



美帥化學股份有限公司

Mei Shual Cosmetics Co., Ltd.



多色壓粉設計
Multi-Pressing
Powder Design



產品 Products



公司全景 Overall of Company

負責人：沈木泉

地址：70464台南市北區大興街96巷71號

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傳真：06-2596685

推薦單位：中華民國全國商業總會

營業項目：化粧品及化粧品配件、塑膠盒、矽、紙盒、鋁皿之製造加工買賣

產品名稱：眼影、腮紅、漸層粉、打亮粉、眉粉、烤粉、兩用粉餅、蜜粉、口紅、唇蜜、粉底液、睫毛膏、眼線液、染眉膏、眼線膠、眉筆、唇筆、眼線筆、保養品



<http://www.meishual.com.tw/>

Owner : Shen,Mu-Chuan

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Recommended by :

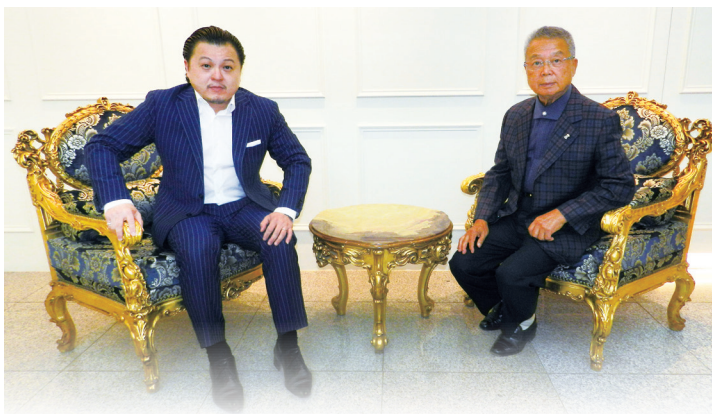
General Chamber of Commerce of the Republic of China

Business Items :

Manufacturing and sales of cosmetics and cosmetics applicators, compacts, paper boxes, aluminum pans.

Products :

Eyeshadow, Blush, Ombre Powder, High lighter, Eye brow, Baked Powder, Two Way Dowdpr, Loose Powder, Lipstick, Lip gloss, Liquid Foundation, Mascara, Eyeliner, Brow Gel, Eyeliner Gel, Eye brow pencil, Eyeliner Pencil, Lip Pencil, Skin care serial.



(右)董事長 沈木泉先生
Chairman : Mr. Shen Mu Chuan

(左)總經理 沈建宏先生
General Manager : Mr. Shen Chien Hung



教育訓練 Education training



經營團隊 Management team

美帥化學成立於1977年，而創辦人沈木泉董事長在1968年就先行創業於花蓮。一開始製造珍珠膏、口紅等化粧品，從配方開發、品質控制、製造流程及包裝設計等，全都自行摸索，也因對品質嚴格的自我要求，持續不斷改善提升，終於讓產品達到世界水準，這都是一開始創辦人就立志做ODM，使得公司從一出生就比同業走得還要辛苦，但也更不平凡。為更專注實現對化粧品製造的理想，從花蓮遷移至台南，正式創立美帥化學，也開始進行產品外銷。

從零做到100的ODM彩粧製造廠

進入1980年代，美帥成為台灣第一家進入美國市場的彩粧製造廠，也是台灣第一家成立實驗室的彩粧廠，整個1980年代台灣一直是彩粧品出口的世界冠軍，而美帥更是業界的佼佼者；到了1990年代，國際化粧品市場競爭白熱化，美帥也開始進行第一次的轉型，於1990年代中後期，開始為亞洲知名品牌做設計加工；到了21世紀，彩粧製造業的競爭因全球化而更激烈，美帥歷經以製造業升級為製造服務業的過程，加以靈活的服務，為客戶量身打造開發產品，爭取到L' OREAL、COTY、KOSE、AVON、BOOTS、LV等世界前十大集團，也都陸續成為公司客戶。

創意成型技術 領先全球

多年來美帥由國際人士組成的開發設計及銷售團隊，即時掌握時尚潮流，不斷專注於配方、成型技術、包材的創新與專利，所以美帥的「創意成型技術，領先全球」，並以彈性及客製化的服務為客戶量身打造產品，因而獲得各大知名化粧品集團的信任。

沒有最好 只有更好

一般台灣人對「化學」兩字的印象不佳，但在德國，「化學」兩字意謂著高科技做出來的產品，這也是創辦人採用「化學」兩字的原因。沈建宏總經理從小看父親經營事業的用心，「勇於創新、堅持品質、信守承諾」是創辦人沈董事長立業的根基，也是不變的鐵律，隨著全球化粧品保養品市場競爭日益激烈及快速消長，沈總經理深信創新是唯一的生路，若要拚價格，永遠都會有人比你更便宜，也很快就會被取代，唯有持續不斷的創新，才能長保競爭力，所以沈總經理的經營哲學：「沒有最好，只有更好，發現有任何更好的，立刻修改。」



全自動壓粉機 Automatic powder press machine



生產線 Production line

善盡社會責任，熱心公益

對美帥而言，企業社會責任不僅是致力於營收持續成長，更應結合企業核心能力，在獲利的同時對社會與環境做出具體貢獻，美帥善盡地球村一員的社會責任，熱心公益，愛心不分國界，宗教沒有區別，從道教廟宇、佛教寺院、天主教堂，到醫院的復康巴士、學校的活動贊助，再到地方上的公益活動等都有美帥的身影，在這蕞爾小島愛心遠播，響徹遠在歐洲義大利 Norcia 600多年的古蹟教堂重建。古蹟是歷史的見證，也是走過的足跡，教堂是精神的依歸、心靈洗滌的聖地，是棄惡提善的教育殿堂，故慷慨解囊、不遺餘力，豈敢稍時怠慢，僅能例舉一二，實不勝枚舉。

深耕台灣 立足亞洲 佈局全球

美帥以「深耕台灣、立足亞洲、佈局全球」的策略，致力成為全球各知名品牌不可或缺的夥伴，目前正積極著手進行義大利設廠計劃，為全球佈局踏出第一步；回顧過去，筆路藍縷，從創辦人草創時期的佳美化工社到如今將近50年，已經是台灣最老牌的彩粧廠之一，我們不會沉緬於過去的歷史，更是不會忘記我們來自於哪裡。▲



公司旅遊 Company trip

Mei Shual Cosmetics Company was founded in 1977, but the founder, Mr. Shen, Mu-Chuan, established his first venture in Hualien, in 1968. The initial business of the company was to produce pearl cream, lipstick and other cosmetics. All of the operation activities were developed through exploration by the company itself, including formula development, quality control, manufacturing procedure, packaging design, and others. It was the company's strict quality requirements and continuous improvements that eventually achieved a product quality that equaled advanced international standards. This is because of the positioning strategy of the ODM (Original Design Manufacturer), determined by the founder at the beginning, which not only made the company experience even more challenges from its start, but also become much more extraordinary. In 1977, in order to focus more on realizing the ideal of cosmetics manufacturing, the operations of the company were moved from Hualien City to Tainan City, and what is now Mei Shuai Cosmetics Company was officially established and began its export business.

A Cosmetics Contract Original Design Manufacturer, Going from Zero to One Hundred

In the 1980s, Mei Shual Cosmetics Company became the first cosmetics enterprise in Taiwan to enter the US market, and also the first cosmetics factory in Taiwan to set up its own laboratory. Throughout the entire 1980s, the cosmetics export businesses in Taiwan had ranked number one in the world, and Mei Shual Cosmetics Company was one of the industry leaders among those cosmetics exporters in Taiwan. In the 1990s, when the international cosmetics market competition growth intensified, Mei Shual Cosmetics Company also proceeded with its first transformation, which was to start engaging in the original design manufacturing service for those famous brand enterprises in Asia in the late 1990s. As the 21st century goes by, the competition is getting more intense among cosmetics manufacturers due to globalization. The



社會公益榮譽牆
Honor Wall of Social Welfare

company has gone through the process of upgrading from a manufacturing industry to a manufacturing service industry, and develops as well as provides customized products for its customers with flexible services, which has successively converted the top ten cosmetics groups in the world into its customers, including L'OREAL, COTY, KOSE, AVON, BOOTS, LV and others.

Developing World Leading Creative Formulating Technology

Over the years, the research and development team and sales force of Mei Shual Cosmetics Company, constituted of international professionals, have kept abreast of the latest fashion trends, and persistently engaged in the innovative development and patent creation on cosmetics formulation, formulating technology, and packaging materials. Accordingly, Mei Shual Cosmetics Company has successfully applied not only the strategy, "Developing World Leading Creative Formulating Technology," but also the flexible and customized services that offer tailored products for customers, which have built trust with the major renowned cosmetics groups.

Nothing but the Best

The word "chemistry" makes a bad impression on people in Taiwan. However, in Germany, the word "chemistry" means high-tech products, and this is the reason why the founder adopts the word



"chemistry" in the Chinese name of the company. The general manager of the company has witnessed the dedication and devotion his father, the founder, puts into business operations. The founder's business foundations are "Dare to Innovate, Persist in High Quality, Fulfill Our Promise", which is a persistent iron law. With the increasingly intense competition and fast change in the global cosmetics market, the general manager, Mr. Shen, Chien-Hung, firmly believes that innovation is the only way to survive; that those who compete with low prices will soon be replaced because another competitor always presents itself with even lower prices, and that only persistent innovation will ensure competitive advantages to us. Therefore, the business philosophy of the general manager is "Nothing but the best! Once something better is found, take action to modify it immediately!"

A tradition of social responsibility and corporate philanthropy

For Mei Shual Cosmetics Company, corporate social responsibilities include not only the persistent pursuance of revenue growth, but also the application of core competencies to make specific contributions to the community and the environment, while gaining profits. Therefore, we have been even more dedicated to the fulfillment of our corporate social responsibility in the global village. It is either because being public-spirited and benevolent knows no borders, or because no difference is among two religions that our dedication and devotion can be seen in the charitable events, including not only the donations to the Taoist temples, Buddhist temples, and Catholic Churches, but also the donation of a rehabus to a local hospital, school activity sponsorships, and our participation in local public welfare activities. Accordingly, the reconstruction of the remote New Norcia, a historical church and also a historic relic in Italy of six hundred years, has witnessed the little island's love, which has become widely known in Europe. We have to be such a generous giver, for the reasons that relics are the traces of and testimony to history; that churches are places of spiritual dependence and comfort, the Holy Place to cleanse people's conscience and hearts, or the Education Hall where evil is abandoned and good

is promoted. We have spared no efforts in and dare not neglect the charities, which are too numerous to mention individually, and only several of which can be present here.

Richly Cultivating Taiwan, Based in Asia, Reaching out to the World

Mei Shual Cosmetics Company applies the "Richly Cultivating Taiwan, Based in Asia, Reaching out to the World" strategy, and is committed to becoming an indispensable partner for globally famous brands. Currently, we are actively proceeding with our Italian factory establishment plan, making the first move for our globally strategic deployment. In retrospect of the past strenuous efforts against challenges and plights, it has been fifty years since the founder started the JIA MEI Chemical Society, the predecessor of the company in the pioneering stage. Now, we are one of the oldest cosmetics manufacturers in Taiwan. However, neither will we indulge in the reverie about our past history, nor forget where we come from. ▲

綜合評語 Commentary

擁有豐富經驗的設計研發團隊，專注配方及成型技術的創新，是台灣第一家進入美國市場的彩妝製造公司，深耕台灣，布局全球，與世界品牌大廠合作；產品多元，透過整合在地特色，將化妝品工藝藝術化。新一代接班也落實創新與整體經營制度，財務營收獲利良好，成長潛力可期。

This company has an experienced team of design and development with an emphasis on the innovation of formula and finishing technologies. It is the first company of its kind from Taiwan to enter the cosmetic market of the USA. Rooted in Taiwan, it has embraced the whole world. This company is engaged in joint ventures with famous brands in the world. It carries a diversity of products. By integrating the specific local features, this company makes cosmetic technology an art. The new generation of the management also realizes innovation and the overall management system. This company is financially sound with a promising future.