

MEIYUME'S  
TURNKEY SOLUTIONS  
FOR CHAT COSMETICS



# THE VISION

CHAT Cosmetics is the brainchild of Nong Chat, a professional makeup stylist and entrepreneur based in Thailand. This chic beauty brand produces a wide range of cosmetic products from colour cosmetics and lipsticks to facial cleansing wipes.

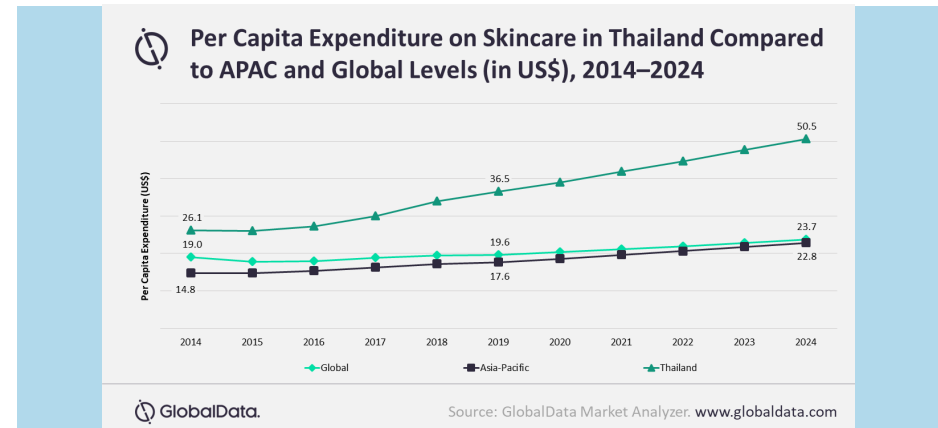
As a makeup specialist himself, Nong Chat understands the cumbersome steps required for beauty lovers to remove their makeup. Besides, Nong Chat believes that makeup removers should address fundamental problems faced by consumers such as their restrictiveness, difficulty in the removal, and harmful chemical ingredients. The CHAT Micellar wipes were designed to emulate the digital ecosystems by adopting characteristics of portability, convenience, and multifacetedness.

With our global reach, in-house expertise, and broad experience in facial wipes, CHAT Cosmetics collaborated with Meiyume to realize the vision of the CHAT Micellar Wipes from concept to shelf.

## THE BACKGROUND

The cosmetic wipes market in APAC is expected to have the highest CAGR of 6.1% from 2018 (USD\$2.49 billion) to 2027 (USD\$4.14 billion). One of the driving factors of the growth in wipes is attributed to the insurgence of the middle class and working population, as well as an increase in social media users, which has led to socially empowered consumers.

Insights from GlobalData<sup>[1]</sup> indicate that Thailand has the highest per capita expenditure on skincare, as compared to Asia Pacific (APAC) and global levels, and they are expected to continue this momentum. Analyst Anchal Bisht states that strong economic growth, the rise of the middle class, changes in consumer behaviors, and gender inclusivity are main factors that have contributed to this growth in Thailand.



<sup>[1]</sup> Data from Globaldata.com

# THE SOLUTION

Meiyume provided a full turnkey solution for what came to be the CHAT Micellar Wipes. With a manufacturing facility and an in-house I&D team in Thailand that specializes in innovative personal care and wipes, our strong presence and interoperability standard was able to provide the precise knowledge required for the creation of the CHAT Micellar wipes. This accelerated the timeline required for the creation of the CHAT Micellar wipes with sampling and stability testing that ensured compliance in quality.

Our I&D research experts worked closely with CHAT Cosmetics and discovered one of the key ingredients for CHAT Micellar Wipes' success - Chamomilla Recutita flower extract. This ingredient is known for its soothing, moisturizing, and anti-inflammatory effects, delivering a sophisticated experience for consumers with multifaceted benefits. On top of that, the CHAT Micellar is uniquely formulated to be triple-free from paraben, alcohol, and sulphate; stimulating healthier skin, increasing hydration, and reducing irritation, respectively.

To complete the consumer experience, this wipe ensures a deep and gentle cleansing effect, with a comprehensive cleansing formula that can remove waterproof makeup easily. These wipes come in a pack of 20 and are aesthetically encased in compact and distinctive packaging designed to be perfect on the go for consumers of different profiles.



# RESULTS

## FROM THE CONSUMERS



“What I really like is that the fabric is very soft, it's easy and very convenient since we usually have to use cotton pads to slowly pour the cleanser. But when I came across this CHAT Micellar Wipes by Nong Chat, I was amazed by the wipes that can remove makeup in one wipe. Most importantly, this one doesn't contain alcohol, parabens or any harmful substances. It's very good. I like it and I have to buy more to stock up.”

- *Ladyissue.com*

## THE FUTURE

With the success of our first project with CHAT Cosmetics, Meiyume is excited to continue collaborating with CHAT Cosmetics to breathe life into more of their contemporary products.

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

## Q1) What Inspired the CHAT Micellar Wipes?

Nong Chat: “My inspiration for the CHAT Micellar wipes came to me through my experience as a makeup artist – realizing the inconvenience removing makeup entails. There are instances when I have to clean certain portions of an artist’s face while applying makeup to achieve the best outcome. When doing so, I encounter moments of inconvenience when artists have to use facial foams in the bathroom, disrupting the process for both parties. This is when I decided to create an effective makeup remover wipe that can achieve this outcome. Another reason is that I tend to be exhausted after a long day of work, and I would want to remove my makeup as quickly as possible. Concerned about acne and time, the CHAT Micellar wipes can achieve the result effectively.”

## Q2) How involved were you throughout the turnkey process?

From the product brief, we collaborated with Meiyume throughout the sourcing & formulation process of suppliers to achieve Nong Chat’s vision of the makeup cleansing wipes. K. Pui was the main coordinator throughout the project for both parties involved. In terms of design, Nong Chat’s team conceptualized the outlook and collaborated with Meiyume to finalise the artwork. We feel that Meiyume has a great team to support all our requirements. For example, Meiyume has a designated organizational structure in their manufacturing plant where the responsibilities are identified – leading to efficiency and clarity in the production process. We once had problems with product testing and the Meiyume team quickly assessed the situation and assigned an expert to advise and resolve it immediately. We really like the smooth, efficient, and high-quality process of working with Meiyume.

## Q3) As this was your first project with Meiyume, can you describe the process of working with the Meiyume team?

Nong Chat’s Team: “We really enjoyed working with the Meiyume team. Meiyume has a great structure and culture, something that is different from other foreign and local ODM/manufacturers we have worked with. The professionalism of the team in terms of their attitude and paperwork has instilled in us a sense of trust. We never have to worry during our collaboration as the Meiyume team always follows up with us throughout the production process, keeping us involved from concept to shelf. This is something we value as it is a business conduct that we do not see often among other suppliers. We are confident that working with Meiyume will lead to an excellent outcome for any beauty brand. “