

**RUISEN**  
BIO-TECHNOLOGY

睿森生物

# WOMAN POWER

**IVY WANG LEADS GUANGZHOU RUISEN BIOTECHNOLOGY CO., LTD. TO A NEW LEVEL OF GLOBALIZATION.**

BY ANU VENUGOPAL

A WOMAN WHO APPEARS TO BE SOFT ON THE SURFACE, IVY WANG SHOWS HER STRENGTH AT THE HELM OF THE SUPER "AIRCRAFT CARRIER" RUISEN, A BRAND WITH A STRONG INFLUENCE IN THE COSMETICS INDUSTRY TODAY.

Working in the male-dominated business arena, Ivy Wang broke through barriers and marched forward, showcasing the advantages of female entrepreneurs to the fullest. Her vision, insight and ambition have made her shine on the entrepreneurial stage.

This "Xiangxi girl", from a remote and rural area in the Hunan Province with 10 years' experience as an entrepreneur, has had her share of hardships in the field of information technology and felt the pressures that come along with entrepreneurship.

"Whether male or female, as long as the heart is strong enough, you can achieve what you want. If you really want to do a good job, you will overcome any difficulties," said Wang.

Established in 2007, Ruisen is located in the Guangzhou High-tech Development Zone, China. A high-tech enterprise integrating R&D, manufacturing, and branding of biomedical technologies such as cosmetics, medical devices and disinfection products, the company also collaborates with South China University of Technology to conduct in-depth industry and university research.

Ruisen also has a long-term strategic and cooperative relationship with leading international cosmetic institutions and its R&D personnel. The collaboration utilizes the expertise of well-known beauty brand experts in R&D cosmetics formula to develop leading genetically-engineered skin products.

The company is involved in the import and export of international cosmetics and provides customers with a full range of personalized OEM and ODM services, while helping customers build high-quality and excellent brands in their chemical, professional and cosmeceutical lines.



Image: Ivy Wang received the Brand Leadership Award at The BrandLaureate Special Edition World Awards in Shenzhen last year. From L-R: Mark Huang, Chairman of International Listed Companies Club, Dr KKJohan, World President, The World Brands Foundation (TWBF), Ivy Wang, Tan Sri Rainer Althoff, Chairman, TWBF and Johnny Tai, Country President - China, TWBF

**WITH THE GOAL OF CREATING A SCIENTIFIC AND RESEARCH BASED COSMETICS ENTERPRISE- GRADE AND TAKING R&D IN HIGH-QUALITY COSMETICS AS ITS CORE RESPONSIBILITY, WANG HEADS RUISEN AS THEY MOVE TOWARDS AN ERA OF GLOBALIZATION.**

Ruisen is an influential young enterprise in the high-tech industry, and was rated as one of the three "high-tech" enterprises by the Guangdong Huangpu District Drug Administration. Its skincare products have been sold to 26 countries and regions, while their masks and disinfectant sprays have been exported to 15 countries and regions around the world. Among the medical-grade repair products, their best-selling products are repair products. In the field of microsurgery, the company's disposable medical masks have qualified for various tests, received export qualifications and obtained EU CE certification.

Many members of Ruisen's management team are from Fortune Global 500 companies and have extensive corporate experience. With their professional ability and experience, they have been busy implementing Ruisen's transformation mission and creating new miracles which have attracted attention in the industry.

A visionary leader, Wang formulated a 15-year clear development plan for the company. In the first 5 years, she established Ruisen into a valuable enterprise and laid a solid foundation for the company's subsequent fission; the second five-year corporate vision plan was to empower innovation and become a profitable enterprise. In 2020 the company is set to achieve a new key point when Miss Wang adorns her inventor's hat to develop their new brand.

## “I HOPE I CAN FOLLOW THE TREND AND LEAD THE COMPANY TO OVERCOME VARIOUS DIFFICULTIES AND REALIZE OUR STRATEGIC PLAN.”

“In the past 5 years, I have invested a lot of energy and ideas in Ruisen, and watched the company continue to grow and become an influential and respected company in the industry. Despite many difficulties and challenges, my team have overcome them step by step. I believe that in the future we will have a better company,” said Wang, who has been the chairman of the company since 2014.

Ruisen's two businesses: independent core brands and personalized product customization services go hand in hand. Its self-owned brands “Pana Dianshi”, “An Shu”, “Gao Jing Si” and “Face Symbol” shine in hospitals, Sephora and other channels and fields. Medical-grade repair products and food-grade female health care products have solved skin and privacy problems for countless consumers, and have been highly praised by consumers.

However, for Wang, this is just the beginning.

“Ruisen's objective is to take scientific research as its core competitiveness, create true technology and lead the cosmetics market nationally, changing the trend of domestic consumers favoring cosmetics brands from Europe, America, Japan and South Korea to local brands,” she explained.

Ruisen's own brand “Face Symbol” has achieved success in the field of high-end skincare, and will be fully available on

Sephora (China) this year. For Wang, this is the most valuable return of the company's continuous investment in scientific research, and it is an important milestone for the Ruisen team thus far.

“In 2020, whether at the macro level or the micro level, under the downward trend of the economy, all companies will face a more severe test. I hope I can follow the trend and lead the company to overcome various difficulties and realize our strategy planning,” Wang added.

Recipient of the Brand Leadership Award at The BrandLaureate Special Edition World Award in Shenzhen last year, the award is a reflection of her leadership and role model status in the development of the cosmetics industry in China.

Wang's many roles in Ruisen demonstrate her passion for skincare. As the Chief Commercial Officer, she is responsible for promotion of the company's products and always speaks about them. She also serves as the Chief Resource Officer, devoting her time to linking various resources, coordinating relationships at all levels, and responding quickly to corporate development. Finally, as Chief Financial Officer, she spends time to lead, promote and be responsible for the operation of the corporate capital chain, playing a core role in promoting major company initiatives.



## “WANG'S MANY ROLES IN RUISEN DEMONSTRATE HER PASSION FOR SKINCARE.”

**“IN TERMS OF MANAGEMENT, I HAVE ALWAYS BEEN DEEPLY TOUCHED BY THE WORD “BELIEVE”. “ONLY WITH TRUST CAN WE ACHIEVE MANAGEMENT AND IMPLEMENT VARIOUS SYSTEMS.”**

In addition to brand promotion, Ruisen also focuses on the development of safe and effective products. The company introduced advanced scientific research equipment and continues to increase investment in scientific research. The company has also built high-standard R&D laboratories, cell culture laboratories, microbiology laboratories, physical and chemical laboratories, and molecular and cell research laboratories.

“The company has created a modern 100,000-level purification workshop in strict accordance with international and domestic standards, and has been granted the production of “makeup”, “disinfectant” and “machines”. At present, the production line has the production and processing capabilities of cosmetics in various forms, specifications and categories; and has obtained the authoritative certification of the European Union.” Wang added.

Other than Chairman of Ruisen, Wang is responsible for several positions, including the chairman of the Guangdong Hunan Chamber of Commerce Women Entrepreneur Committee, the chairman of the Guangdong Hunan Chamber of Commerce Women’s Federation, and the Guangzhou Municipal Federation of Industry and Commerce Standing Committee. She is also the Guangzhou Huangpu District Women Talent Development Promotion Association. Chairman, Vice Chairman of Guangzhou Women and Children Promotion Association and Executive Chairman of Guangzhou Private Entrepreneurs Chamber of Commerce.

Wang’s national sentiments are reflected in the outbreak of the Covid-19 virus. She led the company to optimize the original disinfection product formula, launched targeted disinfection products and donated them to the frontline staff. Due to the serious shortage of masks and other anti-epidemic materials on the market, the Ruisen team quickly responded to the national call, fully utilized the company’s resources, equipment, production, quality management, coordinated resources of all parties, and carried out mass production to support the fight against the pandemic.



**“I HOPE RUISEN WILL BECOME A PIONEER OF TECHNOLOGICAL INNOVATION IN THE NEW ERA, AND CONTRIBUTE A SMALL PERCENTAGE TO THE NATIONAL ECONOMIC GROWTH AND THE DEVELOPMENT OF THE BIOTECHNOLOGY INDUSTRY.”**

“In terms of management, I have always been deeply touched by the word” believe. “Only with trust can we achieve management and implementation of various systems. Leaders and employees must respect each other, so that they can complete each task. At the same time, the company’s cornerstone will be more stable. When talents play their value, the company will naturally play its social value,” she explained.

Wang also finds a balance between family and career.

“China has inherited the idea for thousands of years that women should focus on the family, not on social and economic development. This deep-rooted feudal idea still exists today. I also faced the same problem, but after hard work and practical action, it turns out that women can take good care of their families and also exert social value,” said Wang, who hopes her children will encounter life in a friendly, sincere and optimistic way.

“I hope that Ruisen will be the vanguard of technological innovation in the new era. We will build four major R&D centers around the world in the next five years. The first one is in China, the second may be in Switzerland or France, the third may be in New York, USA, and the fourth center will be in Tokyo, Japan. In order to build a global R&D network, we want scientists from all over the world to gather together to develop good products to serve both Chinese and global consumers,” she added.

As a role model for young Asian female entrepreneurs, Wang believes that it is important for a woman to do what she likes to do, gain professional knowledge and experience, and continue to focus on her own growth. She also believes that maintaining optimism and gratitude when facing challenges and always maintaining a curiosity for all things are important. For her, these indispensable qualities are vital in order to achieve greater personal and professional success.

Whether it is creating jobs, stimulating economic growth efficiency or technological progress, piloting scientific research and promoting modernization, Miss Wang and her team are at the forefront. Playing a vital role in the national economy of medium-sized enterprises, the company is transforming into a national economic growth and innovation enterprise.

“I hope that Ruisen can contribute a small percentage to the national economic growth and the development of the biotechnology industry, become a strong supporter of the industry’s globalization and facilitation strategy as well as be an advocate of regional economic innovation growth,” she added.



**“AS A ROLE MODEL FOR YOUNG ASIAN FEMALE ENTREPRENEURS, WANG BELIEVES THAT IT IS IMPORTANT FOR A WOMAN TO DO WHAT SHE LIKES TO DO, GAIN PROFESSIONAL KNOWLEDGE AND EXPERIENCE, AND CONTINUE TO FOCUS ON HER OWN GROWTH.”**

# ADVANCING HEALTH AND BEAUTY THROUGH TECHNOLOGY

TODAY, RUISEN HAS TWO NATIONAL-LEVEL REVIEW EXPERTS AND EIGHT DOCTORAL SCIENTIFIC RESEARCH TEAMS. WITH MANY QUALIFICATIONS AND RECOGNITIONS TO ITS NAME INCLUDING "GUANGZHOU SCIENCE AND TECHNOLOGY LITTLE GIANT" AND "GAZELLE CULTIVATION ENTERPRISE IN THE GUANGZHOU DEVELOPMENT ZONE", THE COMPANY OBTAINED 152 INTELLECTUAL PROPERTY RIGHTS AND 61 INVENTION PATENTS. LEADING PRODUCT TECHNOLOGY IN THE INDUSTRY, THE COMPANY'S RESEARCH AREAS INCLUDE TRANSDERMAL ABSORPTION, TARGETING, SUSTAINED RELEASE, NANO AND OTHER NEW TECHNIQUES IN COSMETICS.



## ANNJOUR

AnnJour is an effective medical and beauty repair brand under Ruisen Biotechnology that focuses on sensitive muscle care. Based on skin science, the product is created after rigorous tests at well-known pharmaceutical colleges and universities. Adhering to the philosophy of being "natural, safe and effective", AnnJour provides professional, scientific and effective repair for sensitive skin.

Using carefully selected South African Resurrection Grass as its core ingredient, AnnJour is formulated using pure medical and aesthetic concepts, supplemented by Ruisen's patented technology and scientific proportioning, established by a strong team of physician-scientists. The products repair and protect the skin barrier, solve the troubles of sensitive muscles, give out a healthy glow, as well as smooth, translucent skin that helps regain skin confidence.

## ANNJOUR 3 + 1 URGENT CARE SET

In response to the problems of sensitive muscles at different levels, AnnJour provides a series of targeted sensitive skin solutions such as first aid, repair and anti-allergy. For those with sensitive skin, especially hormone-dependent dermatitis and red bloodshot muscle problems; closed comedones and other acne related problems, AnnJour has launched the skin repair product, AnnJour 3 + 1 emergency care set combination.

Since the spread of the Covid-19, many people use the N95 masks to protect themselves. However, after wearing the masks for a long period, there are large number of microorganisms, bacteria and viruses that are attached to the

surface. The exhaled moist and hot air makes bacteria multiply on the face, while the mask easily draws indentations and rubs repeatedly on the face, which can cause redness, acne and other skin problems.

The AnnJour 3 + 1 emergency protection combination is a good solution to counter the effects of the face mask as it can quickly fight off allergies caused by wearing masks long-term. A popular product, it integrates anti-inflammatory, calming, accelerating wound healing, and moisturizing qualities in one solution. After applying the 3+1 care set for three days, it increases the skin metabolism and repairs power damaged muscles. AnnJour 3+1 easily solves facial skin problems such as itching, tingling, sensitive redness and close comedones.

The secret of its powerful repair solution lies in its ingredients and patented technology. AnnJour 3 + 1 Urgent Care contains oligopeptide-1, oligopeptide-5, nicotinamide and other popular ingredients used in women's skincare solutions.

The transdermal absorption technology guarantees in-depth absorption of the South African Resurrection Grass, oligopeptide-1, oligopeptide-5, nicotinamide and other components, while the targeted repair technology directly targets, fixes and quantifies skin care nutrients to the dermis. Through a slow-release effect, it uniformly releases a long-acting, anti-allergic, soothing and hydrating effect. Quickly and completely, it relieves discomfort such as redness, dryness, irritation, provides high-energy repair of damaged skin barrier while enhancing skin tolerance.

**KOJINSI**

Kojinsi, a female health care brand from Ruisen Biological advocates the maintenance of feminine hygiene. Not only does the brand provide women with a solution for discomfort in the intimate area, it also advocates having “acid-base balance” and “bacterial flora balance.” The brand uses high-tech and safe ingredients, with high-quality and efficient health care elements to help female customers solve intimate problems, prevent gynecological diseases, while eliminating emotional problems caused by these issues, resulting in health and beauty from the inside out.



**KOJINSI ANTIBACTERIAL SPRAY**

Ruisen's Kojinsi Antibacterial Spray, has a disinfectant and antibacterial production license approved by the state and has passed quality inspection. With a sterilization rate of 99.9%, it can effectively kill viruses. The main effective ingredient of the disinfectant gel include an ethanol, 65% -75% (v / v). Laboratory data shows that the high-clean silk hand-washing disinfectant gel can kill microorganisms including coronavirus, influenza virus, H1N1 virus, E. coli, Candida albicans, Mycobacterium tuberculosis and other common infection bacteria.



**KOJINSI FEMININE BACTERIOSTATIC CARE GEL**

Kojinsi Feminine Bacteriostatic Care Gel can effectively repair the loose fiber layer, help intimately tighten and activate gonads and improve women's intimacy issues and vagina elasticity. The gel improves firmness by 25% even after first use.

It is a safe and effective intimate care gel that naturally tightens the vagina, leaving it healthy while inhibiting the growth of bacteria and inflammation. The gel contains many natural ingredients which can stimulate uterine muscle contraction, regulate endocrine, maintain private parts physiological functions, stimulate sexual desire and restore tightness and tenderness of a woman's private part.

The gel includes the intoxicating and aromatic grapefruit, also called Citrus Paradisi in Latin, which adds a positive element to the gel and enhances happiness. Kojinsi Feminine Bacteriostatic Care Gel also increases a woman's charm, relieves her stress, promotes sleep, improve coldness and is an aphrodisiac.



**KOJINSI ANTIBACTERIAL GEL**

The main ingredient of the Kojinsi Antibacterial Gel is chlorhexidine acetate (chlorhexidine), a broad-spectrum bactericide widely used in surgery, cleaning instruments, hand disinfection, wound disinfection and more. It can kill 99.9% of pathogens in 30 seconds, protect the reproductive tract from various bacteria, fungi, viruses and target various gynecological inflammations caused by reproductive tract infections, while protecting beneficial bacteria. The antibacterial gel also helps with lesions, regulates the intimate area and improves various gynecological issues.



**Kojinsi Female Antibacterial Spray**

The Kojinsi Female Antibacterial Spray is a personal care product that is highly effective, safe, effective and portable. Through physical shielding, it prevents pathogenic bacteria from entering the reproductive tract, killing chemicals and pathogens inside the reproductive tract effectively. The spray also eliminates vaginal inflammation, has a biological blocking effect, changes the genes of pathogenic bacteria and destroys the survival of pathogenic bacteria environment and its reproductive capacity. It also effectively repairs cells and activates cell vitality to promote cell regeneration, enhances the reproductive system metabolic capacity, effectively regulates gynecological diseases, and maintains a healthy state of the female reproductive system.



Guangdong Haid Group Co., Ltd and Shenlong Bio-Tech (India) Pvt. Ltd. donated 50,000 disposable medical masks to the Consulate General of India, Guangzhou, to help prevent the spread of the Covid-19 pandemic.

**KOJINSI DISPOSABLE 3-PLY MEDICAL MASK**

During the critical period of epidemic prevention in China's fight against Covid-19, Ruisen Biotechnology actively responded to the call of the nation, and took the initiative to join frontliners fighting the epidemic. With strong support and promotion from governments at all levels and direct management departments, Guangzhou Ruisen Medical Devices Co., Ltd., a wholly-owned subsidiary of the company, entered a strategic cooperation with Nanyue Fund Group to produce masks. There are currently 15 production lines in operation with a daily production capacity of up to 1.5 million, which will promptly alleviate the problem of masks urgently needed by many companies to resume work and to support China's economy.



Ruisen Biotech has put all its efforts into this epidemic prevention and battle for control, from donating funds and masks to "cross-border" rerouting, deploying resources to assist the production of masks, providing funding and materials, to overcome the difficulties faced by people. The company donated medical masks to many enterprises and institutions, amounting to close to several million yuan. In addition, Ruisen will actively export and deliver masks to other countries.