

**Heading out on a journey in pursuit of a new beauty concept
AUPRES 2016 revealed to make a fresh start**



On January 12, 2016 at the Hilton Beijing, Shiseido Liyuan Cosmetics Co., Ltd. (Beijing, China) held a press presentation of its AUPRES 2016 line, freshly transformed from its conventional AUPRES range.

The AUPRES brand was first introduced in 1994 exclusively for the Chinese market. Meaning “nearby” or “next to” in French, AUPRES has indeed remained close to Chinese women for over 20 years. The rebranded AUPRES is imbued with the image of “vitality, health and professionalism,” aiming to help deliver beautiful skin to Chinese women.

At the press presentation, President Toshitada Hori of Shiseido Liyuan Cosmetics revealed the new brand concept of AUPRES: “Beauty starts with healthy skin.” He stated that AUPRES will be developed as a brand that aims to create healthy skin, which, whether with natural-looking makeup or with full makeup, exudes self-confidence and vibrant beauty.

Sun Li will continue to endorse AUPRES as its brand muse. However, the visual image, beauty consultants’ uniform, and store counters have been remodeled in line with the new concept. The new counters feature an open design with expanded space for customers to freely try out samples. Beauty electronics have also been introduced to measure customers’ skin conditions in each season with the aim of offering an enhanced consultation service. The first new AUPRES counter was installed at Beijing’s New World Department Store on January 16, 2016.