

JOLA INTERNATIONAL

佐見啦生技股份有限公司

JOLA INTERNATIONAL CO., LTD. is a Taiwan based company established in 2012 that focuses on manufacturing and selling skincare products. It is founded and led by CEO John Lee, who graduated from Ohio University with a Ph. D. in Chemical Engineering. Under his leadership, the company has grown to staff 120 employees in Taiwan and France, as well as increase its annual revenue to 450 million NTD (2019). JOLA INTERNATIONAL currently owns two brands: Timeless Truth Mask (TTM) and Jolab. Since 2012, JOLA INTERNATIONAL continuously tries to improve itself, which in turn, improves its surrounding environment.

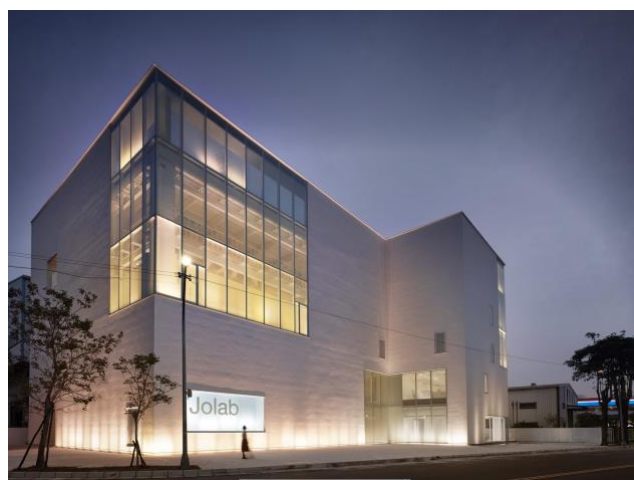
Timeless Truth Mask is a brand created out of love for skincare and ambition to change conventional views of facial sheet masks. Starting off as an e-commerce mask brand in 2012, they soon decided to take upon a challenge and launch their products in one of the top countries for cosmetics — France. Their main goal is to debunk the belief that facial sheet masks are cheap and cannot be of the utmost quality. By doing so, TTM strives to change the overall attitude of





consumers towards sheet masks. Their journey to success relies heavily on the belief in improvement. Their core brand values can be defined in 3H's — Humanity, Humbleness, and Humor. Their belief in building meaningful relationships with their consumers, never being complacent with their accomplishments, and learning to have fun in the meantime, is what led to TTM's growing loyal fanbase and accreditation from globally recognized beauty organizations. In just 8 years, their face masks have been nominated 21 times by beauty awards in Europe, and further winning 15 awards — with their Anti-Aging Bio-Cellulose Mask being the Gold Award Winner. Such accomplishments are only achievable because of their dedication and determination to always better themselves. Whether it'd be working with researchers to meticulously select the best materials and ingredients for their masks, or holding a higher standard to their products and undergoing efficacy tests, TTM strives to always improve the quality of their products in terms of increasing trust, comfort, and that “wow” factor. To truly understand more about skincare and ways they can continuously improve, JOLA INTERNATIONAL launched a new brand: Jolab.

On a basic level, Jolab can be defined as a research and development laboratory specializing in high-quality facial sheet masks and other kinds of skincare products. However, it is more than just a laboratory or manufacturing facility, it is a brand. JOLA INTERNATIONAL wants to redefine conventional notions of factories by incorporating elements of a brand: emphasis on aesthetics and attention to



detail. By merging manufacturing, research and development (R&D), efficacy center, and branding aesthetics, Jolab is a brand that also doubles as a laboratory. Jolab is created out of the desire to explore, improve, and break boundaries. They envision themselves as the leading player in Taiwanese skincare development and have already made progress to reach their goal. Jolab established Taiwan's first Efficacy Test Center that also satisfies European safety assessments — a testament to Jolab's promises to safety and effectiveness. As part of their determination to improve, Jolab upholds high standards against its products and its manufacturing process. Jolab works internationally on research projects with a renowned Swiss laboratory to develop exclusive ingredients. Jolab has over 30 available PIF (Product Information File) formulations available, which are a qualification for



launching in the European skincare market. Furthermore, all of the water used in the products are purified to the standard which qualifies for pharmaceutical manufacturing through the PIC/S standard water purification system. Through such dedication, Jolab aims to do more than just fulfill European PIF standards, further proving their determination to achieve standards above the top standards.

Through TTM and Jolab, JOLA INTERNATIONAL's determination to constantly find ways for improvement ultimately creates impact both locally and globally. In Taiwan, TTM and Jolab are brands that stand out. Unlike traditional cosmetic brands in Taiwan, TTM started off as an e-commerce brand and aimed to market in France first. Moreover, TTM went through the hardship of acquiring PIF qualifications, despite it not being a requirement for Taiwanese

cosmetic products. By creating products that fulfill more than just the bare minimum, TTM can overall increase the product quality in Taiwan by initiating a positive form of competition that benefits both companies and consumers. Moreover, by exposing Taiwanese cosmetic brands to the knowledge of international product requirements that are relatively more rigorous, it can speed up the pace of improvement. Similarly, Jolab not only improves individually but also helps to improve the entire cosmetic OEM industry by bringing and utilizing new, cutting-edge technologies that other manufacturing companies can learn from. At the same time, such improvements can change how companies and brands from abroad perceive Taiwanese companies as a whole. It may show international companies that Taiwanese companies are starting to shift from traditional business strategies and beginning to improve their product quality. More importantly, it could improve the overall national reputation of Taiwan.

JOLA INTERNATIONAL's strive for improvement and impact does not end there. It has future plans to further better themselves, especially in the area of sustainability. Beginning with using biodegradable materials, JOLA INTERNATIONAL has and will continuously make more environmentally friendly decisions. JOLA INTERNATIONAL hopes to make greater progress and commitment toward sustainability and clean power.