



Orcé

Luxurious skincare-infused cosmetics.
Inspired by Asian skin, made for all.



“I spent most of my life feeling excluded from what was considered beautiful. The beauty industry has systematically overlooked many of us, despite our influence as a top driver of the global retail market. We’ve had enough of settling for products that are not made with our needs in mind, and we deserve a brand that invests in R&D specifically for our skin.”

- Yu-Chen Shih



Our mission is to empower all Asian women to feel confident and unstoppable in their skin by shattering the limiting stereotypes surrounding Asian beauty.



Orcé fills the blank space that previously existed between mainstream beauty brands and K/J-beauty, working towards the day when Asian women everywhere will never again have to compromise on a product that doesn't truly suit their skin.

Orcé marries Eastern beauty philosophy with Western artistry to create world-class products, designed for women who are true forces of nature, making their indelible mark on the world.

At the Forefront of Innovation

Consumer Insight and Research

The needs of Asian women have been largely underserved by the beauty industry, especially when it comes to color cosmetics. Our founder conducted extensive primary and secondary research on Asian women and Asian skin when developing our brand, and we continue to stay current on our insights by continuing to collect data from the latest dermatological research and feedback from our customers through email, social media and our R&D Panel Facebook group (which consists of existing and potential customers).

Through our research, we have found that despite being the highest spenders on cosmetics and beauty products (Asian women 24 to 44) across all demographics, more than two-thirds of Asian women report knowingly using a foundation product that is the wrong shade due to lack of options or having to mix 2 or more different shades.

Formulated Specifically to Target Skin Concerns

According to dermatologists, Asian skin tends to be the most problematic due to active sebum production, excessive melanin production and thin stratum corneum. We handpicked ingredients that are clinically-proven to target common skin concerns such as clogged pores/acne, hyperpigmentation, sensitivity, reactivity to environmental stressors and dehydration. Our formula is loved and approved by some of the best Asian female dermatologists and plastic surgeons.

Shade Development

Each one of our shades is custom created based on real Asian women to ensure a true match to their natural complexion. Although our shade range consists mainly of yellow undertones, we have a loyal following of non-Asian consumers, makeup artists and celebrities, as they find that our shades help to neutralize excessive redness and flushing.

Rigorous Dermatologist Testing

Each batch that we produce is put through rigorous testing led by dermatologists, such as comedogenicity and HRIPT. This helps to ensure that our products are suitable for all to use, including those with sensitive and irritation-prone skin. Our foundation has been recommended for post-procedure use by plastic surgeons.

Come Closer Skin Perfecting Foundation



Come Closer Skin Perfecting Foundation boasts a game changing formula that fuses powerful skincare benefits with flawless, weightless coverage.

With our unique trio of precious skincare ingredients (Tahitian pearl extract, hyaluronic acid and Evodia rutaecarpa), this serum-foundation helps to target hyperpigmentation, improve skin texture, provide lasting hydration and diminish fine lines and wrinkles. The medium, buildable coverage conceals imperfections and smoothens skin with a cake-proof, semi-luminous finish that looks just like radiant youthful skin.

Dermatologist-tested to be non-comedogenic and safe for use even on sensitive skin.

This product comes in six shades, 1 fl oz / 30 ml for \$89 USD

Come Closer Perfecting Setting Powder



A revolutionary formula for Asian skin, Orcé Come Closer Perfecting Setting Powder is a featherlight, invisible and ultra fine loose setting powder that brightens skin and sets makeup for lasting wear. The talc-free formula works like your favorite filter, instantly blurring the appearance of fine lines and pores while flawlessly setting makeup and extending its wear without stripping the skin of moisture or natural radiance. Skin appears luminous, enveloped in a soft-focus, candle-lit glow.

The powder also delivers skin health boosting ingredients, including lustrous Pearl Extract, hydrating Hyaluronic Acid and nourishing Evodia Rutaecarpa Extract, all featured in clinically tested levels. These ingredients work together to address common concerns for Asian skin, including hyperpigmentation, moisture-loss, oiliness and signs of aging.

Dermatologist-tested to be non-comedogenic and safe for use even on sensitive skin.

This product comes in one universally flattering shade, 0.28 oz / 3g for \$42 USD

Our Proprietary Concoction of Precious Ingredients

Tahitian Pearls



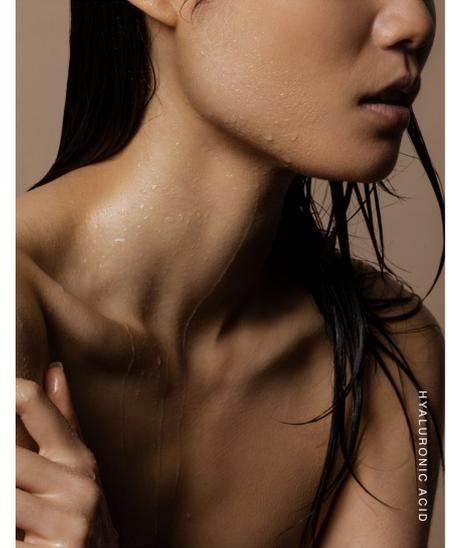
- Targets hyperpigmentation
- Stimulates collagen production
- Speeds up healing

Evodia Fruit Complex



- Boosts radiance
- Improves skin texture
- Protects from environmental stressors

Hyaluronic Acid



- Hydrates skin
- Diminishes fine lines & wrinkles
- Firms and plumps skin

The Orcé Difference

Our products are formulated to tackle top skincare concerns



Asian skin is proven to be oilier, acne-prone and more susceptible to hyperpigmentation and transepidermal water loss. Our ingredients are handpicked to combat these skincare concerns.

Dermatologist-Tested



Our products go through rigorous testing during each production run, and are dermatologist-tested to be non-comedogenic and hypoallergenic.

We create shades that cannot be found in other brands



Each one of our shades was created based on a real Asian woman. This promises a true match to our Asian customers' complexions, while our yellow undertones work wonders for non-Asian customers alike as they help to neutralize redness.

We foster and empower a strong community of Asian women



As a digital-first DTC brand, we have created a community of women who are unapologetically bold, intelligent, ambitious and cultured.

Our Target Consumers



Asian young professionals ages 25 to 35 years old who splurge on this product because they haven't found a perfect foundation shade based on their skin tone. They have always mixed various foundation shades. Some may think that \$89 is a high price point but justify the spend as they think that our product is worth it. They love to buy the trendiest and hottest items in the market and often follow influencers' suggestions and recommendations.



Affluent, well-traveled women ages 35+ who have abundant disposable income. They have a penchant for luxury brands and take their friends' recommendations very seriously. They are willing to spend an exorbitant amount of money on skincare and beauty products as long as they perceive results. They believe that you pay for what you get and are skeptical of cheap products.

Our Orcé Promise



At Orcé, we create high-performance, luxury cosmetics with the level of quality you deserve.

In Chinese, there is the phrase 精益求精 which means: always strive to do better, even if we have already attained excellence. This is a principle we live by at Orcé, and we will forever be striving to improve.

You can always trust Orcé to deliver on the following promises:

- Cruelty-free
- Ethical Ingredients
- Rigorous testing
- Freshness guaranteed

Press Reviews

"Designed to address the tone variety and issues common to asian skin, such as sensitivity and higher oil production."

VOGUE

"Finding a shade with golden undertones is like jackpot, immediately... it has a lovely subtle luminescence in the finish so my skin still glows..."

allure

"What makeup brands get wrong about Asian skin, according to orcé cosmetics founder Yu-Chen Shih"

InStyle

"This new brand is made by and for Asian women"

ROSE INC.

"Jamie Chung and Gemma Chan have worn the foundation and celebrity makeup artists... are using it as well."

**THE
Hollywood
REPORTER**

"The best new beauty products that came out in February 2019"

BUSTLE

Influencers



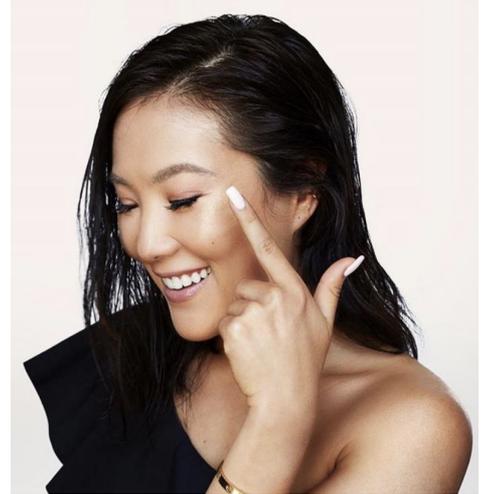
Jamie Chung
@jamiechung
1.5M Instagram followers



Cora Kim
@lovemicorazon
323K Instagram followers



Isabel Tan
@prettyfrowns
236K Instagram followers



Ally Maki
@allymaki
180K Instagram followers

Influencers



Stella Simona
@stellasimona
77.1K Instagram followers



Fong Min Liao
@fongminliao
145K Instagram followers



Sandy Lin
@heysandylin
37.8K Instagram followers



Alexandra Hoang
@lillehoang
101K Instagram followers

Dermatologist Approved



Dr. Annie Chiu
Board-Certified Dermatologist
Manhattan Beach, California

- Dr. Chiu is a Board-Certified Dermatologist in Manhattan Beach who received her Medical Degree from Stanford University.
- She is the author of numerous publications, E-Books, book chapters and review articles.
- She acts as a consultant for various skincare companies including Vichy, SkinMedica and Skinstore.com
- She is actively involved in the American Academy of Dermatology and the Women’s Dermatologic Society.
- **“I wanted to let you know how much we love the product. Both me and my manager Cindy have used it for a while. Congrats on creating such a high quality product!”**

Plastic Surgeon Approved



Dr. Christie Prendergast
Double-Board Certified Plastic Surgeon
Santa Monica, California

- Dr. Prendergast is Double-Board Certified Plastic Surgeon in Santa Monica, California.
- Dr. Prendergast draws parallels between general concerns for Asian skin, such as increased oil production, excess water loss, sensitivity, and hyperpigmentation, and concerns of post-procedure clients.
- She notes that the unique concerns of Asian skin crosses over with concerns in post-procedure products.
- Dr. Prendergast recommends our product to her patients for post-procedures because it has hyaluronic acid, a gentle yet powerful hydrator, as well as Evodia Rutaecarpa, a traditional Chinese medicine that is clinically proven to be a powerful anti-inflammatory when applied topically to the skin.
- **“I also love that it’s unscented and truly non-comedogenic.”**

Plastic Surgeon Approved



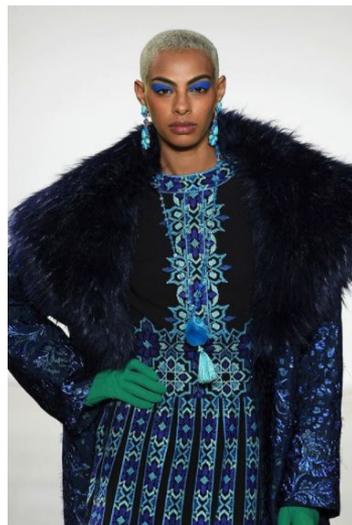
Dr. Goretta Ho Taghva
Board-Certified, Plastic and Reconstructive Surgeon
Newport Beach, California

- Dr. Goretta Ho Taghva is a board-certified, Ivy League-educated plastic and reconstructive surgeon known for helping patients achieve naturally beautiful results. Her expertise is in facial, eyelid, body, non-surgical aesthetic techniques, Asian cosmetic surgery, and a “less is more” philosophy.
- She is a diplomate of the American Board of Plastic Surgery, member of the American Society of Plastic Surgeons and a fellow of the American College of Surgeons.
- **“This foundation is amazing, and I love that it is dermatologist-tested and non-comedogenic. I’m recommending this to my patients to use post-procedure.”**

NYFW: Tadashi Shoji // Daniel Martin



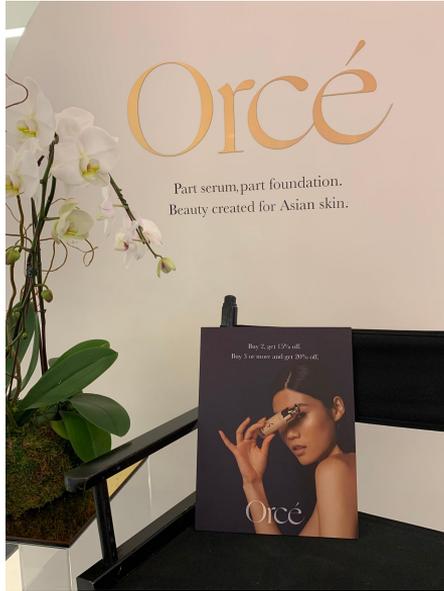
S/S 2020
September 5, 2019



F/W 2020
February 6, 2020



Bloomingdale's Lunar New Year Pop-Up
South Coast Plaza, California // January 22 - February 8, 2020



During Chinese New Year, Orcé Cosmetics hosted a pop-up booth at Bloomingdale's at South Coast Plaza in Orange County, California. Pro MUA and beauty influencer Tiffany Lee @beautystylelist was our guest host who helped customers find their perfect shade, as well as provide application tips and tricks.

FounderMade Consumer Discovery Lounge
Santa Monica, California // September 5, 2019



FounderMade hosts the world's best retail conferences for the most innovative consumer brands. FounderMade allows retailers, investors, brands and suppliers find, engage and build long-term, mutually beneficial partnerships with successful founder-led beauty, wellness and food products across the world. Orcé Cosmetics participated in the FounderMade Event on September 5, 2019 in Santa Monica.

The Cosmos Global Summit
Brooklyn, New York // August 25, 2019



The Cosmos is a community that allows Asian women to meet, connect and support one another online and in-person in Cosmos communities across the U.S. During the Cosmos Summit, Orcé Cosmetics hosted a VIP lounge for attendees to experience our product and provided attendee Master Classes from Pro MUA, Renee Lee from @lekitsuneofficial on how to find the perfect foundation shade and how to contour and highlight using our products.

Daniel Martin Instagram Partnership: no-makeup makeup look

FINALLY GOT THE NERVE TO DO A STORY ON NO-MAKEUP MAKEUP! THE BOY-BEAT EDITION! THIS IS FOR ANYONE WHO WANTS NATURAL LOOKING SKIN FOR CAMERA AND REAL LIFE!



IF YOU FEEL LIKE YOU LOOK TOO "POWDERY" SPRAY A MIST ALL OVER YOUR FACE AND TAKE A MAKEUP WIPE TO REMOVE AROUND THOSE AREAS WHERE YOU WANT TO BRING SOME LIFE BACK!

Send Message



USING THE ORCÉ FOUNDATION TO EVEN OUT MY REDNESS AND GIVE MY SKIN A NATURAL GLOW. THE HONEST BEAUTY CREAM FOUNDATION IS GREAT TO SPOT TREAT RAISED PROBLEM SPOTS ON THE SKIN.

Send Message



THE FINISHED LOOK!

@ORCÉCOSMETICS
@HONEST_BEAUTY

Send Message



Connect with Our Community - IG Grid

@OrceCosmetics empowers every single woman within our community to recognize her own strength as an unstoppable force of nature.

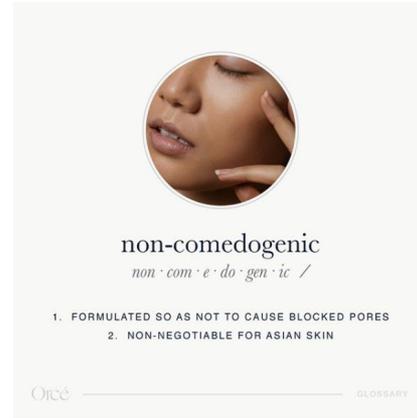
Since the pandemic, we have been further utilizing social media as a platform to stay connected with our audience by providing self-care tips, skincare knowledge and activities that everyone can participate in within the comfort and safety of their own homes.



Beauty Tips



Health & Wellness Tips



Orcé Glossary

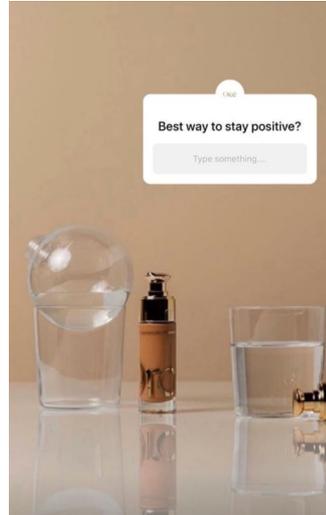


Orcé Book Club

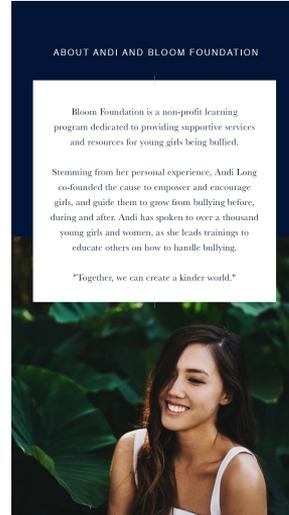
Connecting with Our Community - IG Stories



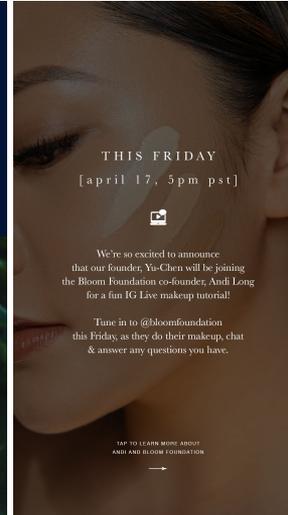
Philanthropy



Consumer Q&A's



Brand Partnerships



#WCW