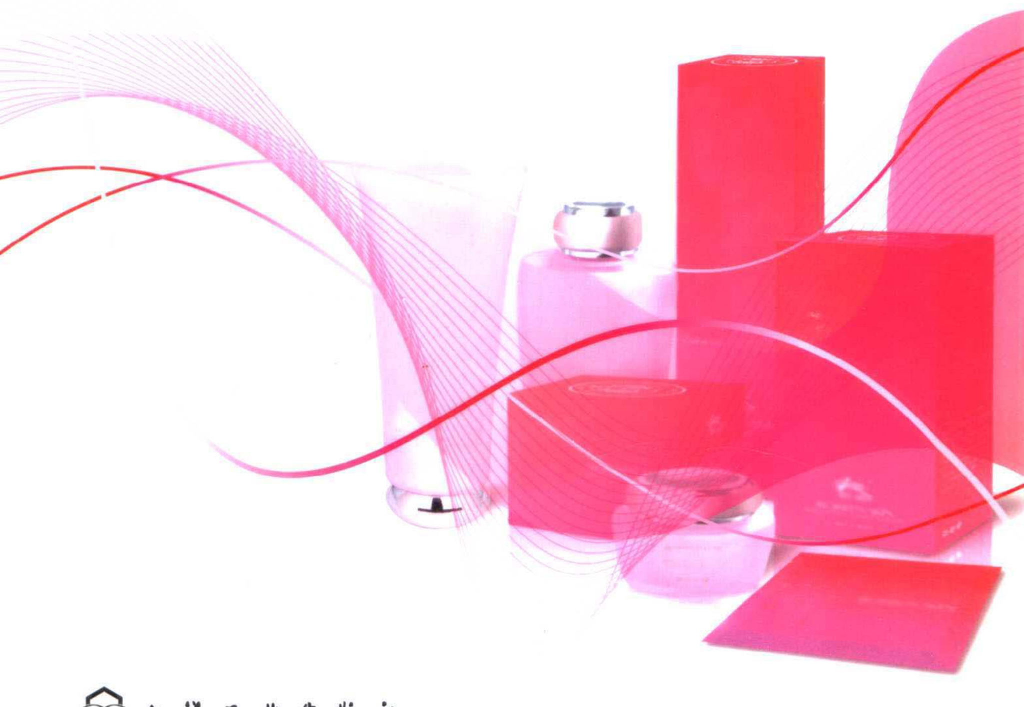
Cosmetic English

化妆品专业英语

高瑞英 主编　党　志 主审



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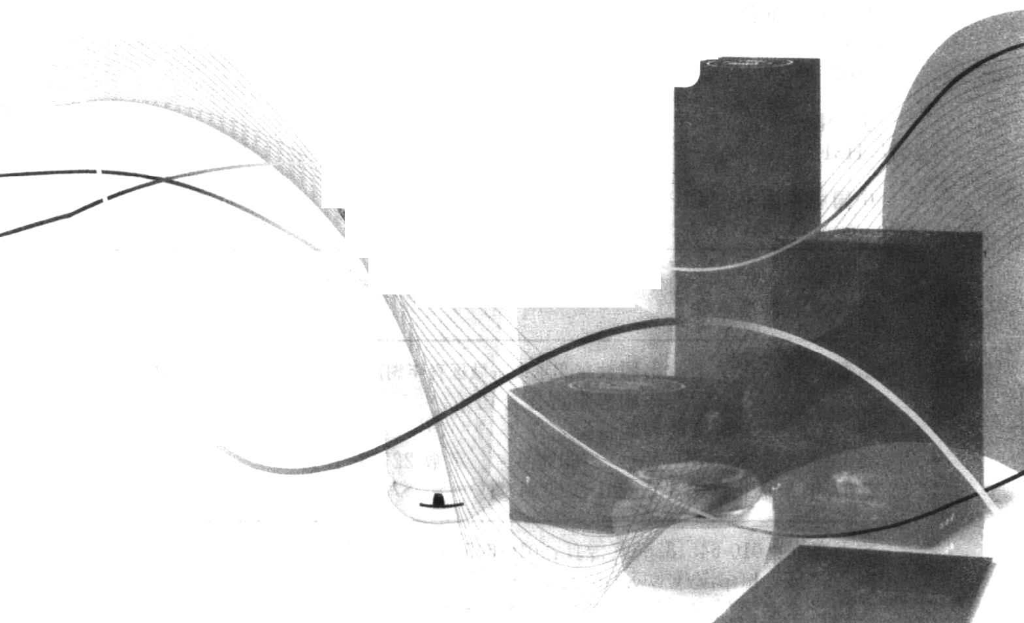

化学工业出版社

·北京·

全书分5个单元共20篇课文，内容选材来源于原版英文书刊、杂志、最新的化妆品著名企业站点信息、科技文献资料等，包括行业发展趋势，FDA（US Food and Drug Administration）职能，化妆品安全监管、产品简介、相关知识、标签、包装、广告、营销渠道，化妆品网站、著名企业介绍，美容知识等。全书由课文、课后练习、专业术语、辅助读物等部分组成，此外书后还设有附录，内容包括总词汇表，化妆品原料词典，参考文献英文刊名和缩写规则，化学常用词头和词尾的含义，常用词头和词尾含义，化学上常见的缩略语，化工常用英文缩写和颜色词汇中英文对照（彩妆用）等可供查阅。

本书内容通俗易懂，语言精练，趣味性强，选材新颖，覆盖面广。可供化妆品生产、管理、经营、销售及美容等从业人员阅读，也可作为高职高专化妆品专业教材。

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前　言

随着中国进入 WTO，化妆品的生产、监管、销售、服务等逐渐与国际接轨，中国的许多企业正在不断地吸收和引进国外的先进理念与先进技术，化妆品从业人员的英语素质亟待提高。《化妆品专业英语》旨在提高化妆品从业人员、高职高专化妆品专业学生专业英语的阅读能力，使读者了解国内外化妆品专业领域的基本知识和动向，扩充知识面，为专业学习服务，并着力于提高读者的综合素质及未来继续学习和发展的能力。

全书分 5 个单元共 20 篇课文，内容选材来源于原版英文书刊、杂志、最新的化妆品著名企业站点信息、科技文献资料等，包括行业发展趋势，FDA（US Food and Drug Administration）职能，化妆品安全监管、产品简介、相关知识、标签、包装、广告、营销渠道，化妆品网站、著名企业介绍，美容知识等。全书由课文、课后练习、专业术语、辅助读物等部分组成，此外书后还设有附录，内容包括总词汇表，化妆品原料词典，参考文献英文刊名的缩写规则，化学常用词头及词尾的含义，常用词头及词尾含义，化学上常见的缩略语，化工常用英文缩写和颜色词汇中英文对照（彩妆用）等可供查阅。

本书内容通俗易懂，语言精练，趣味性强，选材新颖，覆盖面广。可供化妆品生产、管理、经营、销售及美容等从业人员阅读，也可作为高职高专化妆品专业教材。

本书由高瑞英主编并统稿，党志主审。参加本书编写的其他人员（按姓氏笔画为序）有丁建桥、刘纲勇、邹颖楠和张敏等。本书在编写过程中得到了有关院校领导和老师的大力支持和帮助，在此表示衷心感谢！

由于时间仓促，作者水平有限，加上化妆品领域发展日新月异，书中存在的不足在所难免，请读者批评指正。

编　者

2007 年 6 月

CONTENTS

UNIT ONE MARKETING

Lesson 1 High-end Cosmetic Market in China

1. General Market Information

In 2004, the global cosmetic products market was mainly concentrated in North America, Western Europe, Pacific and Asian region. China's cosmetic products market ranked the second largest in Asia. Its high and mid-priced segments were dominated by foreign and joint venture enterprises, but with no presence at all by local firms. International giants including L'ORÉAL, P&G, Shiseido and ESTĒE LAUDER formed a pattern of oligopolistic competition. L'ORÉAL had the biggest market share in China in 2004. The remaining low-end market was shared by several thousand local enterprises. However, there is a growing trend that the international giants are entering the low-end market as well.

At present the beauty and cosmetics industry ranked the fourth largest consumption zone in China after real estate, cars and tourism. In 2004 revenue from China's beauty and cosmetics market was 85 billion RMB (US$ 10.27 billion), with 16.5 million people employed. By the end of 2004, there were 3,140 enterprises with business licenses to produce cosmetics in China, most of which are small and medium-sized ones, producing more than 20,000 kinds of cosmetic products. About 300 of them are foreign-invested companies. China's lack of its own cosmetic companies with branded products is one of the main factors behind the fact that more overseas investors are keen to enter the Chinese cosmetic market.

From general perspective, the regulatory standard to the beauty and cosmetic products market was not high, counterfeit and bad quality products as well as false advertisements were frequently seen in spite the continuous imposition of new regulations.

Over the last five years, the beauty and cosmetics industry in China has had an average growth rate of 20 to 25 percent per annum, benefiting both from the general rise of living standards and from the younger generations' disposable income spent on cosmetics. With the increasing number of young females in white-collar jobs ready to spend an increasing percentage of their income on cosmetics, the beauty industry is booming. According to estimates from the China Association of Fragrance, Flavor and Cosmetics Industry (CAFFCI), sales revenues are expected to reach 300 billion RMB (US$ 36.2 billion) by 2010.

Over the past two decades, foreign cosmetic companies successfully made their brands well-known among Chinese women. China Business Weekly reported that foreign brands and joint ventures represented 60 percent of the market in 2003. But Chinese brands offering a large range of products at cheaper price, still take up an important share of the overall market.

Most international cosmetic giants regard China as one of the major driving forces behind their international business. China's economy has shown strong growth, and there are positive indications that this strong growth will continue for the next few years. This will mean a relatively broader and wealthier group of customers. Chinese young people are full of curiosity and very dynamic. China's tremendous labor pool, including a great number of professionally educated people, will help draw in new investment into this industry. With more department stores and high-quality stores being built, high-end cosmetic brands can expand their business along with and in parallel to that growth.

Starting from April 1,2006, China scraped consumption taxes on skincare products and shampoo that had been 8% previously. China's consumption tax policy is different from the systems in the United States and most European Union countries. They are collected from domestic manufacturers, not from consumers. The customs authorities collect consumption taxes for imported goods. This means the new coming foreign cosmetic companies in the Chinese market will have a better price margin.

At present the following international cosmetic groups dominate high-end cosmetic market in China:

L'ORÉAL Group owns high-end brands LANCÔME, BIOTHERM, HELENA RUBINSTEIN, Shu Uemura.

LVMH Group owns high-end brands Dior and GUERLAIN.

CHANEL

Sisley Paris

CLARINS Paris

Elizabeth Arden

The ESTĒE LAUDER Companies Inc. owns high-end brands ESTĒE LAUDER, CLINIQUE, LA MER.

Procter & Gamble Co. (P&G) owns high-end brands SK-Ⅱ and Max Factor.

Shiseido of Japan owns high-end brands Shiseido and Cle de Peau.

Beauty de Kose of Japan

LG Household & Health Care of Korea owns high-end brand

O HUI.

Amore Pacific of Korea owns high-end brand innisfree.

2. Market Trends

Skin care and make-up products account for the largest share of the cosmetic and toiletries market with 31% and 11% of the market respectively, and these categories have a huge potential for future increase in sales.

In order to maintain their position on the markets, big brands are diversifying their products, focusing on types of products enjoying a recent but growing popularity. Certain types of color cosmetics, such as eye shadow and nail polish, although they have quite a short history in China, are increasingly successful among Chinese women. Other types of products with a likely bright future in China include cleansing milk and anti-ageing and wrinkle creams. With China becoming an ageing society and the proportion of elderly population rising, they are expected to meet growing success.

Now 80% of cosmetic and toiletry sales are now through hypermarkets and mass retail outlets. However, the huge growth in specialty beauty stores such as Watson's, Mannings and SaSa is starting to threaten the larger retailers.

With about 3,700 companies crowding the market, competition is sharp. As the Chinese cosmetics market is highly brand-oriented, it is likely that only the biggest and most renowned brands will survive and thrive. As a result, brands launch increasingly intensive advertising campaigns. According to a CTR market study, cosmetics and toiletries were among the top five advertising categories in 2004, behind foodstuff, pharmaceuticals, retail, service and real estate. The overall advertising expenditure was almost 40 million RMB (US$ 4,8 million), 34% more than in 2003.

3. Competition

In 2005, China imported US$ 11.86 million perfumes and toilet waters and US$ 207 million make-up and skincare products. France is the largest exporter of cosmetics to China. In China's import perfumes market (as shown in Table 1), France had a market share of 74.92% in 2005. United States ranked No. 2 in China's import perfumes market with a market share of 9.68% in 2005, up 120% over 2004. In China's import make-up and skincare products market (as Table 2 shows), France, United States and Japan formed a pattern of oligopolistic competition, with market shares of 29.28%, 24.36% and 22.64% respectively in 2005. South Korea ranked No. 4 in China's import make-up and skincare products market with a market share of 5.8% in 2005, up 229% over 2004.

French cosmetics giant L'ORÉAL has the largest market share in China. L'ORÉAL markets 17 skincare and hair care brands in China,

Table 1 World Trade Atlas
China-Imports-Total-3303/PERFUMES AND TOILET WATERS
Millions of US Dollars
January to December

Rank	Country	Share/%						Change/%
		2003	2004	2005	2003	2004	2005	05/04
0	World	6.211864	11.169648	11.860703	100	100	100	6.19
1	France	5.383802	8.332221	8.885467	86.67	74.6	74.92	6.64
2	United States	0.374124	0.520498	1.148289	6.02	4.66	9.68	120.61
3	United Kingdom	0.145093	1.684785	0.632903	2.34	15.08	5.34	−62.43
4	Germany	0.030628	0.238795	0.268127	0.49	2.14	2.26	12.28
5	Italy	0.00485	0.070233	0.240158	0.08	0.63	2.03	241.94

Source of data: China Customs

Table 2 World Trade Atlas

China-Imports-Total-

3303 BEAUTY, MAKE-UP& SKIN-CARE PREP; MANICURE ETC PRP

Millions of US Dollars

January to December

Rank	Country	Share/%						Change/%
		2003	2004	2005	2003	2004	2005	05/04
0	World	78. 764569	138. 021574	207. 087814	100	100	100	50. 04
1	France	21. 974351	45. 278022	60. 627107	27. 9	32. 81	29. 28	33. 9
2	United States	27. 554277	27. 191373	50. 453189	34. 98	19. 7	24. 36	85. 55
3	Japan	13. 30146	31. 874895	46. 887435	16. 89	23. 09	22. 64	47. 1
4	South Korea	1. 812424	3. 647331	12. 002335	2. 3	2. 645	5. 8	229. 07
5	Italy	0. 132666	4. 236651	8. 694287	0. 17	3. 07	4. 2	105. 22

Source of data: China Customs

all imports except for products from Yue-Sai and Mininurse, which L'ORÉAL acquired from local cosmetics producers. In 2005 L'ORÉAL unveiled its Shanghai R & D center one of its 14 research facilities in the world covering 3,000 square meters.

Since the United States-based ESTĒE LAUDER Companies Inc. entered Chinese market in 1992, it has seen its fastest growth out of all its regional markets around the world. It has introduced three high-end brands into China, ESTĒE LAUDER, CLINIQUE and La Mer. The Asia Pacific headquarters of ESTĒE LAUDER Companies Inc. was also moved from Singapore to Shanghai in 2003. In 2005 The ESTĒE LAUDER Companies Inc. announced the opening of its first research facility in Shanghai's Zhangjiang High-Tech Park with the aim of exploring the benefits of traditional Chinese medicine.

The United States-based Procter & Gamble Co. (P&G) also has a large market share in China's high-end cosmetic market with two successful brands SK-Ⅱ and MAXFACTOR.

Japanese cosmetics giant Shiseido started investing in the Chinese market in 1981. The company has placed China, which accounts for about 12% to 14% of its overseas business, as the most important area in its global operation strategy. Shiseido also launched its new research and development center in Beijing in 2005.

Korean cosmetics giants Amore Pacific and LG Household & Health Care launched massive and intensive advertising campaigns in China's high-end cosmetic market in 2005. As a result, the market share of South Korea in China's import make-up and skincare products market has jumped from 2.645% in 2004 to 5.8% in 2005, with a rise of 229%.

4. Market Access

The major task for all international cosmetic brands in China is to find prime retail space. There is plenty of retail space in China, but they are occupied by local brands, or the brand mix is incompatible. For the new-come high-end cosmetic brands that try to build up a strong customer base and high brand awareness in the Chinese market, it could better if they can find retail space in the most prestigious department stores or retail centers that have already gathered most high-end cosmetic brands, this will be easier to establish the brand image among the potential customers. Because usually the most prestigious department stores or retail centers all have stable customer sources that will easily become the potential customers of the new-come brands.

Words and Expressions

cosmetic [kɔz'metik] *n.* 化妆品；*a.* 化妆用的

high-end cosmetic market 化妆品高端市场

rank [ræŋk] *n.* 排名，等级，军衔，阶级；*a.* 繁茂的，恶臭的，讨厌的；*v.* 排列，归类于，列于

segment ['segmənt] *n.* 段，节，片断；*v.* 分割

foreign and joint venture enterprises 外资和合资企业

a pattern of oligopolistic competition 寡头垄断的格局

giants ['dʒaiənts] *n.* 巨人

the beauty and cosmetics industry 美容化妆品行业

revenue ['revinjuː] *n.* 财政收入，税收

license ['laisəns] *n.* 执照，许可证，特许；*v.* 许可，特许

keen [kiːn] *a.* 锋利的，敏锐的，强烈的

counterfeit ['kauntəfit] *n.* 赝品，伪造品；*a.* 假冒的，假装的；*v.* 仿造，伪装，假装

annum ['ænəm] *n.* 年

disposable income 可支配收入

boom *n.* 繁荣，隆隆声；*v.* 急速发展

curiosity [ˌkjuəri'ɔsiti] *n.* 好奇，好奇心

dynamic [dai'næmik] *a.* 动态的，有动力的，有力的

tremendous [tri'mendəs] *a.* 巨大的，惊人的

scraped [skreip] *n.* 刮掉，擦掉；*v.* 刮掉，擦掉

dominate ['dɔmineit] *v.* 支配，占优势

account for *v.* 说明，占，解决，得分

category ['kætigəri] *n.* 种类，类别

diversify [dai'vəːsifai] *v.* 使成形形色色，使多样化，使变化

focus on *vt.* 集中在

toiletry ['tɔilitri] *n.* 化妆品，化妆用具

hypermarket [ˌhaipəˈmɑːkit] n. 特大百货商场，特大超级商场
competition [kɔmpiˈtiʃən] n. 比赛，竞争
renowned [riˈnaund] a. 有名的，有声誉的
survive [səˈvaiv] v. 生存，生还
thrive [triˈmendəs] a. 极大的，巨大的
intensive [inˈtensiv] a. 集中的，强化的，精细的，深入的
foodstuff [ˈfuːdstʌf] n. 食品，食料
pharmaceutical [ˌfɑːməˈsjuːtikəl] a. 药物的（医药的）；n. 药品（成药）
perfum [ˈpəːfjuːm] n. 香水，香气；v. 洒香水于，熏香
toilet [ˈtɔilit] n. 厕所，盥洗室
oligopolistic n. 寡头垄断的
unveiled pp. 公开
launch... campaign 发起……运动
market access 市场准入
it could better if 如果……，那就更好。
prestigious [ˌpresˈtiːdʒəs] a. 享有声望的，声望很高的
establish the brand image 建立品牌形象
certification [ˌsəːtifiˈkeiʃən] n. 证明，保证，鉴定
the Ministry of Health 卫生部
grant [grɑːnt] n. 拨款；vt. 授予，同意，承认
specify [ˈspesifai] v. 明确说明，叙述，指定，详细说明
convene [kənˈviːn] v. 集合，召集，召唤；v. 聚集，集合
submit [səbˈmit] v. 呈送，递交，主张；vt. （使）服从，（使）屈服
pertinent [ˌpəːtinənt] a. 相关的，中肯的，切题的
quarantine [ˈkwɔrəntiːn] n. 隔离，封锁交通，检疫期间；v. 检疫，停止交涉
procedure [prəˈsiːdʒə] n. 程序，手续，步骤
complicate [ˈkɔmplikeit] v. 弄复杂，使错综，使起纠纷
time-consuming [ˈtaimkənˌsjuːmiŋ] a. 耗费时间的

Relevant organizations of cosmetics in China

中国化妆品机构

The China Association of Fragrance, Flavor and Cosmetic industry	CAFFCI	中国香精香料化妆品工业协会(简称中国香化工业协会)
China Center for Diseases Control	CDC	中国疾控中心
China Hairdressing & Beauty Association	CHBA	中国美发美容协会
the Ministry of Health	MOH	卫生部
State Environment Protection Administration	SEPA	国家环境保护总局
State Food and Drug Admistration	SFDA	国家食品药品监督管理局
General Administration of Quality Supervision, Inspection and Quarantine	AQSIQ	国家质量监督检验检疫总局
The State Administration for Industry & Commerce	SAIC	国家工商行政管理总局

小 知 识

一、什么是 OEM?

OEM 是英文 Original Equipment Manufacturer 的缩写，直译为原始设备制造商，实际上就是委托生产 。它最早起源于国外服装行业，伴随世界经济的快速发展，OEM 服务迅速辐射到各个行业，目前已经成为包括微软、IBM 许多国际品牌青睐的经营模式。对于正处于发展阶段的中小型化妆品企业来说，企业经营的成败在很大程度上依赖于上游加工厂家的专业水平。一家成熟和规范的 OEM 服务商，不仅能够为其品牌客户提供质量上乘的专业产品，还应该能够提供全面完善的专业服务。

二、什么是 ODM? ODM 与 OEM 的区别是什么?

ODM，是 Original Design Manufacture（原始设计厂商）的缩写，早为业内所熟知的 OEM（原始设备制造商），主要是指按照厂商的设计进行制造，随着加工厂商逐渐掌握核心技术，开始出现自主知识产权的产品设计，原先用在电子行业的词借用到其他的行业。ODM 进入了人们的视野。OEM 的流行与 ODM 的兴起，反映了国内制造业发展的过程。从 OEM 到 ODM（Original Design Manufacturing，设计生产）再到 OBM（Original Brand Manufacturing，原创品牌)，这是一条国际化 OEM 企业发展的必由之路。

通俗地说：

OEM是品牌企业开发品牌包装设计，生产商供应产品，品牌企业出品。

ODM是生产商供应产品、开发品牌、包装设计，企业出品。凡称是ODM者就是有开发的能力。

说到底OEM就是代加工，收加工费，要求自带配方；而ODM就是配方和加工都由厂商完成。

After-Reading Task

1. Which of the following was the global cosmetic products market mainly concentrate in from paragraph 1?

   A. North America　　B. Western Europe

   C. Pacific and Asian region　　D. all of the above

2. Which statement of this passage is true?

   A. Chinese local firms dominated high and mid-priced segments

   B. The beauty and cosmetics industry ranked the second largest consumption zone in China

   C. Counterfeit and bad quality products as well as false advertisements were frequently seen in spite the continuous imposition of new regulations

   D. From general perspective, the regulatory standard to the beauty and cosmetic products market was high

3. Chinese consumption tax policy is different from the systems in the United States and most European Union countries, because ____.

   A. They are collected from domestic manufactures

   B. They are collected from consumers

   C. Consumption taxes are collected for imported goods

   D. Consumption taxes are collected for exported goods

4. According to the text, which brands weren't owned by L'ORÉAL group?

   A. LANCÔME　　B. LA MER

   C. HELENA RUBINSTEIN　　D. SHU UEMURA

5. Why big brands are diversifying their products?

   A. In order to maintain their position on the markets

   B. In order to grow their popularity

   C. In order to increase their types of products

   D. In order to enjoy a recent popularity

6. Now ____ percent of cosmetic and toiletry sales are now through hypermar-