IMMAGINATION INNOVATION CREATION!



Bill Xiang CEO

Jennifer Seeder
Director of Sales & Product Development

WHAT WE DO

XJ Beauty collaborates with the worlds most innovative beauty brands and some of the most successful retailers offering full turnkey solutions from market branding, product & concept development to formulation – all the way through packaging and component design



Innovating beauty since 2007

- Research and innovation development
- Branding and identity development
- Custom formulation & formula library
- Primary & secondary packaging design & engineering
- Full-service manufacturing
- Custom sourcing
- Quality assurance
- Regulatory assistance

Capabilities (partial list)

- Liquid filling including skin care
- Hot pour direct and back filling
- Pressed powder multi shade & design
- Loose powder state of the art jet mills
- Lipsticks custom molding



Sheet masks

Wipes

Lip liners, eyeliners & brow pencils

Nail polish – water based





Beauty with a global presence U.S.A. | Asia | Europe

Development focus...

Biological development

 Ingredients going beyond the surface in order to work with genes and DNA to combat signs of aging

Preservatives

Natural and eco-friendly alternatives

Recognizable ingredients

Effective, safe & familiar – what is found in your kitchen

Sustainable, sustainable, sustainable

 In our ingredients and manufacturing; ensuring our materials and processes are environmentally sound and sustainably sourced

Pollution Protection

 Highly effective and responsible solutions from free radicals and digital blue light pollution

Sustainability Standard

XJ Beauty maintains a sustainable strategy focusing on our ingredients and manufacturing, ensuring our materials and processes are environmentally sound and sustainably sourced



Who we work with (partial list)

BRANDS:



REALHER





fab*fit*fun



COTY





SKINCARE LONDON

RETAILERS (Direct and in-direct):





Walmart











What we do (formulations)

SKIN CARE

*PARTIAL LISTING

FACE FORMULAS

- FACE SERUMS
- FACE MASKS
- FACE CREAMS
- CLEANSER

LIP FORMULAS

- · LIP MASKS
- LIP BALMS

EYE FORMULAS

- EYE SERUMS
- EYE MASKS
- LASH SERUMS

BODY FORMULAS

- BODY LOTIONS
- BODY OILS
- BODY SPRAYS
- BODY POWDERS
- SUNSCREEN





What we do (formulations)



COLOR COSMETICS

*PARTIAL LISTING

FACE FORMULAS

- FOUNDATION
- CONCEALER
- FACE POWDER
- BRONZER
- BLUSH & MULTI-S

TICKS

- HIGHLIGHTER
- FACE PRIMER
- SETTING SPRAY

LIP FORMULAS

- LIPGLOSS
- LIPSTICK
- · LIQUID LIPSTICK
- LIP BALM
- LIP OIL

EYE FORMULAS

- EYESHADOW
- CREAM SHADOW
- · LIQUID EYELINER
- EYE PENCIL
- EYE PRIMER
- LASHES
- LASH ADHESIVE
- MASCARA

BROW FORMULAS

- BROWLINER
- BROW POWDER
- BROW GEL
- BROW TINT
- BROW PENCIL

CAPABILITIES

- PRESSED POWDER
- LOOSE POWDER
- SLURRY POWDER
- HOT POUR
- STICK
- BAKED
- EMBOSS/DEBOSS
- OMBRE & GRADIEN

TS

- SWIRL
- MARBLING
- 3D MOLD
- MOSAIC
- CUSTOM SHAPES
- & MORE...





- Factories in China, Shanghai, Guangzhou, Jinhua; total 30 chemists in R&D labs
- NEW innovation lab in our Lake Forest, CA headquarters
- Long term partner factories in Korea and U.S.
- State-of-the art compounding, manufacturing & filling equipment

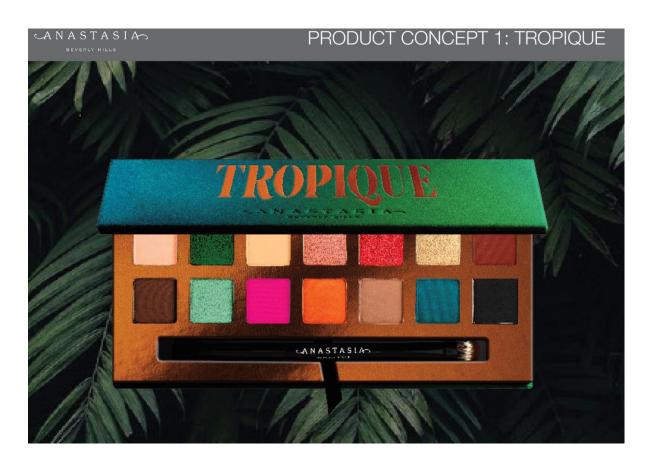
Our factories & labs

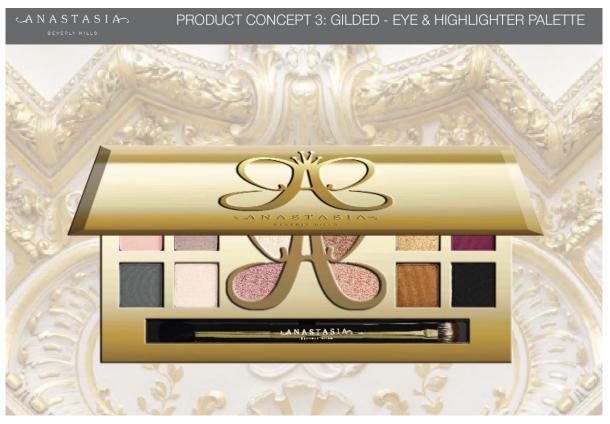
Regulation & Compliance

- GLOBAL COMPLIANCE FORMULAS
- SOCIAL COMPLIANCE, SEDEX AUDITED
- EU REGISTRATION/DEDICATED PERSONNEL
- ALL FACILITIES ARE GMP/ ISO 22716 CERTIFIED
- FDA COMPLIANCE



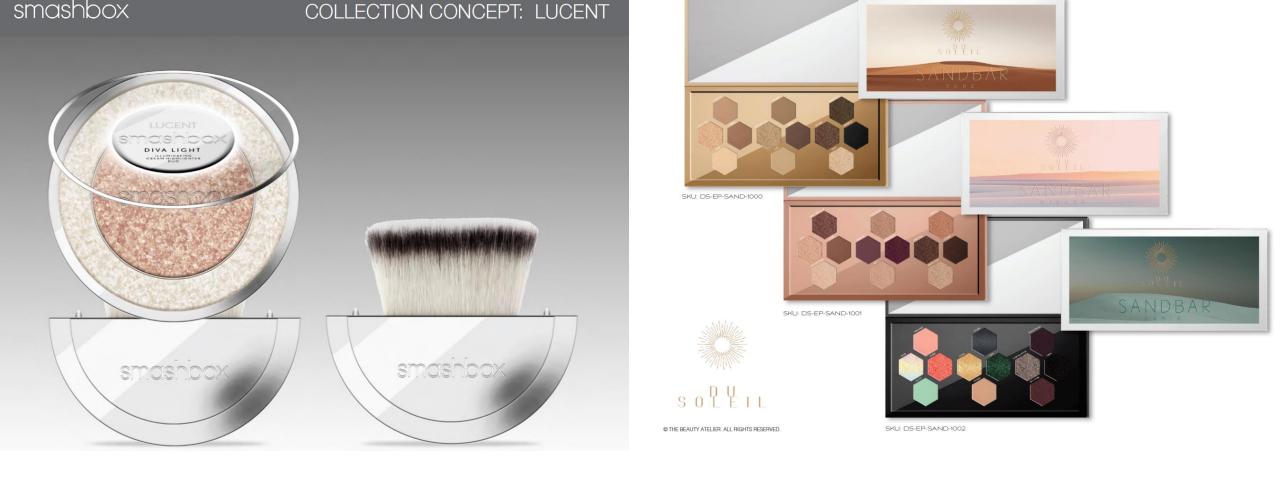






Design Portfolio – Full turnkey service





Design Portfolio – Full turnkey service



Thank you!

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