



達爾膚生醫科技股份有限公司

DR.WU SKINCARE CO., LTD.



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Recommended by :

Department of Business Administration, National Chengchi University

Business Items :

Skin Care Product's R&D and Marketing

Main Products :

Medical Cosmetics



熱情有活力的團隊 Our Energetic Team Members

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營業項目：保養品研發及銷售

產品名稱：醫美保養品



<http://www.drwu.com>



明星商品-玻尿酸保濕系列 Hyalucomplex Hydrating System



DR.WU 2.0全新互動概念櫃 DR.WU 2.0 Concept Store Design

「DR.WU」-一個用自己父親名字做招牌；以醫師專業為後盾的臺灣本土品牌。憑藉著對研發創新的熱忱、品質要求的堅持以及踏實穩健的態度，2003年成立至今，不僅超越各大國際集團成為臺灣醫美保養品的銷售龍頭，亦將銷售據點擴及全球7個國家地區，年年締造亮眼佳績。

克紹箕裘，從傳承到創新

董事長吳奕叡先生從小在父親-臺大皮膚科權威教授吳英俊的耳濡目染下，對其數十年為病患無怨無悔的付出相當感佩，並對那些精心研發、歷經多年考驗累積下來的配方效果極為肯定，故與父親攜手創立達爾膚生醫，並推出自有保養品牌「DR.WU」。以醫師處方為基礎，運用豐富臨床經驗與對皮膚組織構造的深入了解，DR.WU致力研發各式「高效能」、「低敏感」的專業保養品，讓使用者在家即能延續醫美療程護膚機制，以最簡單有效的方

式，創造最完美無瑕的肌膚；尤其當時DR.WU率先提出全新的「微整保養」概念，在臺灣醫美保養概念尚未蓬勃發展之際，引領風潮成為市場先驅。

掌握趨勢，精益求精

在吳教授領軍下，DR.WU的專業研發團隊由皮膚醫學、成分藥理、生物科學等多領域專家組成，針對亞洲肌膚優弱特性與需求，與全球實驗室技術合作，運用先進科技、嚴選100種國際專利活性成分，堅持「無添加、不含酒精、高濃度、高等成分、高安全性」五大研發標準，並與通過ISO國際品質認證的臺灣化妝品大廠攜手製造，全系列產品皆100%通過低敏、安定性與非致痘臨床測試，不僅能全方位解決肌膚問題，更是敏弱肌和術後保養的最佳選擇。

自第一瓶保養品問世以來，DR.WU迄今已推出超過百項產品且深受好評，屢獲美妝大賞



肯定；品牌創始經典玻尿酸保濕系列，累積銷售突破千萬瓶，穩居藥妝暢銷冠軍；而首開先例將醫美療程帶入日常保養的杏仁酸亮白煥膚精華18%，亦曾創下每15秒售出一瓶的驚人紀錄，成功引發市場話題。但DR.WU卻從未自滿於這樣的成績，每年始終維持15%的產品更新率，不斷為精進改良而努力，務求將最滿意的成果送至消費者手中。

堅持最美，做到最好

做為臺灣醫美保養領導品牌，DR.WU深知當企業規模愈大，對員工、消費者、產業以及社會的影響力也將愈深且廣。DR.WU重視道德、遵守法治，希望能以自身的經營建立永續典範，成為推動社會整體向上的力量。

DR.WU也相信企業的責任是讓社會更好，自成立以來，即以本業出發，完善公司制度、關懷員工及社區公益、發展綠色供應鏈、強化產品安全、推動社會教育和人才培訓、促進產業共榮，期望透過各項策略活動，發展一個不斷提升的正向循環。

「成功無捷徑，踏實才能前進；細節藏魔鬼，切莫掉以輕心」吳董事長懷抱著對美容產業的高度熱忱，以及「想要打造獨一無二保養品牌」的初衷，一路上專



CBE海外參展 CBE Exhibition

注、踏實，堅持做「對」的事情，不斷以創新思維創造品牌價值。對內將榮耀歸功於同仁，以成功甜美的果實鼓舞所有人的付出及努力，並充實了大家一起向下一個目標衝刺的動力。對外則帶著與周邊產業及合作夥伴一起成長的理想和使命，不斷追求進步。

共創美麗新世界

展望未來，DR.WU除持續強化自身成長外，更期望藉由相互砥礪以刺激同業間良性競爭、帶動臺灣醫美產業的興盛茁壯，同時逐步將臺灣品牌帶向海外、提升MIT產品的國際能見度，讓臺灣整體產業共生共榮共好，為未來的美麗新世界注入源源不絕的正向能量！■



行銷活動-行動美肌快閃店 Marketing Event-Pop-Up Store



DR.WU, Taiwan's No. 1 medical skincare brand, was named after founder's father, a renowned dermatologist and aesthetic surgeon in Asia, and driven by core principles such as passion, innovation and quality. Based on years of clinical experience and extensive skincare research, the technologically advanced skincare line has surpassed many international brands and become one of the leading players in the skincare market since its inception in 2003. It has successfully sold over seven countries around the world and creates outstanding growth year over year.

Dedication and Innovation—the Brand Core Value, Carrying out the Family Mission

Mr. Wu I-Ju, the founder and CEO of DR.WU, grew up admiring his father's dedication to his patients with over decades of contribution as a physician and professor of dermatology at NTU. His strong confidence in formulations developed over many years of practical experience led to the establishment of their own skincare brand: DR.WU. Using medical prescriptions as a basis, together with clinical experiences and a thorough understanding of skin structure, DR.WU continues to develop a line of professional grade skincare products that are highly effective yet super mild. This allows users to carry out cosmetic medical treatment regimens in the comfort of their own home using simple, but highly effective, ways to ensure perfectly flawless skin. DR.WU was also a market pioneer in the promotion of the micro plastic surgery skincare concept, at a time when cosmetic medicine had not yet fully emerged in Taiwan.

Keeping Ahead of Trends and Self-Motivated to Improve

DR.WU's research and development team led by Professor Wu himself is composed of experts from several fields such as dermatological medicine, pharmacology, bioscience and many others. The products developed especially to suit sensitive Asian skin are the result of research collaboration with laboratories around the world. They adopt the

most advanced technologies and utilize more than 1000 internationally patented active ingredients. There are five major R&D standards: no additives, no alcohol, high concentration, high quality ingredients, and high safety. The products are made by top Taiwanese cosmetics manufacturers with GMP and ISO certification. All the products in the collection have passed hypoallergenic, stability, and non-comedogenic clinical tests. The high quality products not only provide a comprehensive solution to skin issues, but are regarded as the best choice for sensitive skin and post-surgical skincare.

Since the launch of the first skincare product, more than a hundred widely acclaimed products have been released and many have been recognized by cosmetics and skincare awards. More than 10 million bottles of the original Hyalucomplex Hydrating collection have been sold, securing an unshakable position as the top selling Cosmeceutical product. The Intensive Renewal Serum with Mandelic Acid 18% was the first product on the market to introduce a cosmetic medical treatment course into daily skincare. Successful marketing resulted in the sale of one bottle every 15 seconds. However, DR.WU is not content with these achievements and its product renewal rate remains at 15% every year. The company is dedicated to continual progress and improvement so that only the most effective and satisfactory products are delivered to customers.



公益活動-兒童關懷 Charitable Event



Insistence on Quality, Pursuit of Perfection

As the leading cosmetic medicine skincare brand in Taiwan, DR.WU is aware of the far-reaching influence that a large scale corporation can have on employees, consumers, the industry, and society. DR.WU values morality and strict legal compliance, and serves as a positive example to others through self-governance and as a well-known positive force in society.

DR.WU also believes that it is the responsibility of corporations to make society a better place. Since the company's establishment, it has focused upon comprehensive company systems, care for employees and community welfare, the development of a green supply chain, strengthening product safety, promoting social education and talent training, while simulating joint prosperity within the industry at the same time. The hope has been to develop a never-ending cycle of positivity through a range of different strategic activities.

"There is no shortcut to success, practicality is the only way forward. The devil is in the details, never overlook anything". Mr. Wu is very passionate towards the beauty industry. His original motivation to create a unique skincare brand has led him to concentrate on practicality and doing the right thing along the way to creating brand value through innovative ideas. Internally, he attributes the honor of success to all his colleagues in the company and their encouragement, dedication and hard work. This success has energized everyone and they continue to move unwaveringly towards the next goal. In public, he pursues continual advancement, with a mission to grow and prosper alongside peripheral industries and partners.

Envisioning a Bright New Future

Going forward, DR.WU seeks to expand its overseas market, at the same time, strengthens its internal structure and inspires positive competition within the industry to enable Taiwan's skincare



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industry to flourish. It is with the hope and belief that Taiwanese brands can thrive internally hence improve global visibility of products made in Taiwan. This will provide joint benefits for the overall economy and imbue the future with a stream of positive energies!



綜合評語 Commentary

以創投之經驗打造「DR.WU」品牌，成功發展成藥妝醫美類通路銷售的冠軍。全球擁有超過1200個銷售據點，成功將產品商業化，並創造出完整的行銷通路。除傳統實體通路外，亦積極推動電子商務，透過新型行銷通路接觸年輕世代。公司已於2015年興櫃，財務結構穩健，經營團隊紮實，具有成長潛力。

Building the brand "DR.WU" with venture investment experience, the founder has successfully turned the brand into the bestseller in drugstore channels. Through over 1,200 sales locations worldwide, the owner has successfully commercialized "DR.WU" products and created a complete marketing channel. Apart from traditional physical stores (channel), the company is aggressively developing e-commerce to reach the younger generation through this new marketing channel. The company has listed on the emerging stock market. With a solid financial structure and a powerful management team, the future has great potential.