gift packaging, the company has designed a series of additional gifts packed in attractive boxes. In

another recent move the company is paying special attention to induce customers into forming a habit of taking the product regularly. The aim: to cultivate a stable and faithful following among customers over the long run. The core brand value and product strategy of Taitai products is to be maintained by adding a new direction to its marketing appeal: "Becoming young is fashionable."

卸了妆，还是这么漂亮!

太太美容口服液 以内养外 女性调理专家

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PROMOTION

As the pioneering brand of healthcare products in China, Taitai Beauty Essence has also moved ahead in marketing in conjunction with famous brands at home and abroad. Since 1997 it has collaborated with Triumph, Vinda, De Beers, Santa Barbara Polo & Racquet Club, Maxam, Lux, Nestle, Olay, Nivea and PORTS. Through a series of promotions both the brand image and the sales volume have been greatly enhanced.

In 1999 Taitai teamed up with PORTS in a joint marketing campaign that became a stunning success. This promotion involved providing customers with a variety of prizes including the opportunity to win De Beers diamonds – by stripping off the lottery cards.

Advertising on national and regional TV is a major promotional tool for the company. Taitai products have also been promoted via integrated multi-media through China.

BRAND VALUES

Women are changing with the world, and so are beauty and fashion. Taitai clings to innovation in renewing its products. In terms of sales principles, Taitai has been able to cater to the needs of women and to bring its love and concern to its customers so that Chinese women may enjoy both beauty and health.



新 太太 让女人更出色

「她」不是平庸的「太太」，「她」是「出色」太美丽、太迷人、的都市新女性；「太太美容口服液新包装」让你焕然一新，充满青春活力；「新太太」，你值得拥有的时尚知己，健康伴侣。

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THINGS YOU DIDN'T KNOW ABOUT TAITAI BEAUTY ESSENCE

- Taitai Beauty Essence is known to 95% of Chinese people
- 1.2 billion bottles of Taitai Beauty Essence have been sold and more than 36 million Chinese women have used the product
- More than 100 million yuan has been invested developing Taitai Beauty Essence
- Product packaging has been upgraded four times in 12 years
- The Taitai Beauty Essence sales network covers more than 200 cities in China and the product is also sold in Hong Kong, Macau, South-east Asia, Japan and Korea