Press Releases

BorderX Lab Beauty Box Cosmetics Sampling Program Introduces Western Brands to Chinese Consumers

Limited Edition First Release Sold Out in Two Hours; Future Waves Expected to Reach Hundreds of Thousands

SUNNYVALE, Calif., November 19, 2018 – In a campaign to introduce makeup and skin care products and brands to Chinese consumers and stimulate sales, BorderX Lab, Inc., the Sunnyvale-based cross-border e-commerce specialist, unveiled its Beyond Beauty Box with high-end luxury beauty products from the trendiest U.S. and European brands.

Consumer enthusiasm was strong for the limited edition first release, which sold out in just two hours. The company has now set a monthly schedule for future Beyond Beauty Box offerings beginning this month.

The Beyond Beauty Box, available to consumers through BorderX Lab's Beyond app, offers a curated selection of products from well-known and relatively new luxury brands offered at attractive value-based pricing. The first release featured full size and deluxe travel size items—Exfoliate from Kate Somerville, Revitalizer Recovery Serum from Murad, a palette from Colourpop, a brush from Luxiebrush and a lipstick from RealHer—all for a retail price of $28.88. View a video of the first Beyond Beauty Box offering here.

"This kind of product sampling opportunity is rare if not unprecedented in China and encourages Beyond app users to try luxury brands and products they may not be familiar with at a discounted price point—which is especially important for cross-border shoppers who are required to pay extra for shipping," said Jeff Unze, president, Strategic Partnerships, BorderX Lab. "The Beyond Beauty Box represents another strong brand activation opportunity we can offer our brand and retail partners."

Many brands petitioned to be included in BorderX Lab's first official editions of the Beyond Beauty Box. In November, the company is offering 5,000 winter skin care-themed packages with products that include Coffee Bean Caffeine Eye Cream from **100 Pure**, Rapid Age Spot and Pigment Lightening Serum from **Murad** (travel), Age Arrest Cream from **Kate Somerville** (travel), XYY A3 Power Cleanser from **Dr. Brandt**, Niacinamide 10 % + Zinc 1% High Strength Vitamin and Mineral Blemish Formula and Hyaluronic Acid 2% + B5 Hydration Support Formula from **The Ordinary**. In December, 10,000 holiday-themed packages will be offered, with products to be determined.

The company projects the number of monthly Beyond Beauty Boxes it will offer should grow to the hundreds of thousands by summer 2019. The price of upcoming offerings will vary depending on the value of the goods contained within the box.

BorderX Lab's Thinking "Inside the Box"

The beauty box concept appeals to BorderX Lab's core customers, who are 85 percent female and between the ages of 20 and 35. These consumers make a purchase about every four weeks and spend around $2,000 annually.

For the Beyond Beauty Box campaign, BorderX Lab will focus on including products from brands with which they already have a working relationship. The company presents the concept to them as an extension of the brand activation they already offer via the Beyond app, which includes product reviews, original long form content and trend articles.

BorderX Lab provides sneak peeks of products featured in its Beyond Beauty Boxes via social media and in-app to engage consumers. The company also provides preview boxes to select influencers in China, as well as the opportunity for VIP users to take advantage of early purchase opportunities.

"The limited edition first release of Beyond Beauty Box performed well beyond our expectations in terms of sales and interest on social media," said Unze. "More importantly, the participating brands saw the value of heightened awareness and increased sales of additional products they offer via the Beyond app. We're very excited to see where this program takes us and our retail partners."

You can download images of the BorderX Lab Beyond Beauty Boxhere.

About BorderX Lab, Inc.

BorderX Lab, headquartered in Silicon Valley and with offices in Shanghai, Beijing and Jiangsu Provinces, China, is the leading cross-border e-commerce solution for Western brands and retailers targeting the Chinese market. The company's mission is to connect American and European merchants with the global middle class. BorderX Lab's advanced technologies includes machine learning and artificial intelligence bots to make global commerce automatic, intelligent and interactive. Investors include Kleiner Perkins, Hillhouse Capital Group, CBC (China Broadband Capital), Welight Capital and iFly Venture Capital. For more information, please visit www.borderxlab.com.

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