

IMMAGINATION
INNOVATION
CREATION!

XJ BEAUTY

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



XJ BEAUTY

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
- Mascara
- Sheet masks
- Wipes
- Lip liners, eyeliners & brow pencils
- Nail polish – water based

XJ BEAUTY



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:



RETAILERS (Direct and in-direct):



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



XJ BEAUTY

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 & GRADIENTS
- 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



ANASTASIA
BEVERLY HILLS

PRODUCT CONCEPT 1: TROPIQUE



ANASTASIA
BEVERLY HILLS

PRODUCT CONCEPT 3: GILDED - EYE & HIGHLIGHTER PALETTE



Design Portfolio – Full turnkey service

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Design Portfolio – Full turnkey service

Thank you!

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