

## Huadong Ningbo Medicine showcases its products at COSME TOKYO

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Chinese healthcare solution leader Huadong Ningbo Medicine Co., Ltd. showcased its biotechnological skincare brand, SanteMuse, at the 7th Cosme Tokyo & COSME Tech. It was the first time that the brand participated in the international exhibition, which takes place in Jan 30th - Feb 1st, 2019. As one of the leading comprehensive cosmetics B2B trade fairs in Asia, the event has attracted an increasing number of exhibitors from around the world.

SanteMuse was well prepared for the event. With its unique 672 Magic™ Serum and Day and Night Serum Kit, displayed in the stylishly designed booth, it provided visitors from around the world with a new, world-class experience in biotechnological skincare products.

### **Outstanding R&D led by team of top Chinese and American scientists**

With the strong backing of Huadong Medicine Co., Ltd., years of rich experience and a solid team of high-caliber technology talents, Huadong Ningbo Medicine established a close partnership with both US-based Sanova Dermatology and with the College of Pharmaceutical Sciences, Zhejiang University. This collaboration has successfully led to the research and development of global cutting-edge technologies.

Under the lead of Dr. Dale DeVore, the father of collagen and a leading American scientist, Sanova had established an R&D center in Boston, Massachusetts, with a focus on the development of proprietary medical and skincare products. Sanova has now applied for four patents in the US.

### **Cutting-edge skincare technologies**

In addition to nutritional ingredients naturally inherent in human skin, and additives-free high-intensity materials and cutting-edge biotechnology, SanteMuse has developed a few technologies including transdermal delivery (enhanced skin absorption ability) and hyaluronic acid serum (triple-effect moisture lock). These cutting-edge technologies aim to fundamentally improve the skin overall health by correcting deficits in traditional skincare products which normally tend to deliver temporary skin

improvements.