



Ms Serene Seow (right), Managing Director of Eu Yan Sang Singapore, receiving the Most Innovative Beauty Supplement Award, at the Watson Health, Wellness & Beauty Award 2017 ceremony on 24 May 2017



Heritage meets modernity as Eu Yan Sang Singapore teams up with Watsons

The Traditional Chinese Medicine (TCM) powerhouse is redefining personal care with its groundbreaking partnership with an international retailer.

Eu Yan Sang Singapore is boldly ushering in a new era for Traditional Chinese Medicine with its groundbreaking partnership with Watsons Singapore. The widely successful homegrown healthcare brand has teamed up with the international retail chain to deliver the Eu Yan Sang Beauty Essence Range, which combines the time-honed wisdom of Eastern TCM philosophy with proven patented ingredients from the West.

“In recent years, we see a growing trend and demand for natural wellness products amongst consumers. In response to this and coupled with Eu Yan Sang Singapore’s understanding of herbs benefits, this sets the foundation for the development and success of products such as the Eu Yan Sang Beauty Essence range. This range which comprises of 3 SKUs which cleanse, slim and firm, was launched in Singapore since September 2016,” says Ms Serene Seow, Managing Director at Eu Yan Sang.

Eu Yan Sang Singapore embarked on this strategic partnership with Watsons, as they recognised Watsons’ main customer base of young females who fit perfectly with the target audience of this new product range. It is a perfect platform for Eu Yan Sang Singapore to reach out to a younger audience through a strategic product range and partner.

Watsons Singapore likewise, shared favourable thoughts about the partnership. “We are pleased to partner Eu Yan Sang because of the brand’s illustrious history and its strong grip on Singaporean consumers. It is a deeply trusted TCM health brand with a strong loyal base of multi-generation following. Such strong brand image in the area of complementary health solutions offer Watsons more product variety and differentiated solutions to our large customer base,” notes Mr Dominic Wong, General Manager at Watsons Singapore.

In many aspects, Eu Yan Sang products are the first among its kind.

Eu Yan Sang takes pride and great pain in ensuring the quality of its products. All raw material suppliers are carefully sourced and audited, and only herbs of high quality and proper traceability are selected. After a rigorous selection process, these herbs undergo stringent curation by the company’s herb master with decades of experience.

Age-old solutions for young consumers

Eu Yan Sang is the company which uses herb fingerprinting – a laboratory technique which uses the unique solubility profile of any given herb to ascertain authenticity and presence of adulteration if any. On quality management front, Eu Yan Sang is the company with Good Agronomic Practice – tracing and controlling quality from the land for cultivation to herb harvesting, ensuring that herbs produced are of utmost quality and free from pollution.

This sets the backdrop for the production of quality products. The Beauty Essence Range boasts products such as the Pure Enzyme Detox Essence, which contains high-strength enzymes and hawthorn extract, which works synergistically with other supplements. The Slender Gold Slimming Essence promotes a 4-in-one action to burn fat, reduce appetite, block sugar and fats absorption and boost metabolism. Lastly, the Crystalite Marine Collagen Essence contains patented ingredients plus high quality collagen that help users to look radiant and beautiful.

“At Eu Yan Sang, we are always tapping on our strength in developing high quality and safe herbal products to fulfil the needs of consumers and their expectations,” Ms Seow notes. “For our target audience, Beauty Essence range is an effective and differentiated answer to their health and beauty needs. For both Watsons Singapore and us, this target audience forms a substantial

customer base with high willingness to invest in themselves.”

Success through collaboration

Watsons’ one-of-a-kind partnership with Eu Yan Sang has proven to be an impressive source of growth and an important foothold into a new market segment for the international retailer. “As a substantial arm of complementary medicines and health supplement, the potential of TCM is tremendous. Having a well-established player like Eu Yan Sang can help us capture this relatively under-developed segment and in turn will give us a competitive edge,” says Mr Wong, noting that rapid ageing and rising health consciousness will ensure heightened interest in traditional products.

The Beauty Essence Range has been a big hit with millennial consumers, and has helped boost revenues for both Eu Yan Sang and Watsons. “The overall category sale has increased, signaling that this range is not another me-too product and has driven additional mileage. Strategically, this product has become a great engagement piece with the target audience comprising of the Millennials for both Watsons and Eu Yan Sang. With heavy use of social media and the increased influence of pop culture, image consciousness among this target audience is certainly on the rise,” Ms Seow notes.

Since the launch of the Beauty Essence range, both brands have seen a steep rise in social media interactions from consumers in the 25-40 year old range. Facebook videos received 20 times more views than average, and consumer response to island-wide campaign initiatives has been very positive.

“The result of our marketing effort is encouraging. Apart from meeting our expectations in creating product awareness, the initial sales met expectation for both Watsons and Eu Yan Sang. Through our numerous customer engagement platforms, we have received very good feedbacks on the product, its taste and ease of use, attesting to the fact that we are indeed moving in the right direction,” Ms Seow says.

“We have jointly worked with Eu Yan Sang to drive speed to market with rapid store penetration and prominent in-store



Ms Serene Seow (3rd from right), Managing Director, Eu Yan Sang Singapore Pte Ltd and Mr Dominic Wong, General Manager of Watsons Singapore (3rd from left), grace the launch event of Eu Yan Sang Beauty Essence Series.

displays,” Mr Wong notes. “The result of the marketing effort has been very encouraging. Apart from meeting our expectations in creating product awareness, the initial sales and income met our expectations. This new product range has also received very favourable feedbacks from our customers.”

A Perfect Match

The partnership between Eu Yan Sang Singapore and Watsons has proven to be a perfect fit between an innovative product and an ingenious retailer. “Eu Yan Sang’s latest innovative product range resonates well with Watsons’ award-winning branding and this partnership can only strengthen our position as the top Multi-Brand Beauty Store and Top Personal Care Store. The Eu Yan Sang Beauty Essence Range with patented ingredients and strong quality control brings strong credibility to support our branding as a market leader,” says Mr Wong. Given the successful launch, both Eu Yan Sang Singapore and Watsons Singapore are looking forward to strengthening their partnership. “Through our commitment and results, Watsons Singapore’s relationship with us has grown stronger. For this first collaboration, we are very pleased to have a good match of products that befit their distribution network and drive the required results,” notes Ms Seow.



Eu Yan Sang Singapore team behind the innovation of the Beauty Essence series

A cut above the rest

Eu Yan Sang Singapore is the forerunner in producing traditional remedies in convenient formats (saving consumers long hours of stewing and preparation), introducing improvements such as patented and scientifically proven ingredients and implementing strong quality management. In many aspects, Eu Yan Sang products are first among its kind.

In the recent two years, Eu Yan Sang Singapore has pushed Complementary Medicine and Health Supplement Retailing to greater heights, in terms of perfecting the customer service experience. Eu Yan Sang Singapore has devoted tremendous amount of resources and time to modernise our retail stores with optimum ambience and comfort for the quintessential shopping experience. Cutting through the TCM jargons and blanket assumption of consumer’s basic level of TCM knowledge, many of our products have undergone face-lift to clearly communicate their functions and instruction for use. For greater convenience, Eu Yan Sang Singapore has stepped up its drive towards Omni Channel. If an island-wide distribution of more than 40 stores is not convenient enough to customers’ liking, customers would be comforted to know that they can purchase their best sellers at Eu Yan Sang Singapore’s expanding network of retail partners, which currently number more than 600 access points. With a few clicks on Eu Yan Sang Singapore e-store, customers would also be able to purchase their products including great gifting ideas and get them delivered on the same day to the location of choice.

Eu Yan Sang mission is caring for mankind. It is through this philosophy that they ensure that they excel in all areas, to bring quality natural herbal products, convenience, excellent shopping and good health to their customers.