

**HONG KONG'S MOST VALUABLE COMPANIES 2015** に  
最優秀企業として **Blanc** が掲載されました

**Brimming with Allure**

HARUYUKI YAMASHITA's Japanese eyelash salon brand exhibits a global standard of service quality.

**N**eed for to improve high quality products and techniques, Blanc Eyelash Salon comes 30 years of fame in the eyelash extension industry. Before its arrival in Hong Kong in 2011, it had already established dozens of outlets all over Japan and Asia.

"As a business consultant for over 10 years, I have advised many different beauty companies around Asia," says CEO Haruyuki Yamashita. "Most of those companies are located in Japan, Hong Kong, Thailand and Vietnam." Given the opportunity to purchase one of his clients' businesses, he took to the underserved eyelash extension niche and built the company that now spans franchises in several territories in the region.

**Top Notch**  
"Hong Kong has always been an important international city. As income grows, so does the demand for high-end personal services. Personal healthcare and hygiene is on the top of the list," he says.  
"I believe the service quality of Japan is one of the best in the world. Allowing the personal touch of Japan to be extended to other Blanc branches allows a people to get the same great quality of service, skill and products from Japan in Hong Kong."

**Perks and Quirks of a Global Brand**  
"In Japan, people without a beauty



Blanc Beauty Limited CEO Haruyuki Yamashita

"We expand our services to the rest of the world."

A counterpart to its services is Blanc's line of cosmetics products. "We have certain products that are designed to help maintain the quality of the lash. After lashes are extended, many normal eye products, including cleansing oil, cream makeup remover, and waterproof mascara, can no longer be used. Blanc has developed this series to allow customers to continue enjoying the use of makeup."

Among its more prominent items are the Me 2 in 1 Cleansing Gel, an oil-free makeup remover and facial cleanser, and Me Eyelash Serum that creates thicker, healthier eyelashes. The line continues to be developed.

For additional information please visit [www.blanc-beaute.hk](http://www.blanc-beaute.hk)

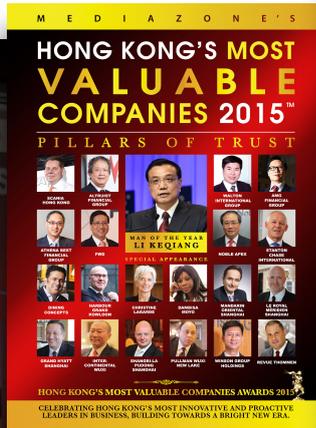
cin's license cannot work as eyelash designers, but in most of Asia, even those without proper credentials can easily do so. To maintain control of our service quality, we created a three level Blanc Eyelash Professional Test system. Only those who pass at least the basic level can work as an eyelash designer," says Yamashita.

"As we expand into other countries, we have encountered different cultures that affect service. These cultural barriers make it very difficult to modify everything according to the 'Japanese standard'. Further research on local cultures is required to better localize our shops while retaining the same level of service."

With eyelash extension salons in Causeway Bay and Jordan, Blanc plans to open more shops in Hong Kong, as well as in Mainland China. By the end of 2015, the company will have new outlets in Beijing, Guangzhou, Hangzhou and Wuhan.

"As of now we have over 70 shops around the world. Our goal is to expand rapidly - to 300 shops - in Asia, America, Europe and Latin America within three years."

**Blanc**  
Eyelash Salon  
TOKYO



**Most Valuable Eye Beauty Services Awards in Hong Kong 2015**



Mediazone Group 主催の HKMVC Services Awards において、サービスの品質 / 将来性 / 専門性 / 信頼度などが評価され  
香港における「**最優秀アイビューティサービス**」として  
**Blanc** が **受賞** 致しました