

**NATURAL BEAUTY BIO-TECHNOLOGY LTD :
TSAI YEN YU SEEMS TO KNOW HER BEAUTY TREATMENTS**

In low-trust societies, such as are found throughout Asia, it is rare to find a successful family business that has managed to institutionalise the enterprise.

So, it must be said that Natural Beauty Bio-Technology Ltd, one of the newer additions to the ranks of Main Board of The Stock Exchange of Hongkong Ltd, is an exception to the general rule.

Natural Beauty, Stock Code Number 157, was established in 1972 by Dr Tsai Yen Yu (also known as Ms Tsai Yen Pin), who obtained her honorary title of Doctor of Commerce from Dewey University of the US.

At the time that she established Natural Beauty, she was just 24 years old so that one has to assume that she had little in the way of any real and formalised academic education.

But that did not stop this, obviously, energetic lady from establishing, what is today, a skin-care company, which has a market capitalisation of somewhere in the region of \$HK1.20 billion.

However, Asia, being what it is, and the Tsai Family, being what it is, it is difficult to break, completely, with the traditions of the past.

After all, family is still first in the most-populous area of the world.

So, Dr Tsai's husband, Mr Lee Ming Ta (also known as Lee Ming Tah), is an Executive Director of Natural Beauty, while Dr Tsai's son, the 30-year-old, Mr Su Chien Cheng, is in a position of power, being another Executive Director, responsible for financial management, sales and marketing.

Lastly, the 28-year-old daughter of Dr Tsai, Ms Su Sh Hsyu, is a Non-executive Director.

Dr Tsai is the only member of the family not to have received extensive academic training since her husband and the rest of the family are all university graduates.

Unlike many Asian families, engaged in commerce, where the families maintain that the companies, under their control, should be treated as '*family banks*', in the case of Natural Beauty, Management is more than fair when it comes to rewarding family members with their daily bread: The aggregate remuneration of the Executive Directors, including Dr Tsai, is just \$HK2.30 million, per annum.

The Business Of Natural Beauty

In 1984, the Placing and Public Offer Prospectus states at Pages 59-61, Dr Tsai established Natural Beauty Cosmetic Company Ltd, the objects of which were, inter alia, the provision of skin treatments in Taipei, Taiwan.

One year later, Natural Beauty Cosmetic Company Ltd started a manufacturing plant in Taipei in order to produce beauty and skin-care products, which were distributed to Taiwan, Singapore, Malaysia and Germany.

By 1993, Dr Tsai's fast-expanding empire had reached Shanghai, the People's Republic of China (PRC).

Today, Natural Beauty Cosmetic Company Ltd has about 688 franchised beauty centres and 12, self-operated beauty centres in Taiwan, while Shanghai Natural Beauty Sanlian Cosmetics Company Ltd, another subsidiary of Natural Beauty Bio-Technology Ltd, has about 1,044 franchised beauty centres and 51, self-operated beauty centres in the PRC.

In the Hongkong Special Administrative Region (HKSAR) of the PRC, there is only one, self-operated beauty centre, at this time.

Today, this Company concentrates on the manufacture and sales of aromatherapeutic beauty and skin-care products, marketed under the brandname, 'NB'.

It is the contention of the Company ... [CLICK TO ORDER FULL ARTICLE](#)

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