

MEIYUME SUSTAINABLE TURNKEY SOLUTIONS FOR AVOSKIN

November 2022



THE VISION

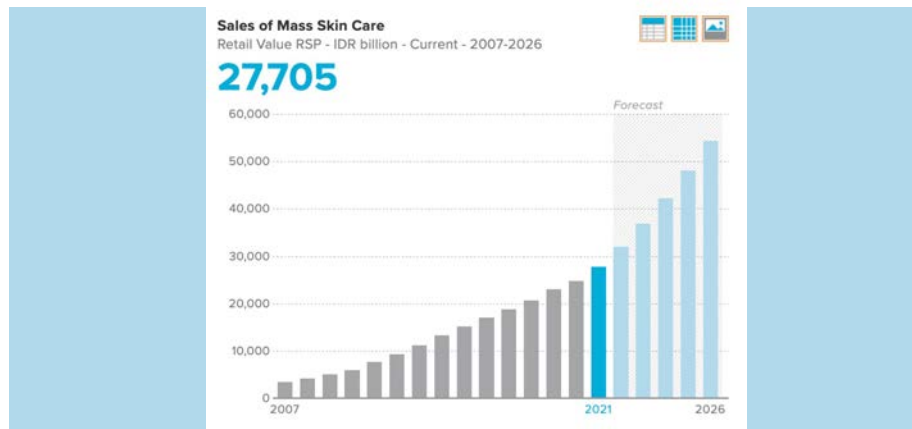
Advocating for sustainable and natural ingredients since 2014, Avoskin is an Indonesian-based beauty company with a progressive philosophy and a range of timeless products. Avoskin believes in formulating products using natural ingredients from Bali and Java, combining botanicals, premium ingredients, and cutting-edge technologies to produce their beauty products and package it in sustainable materials.

Working to find the best sustainable turnkey solution for their brand's unique needs, Avoskin collaborated with Meiyume to co-develop the advanced action eye ampoule and miraculous refining toner, the latter of which won the Tokopedia Beauty awards 2021 for best toner.

THE BACKGROUND

According to Euromonitor, the market size of Indonesia's skin care industry is optimistically projected to increase from a USD\$2.36 billion (2022) to USD\$4.03 billion (2026), with CAGR of 11.28%, indicating the prosperity of this industry.

Indonesians are culturally driven with a preference towards natural ingredients, riding on the uptrend of clean beauty. Specifically, serums have gained popularity, with sales of local serum brands in June 2021 reaching USD\$10.03 million on Shopee. In terms of product segment demand, acne and brightening traits were the most popular, followed by anti-ageing and moisturizing elements.



[1] Euromonitor – sales of mass skin care



THE SOLUTION

With formulation and manufacturing teams in Indonesia, Meiyume worked alongside Avoskin to bring their Advanced Action Eye Ampoule and Miraculous Refining Toner to life, while tailoring to the Indonesian market trends and unique needs of different skin types. Meiyume's brand philosophy and technological advances align well with Avoskin, ensuring quality testing that is cruelty-free with no animal testing, as well as packaging the products using sustainable materials.

Miraculous Refining Toner

Our Innovation and Development (I&D) team collaborated with Avoskin to create a toner with the additional benefits usually not found in a typical toner product. This includes removing dead skin cells, overcoming acne, and moisturizing the skin - developing what became Avoskin's award-winning miraculous refining toner.

Meiyume is proud to formulate Indonesia's first local exfoliating toner, which contains a mixture of active ingredients (5% AHA, 1% BHA, 2% PHA), other natural extracts, and attributes catered to the Indonesian market - alcohol-free, fragrance-free, cruelty-free.

Advanced Action Eye Ampoule

Meiyume's I&D team discovered that utilizing natural extracts with 7.5% peptide (Argireline and Eyeseril) content and niacinamide stimulates the production of natural collagen around the eyes. This combination smooths wrinkles, reduces puffiness, moisturizes, and brightens the skin around the eyes after a month.



RESULTS

FROM THE CONSUMERS



IG: @febrinagraciaa

“The first time I tried the travel-sized one and it didn’t finish, I immediately bought the full-sized one, and now it’s sold out, I’m still repurchasing because I love it. Compared to the previous toner, for my skin, the Avoskin refining toner is more effective and there are significant changes - the breakouts are gone, the texture of my face is also getting better and more even and the acne and blackheads are also very reduced. There is a tingling sensation at first, especially when there is active acne, but it goes away after a while. As long as the frequency is matched to the skin’s tolerance, there will be no irritation or other negative effects. Hydration is also important after using this toner.”
- Febrina Gracia



IG: @utiaska

“The texture is thick and the color is clear. Must be quick to blend because it absorbs quickly... After using it for more than a month, the fine lines around my eyes have decreased... You have to be diligent in using it and you will see the effect soon. So be patient with your eye treatment, girls!”
- Uti

THE FUTURE

Meiyume continues to work with Avoskin to develop and launch more products for the skincare line.

Meiyume looks forward to providing more on-the-ground turnkey support to brands in Indonesia and the Southeast Asian region using our manufacturing facilities and Innovation & Development Lab.

