

Beauty and Wellness Services



“ Hong Kong is a popular choice because it is politically stable, has low tax and it’s such an easy place to do business. Every step is very clear and efficient. Using Hong Kong as a hub, we look forward to making Asia the new centre of beauty in the world. ”

Akemi Shimomura, Founder and CEO
Miss Paris Group Ltd

Hong Kong: Asia’s Cosmopolitan Hub

In recent years, Hong Kong consumers have placed greater emphasis on beauty and wellbeing, creating demand for a wide range of lifestyle services. This is partly attributed to the city’s fast-paced lifestyle, which gives rise to genuine demand for relaxation and pampering retreats where hardworking residents and active visitors can reinvigorate themselves. Hong Kong people are also renowned for their love for fashion and trendy products, so it is not surprising that personal grooming has become a way of life.

In addition to its cosmopolitan image and health-conscious population, Hong Kong is also one of the most popular city destinations in Asia, attracting 56.7 million visitors in 2016. With the total number of annual visitors forecast to reach 100 million by 2023, Hong Kong is an ideal place to showcase your beauty and wellness service concept.

The government has also launched its healthy living campaign Change for Health during 2016 to emphasise the importance of exercising and maintaining a balanced diet.

Advantages

- Local market receptive to alternative and remedial therapies
- A cosmopolitan hub of quality services and innovativeness in Asia crowned with the honour of the Medi-Spa Treatment and Holistic Treatment of the Year by Asia Spa Award 2015 while crowned as Urban Spa of the Year 2014
- Low and simple profits tax at only 16.5 percent
- Pro-business labour legislation, strong intellectual property protection and a highly trained, multilingual workforce
- 10,120 beauty and personal grooming service establishments in 2016, well supported by a pool of 38,770 professional and skilled workers
- Open-mindedness of Hong Kong customers, along with mainland travellers are well-educated about international new products

Opportunities

- Potential growth of men’s grooming market, targeting the professionals and the young generation
- Proliferation of gyms and various new sporting activities in the territory further aroused consumers’ interest in trying out physical exercise
- Weight management and well-being growth increased by 6 percent in current value terms in 2016, showing public pursuit of not only a good body shape but also prevention from health problems, including heart disease, diabetes and strokes
- Increasing demand on express personal care service like hairdressing
- Popularity on organic beauty began to increase as a result of environmental concerns
- Personalisation and customisation become one of the trends in Hong Kong

Industry Snapshot

No. of Establishment	2013	2014	2015	2016
Hairdressing treatment	3,770	3,810	3,830	3,750
Make-up, skin and facial care services	4,710	4,790	4,870	4,890
Weight control and slimming services	350	410	420	420
Other beauty and body prettifying treatment	940	1,020	1,050	1,060
Total	9,770	10,030	10,170	10,120

Source: Table E011: Number of establishments, persons engaged and vacancies (2016 Edition), April 2017, Census and Statistics Department



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The Government of the Hong Kong
Special Administrative Region

Beauty & Wellness Services

No. of Persons Engaged	2013	2014	2015	2016
Hairdressing treatment	15,340	15,470	15,190	14,570
Make-up, skin and facial care services	17,870	18,360	18,690	18,530
Weight control and slimming services	2,040	2,410	2,580	2,490
Other beauty and body prettifying treatment	3,240	3,340	3,250	3,180
Total	38,490	39,580	39,710	38,770

Source: Table E011: Number of establishments, persons engaged and vacancies (2016 Edition), April 2017, Census and Statistics Department

Examples of Foreign Beauty and Wellness Service Companies Operating in Hong Kong

- Anytime Fitness (USA)
- F45 Training (Australia)
- Gentlemen's Tonic (UK)
- Ginza Calla (Japan)
- GuavaPass (Singapore)
- Hypoxi (Austria)
- Miss Paris (Japan)
- QB House (Japan)
- Strip: Ministry of Waxing (Singapore)
- Rizap (Japan)

Licensing

Use of Medicinal Products (for beauty salons)

If the beauty service involves the use of pharmaceutical products, the operator should abide by the regulations as stipulated in the Pharmacy and Poisons Ordinance (Cap. 138), the Dangerous Drugs Ordinance (Cap.134), and the Antibiotics Ordinance (Cap. 137).

For details, please refer to the website of Department of Health – Pharmaceutical Service at www.psdh.gov.hk. If the beauty service involves the practice of Chinese medicine, the operator may need to register with the Chinese Medicine Council of Hong Kong under the Chinese Medicine Ordinance (Cap. 549), and to comply with the relevant regulations. For details, please refer to the website of the Chinese Medicine Council of Hong Kong at www.cmchk.org.hk

Use of Medical Devices (for beauty salons)

Currently, there is no specific legislative control over the importation and sale of medical devices in Hong Kong and only equipment that involves the use of radiation is controlled by the Department of Health. Pending the enactment of legislation however, the Medical Device Control Office should be consulted prior to the import and use of medical devices. For details, please refer to www.mdco.gov.hk

Licence for Discharge of Wastewater (for hair salons)

If wastewater will be discharged (in particular for hair salons), the company should apply for a licence under Water Pollution Control Ordinance from the Environmental Protection Department. For details, please refer to www.epd.gov.hk

Massage Establishment Licence (for massage parlours)

Generally speaking, if a massage service will involve physical contact of any bodily part situated below shoulders and above knees, with the therapist and the client being opposite sexes, then the service provider is required to apply for a Massage Establishment Licence from the Hong Kong Police Force. For details, please refer to www.police.gov.hk

Club Licence

If the service provider plans to sell "membership" packages and only members are permitted to use the facilities, then the premises may fall within the Clubs (Safety of Premises) Ordinance and service providers are required to obtain a Certificate of Compliance from the Home Affairs Department. For details, please refer to www.had.gov.hk

Approximate Monthly Office Rental Costs (HK\$)

Districts (central business districts)	Rental (net effective)
Central/Admiralty	\$117.9/ sq. ft.
Wan Chai/Causeway Bay	\$67.9/sq. ft.
Tsim Sha Tsui	\$53.8/ sq. ft.
Island East	\$49.1/sq. ft.
Kowloon East	\$34.4/sq. ft.

Source: Colliers International, April 2017

Approximate Monthly Rental Costs for Shops (HK\$)

District	Shopping Malls	Street-side Premises
Central	\$150-\$1,100/sq. ft. or 13-20% of turnover	\$150-\$1,400/sq. ft.
Causeway Bay	\$150-\$700/sq. ft. or 10-15% of turnover	\$100-\$1,200/sq. ft.
Tsim Sha Tsui	\$150-\$1,000/sq. ft. or 10-15% of turnover	\$140-\$1,900/sq. ft.
Mong Kok	\$100-\$450/sq. ft. or 10-13% of turnover	\$150-\$950/sq. ft.

Source: Jones Lang LaSalle, July 2017

RIZAP - Private Gym with Personalised Training Comes to Hong Kong

The Japanese gym brings its research-based, individualised personal training business to Hong Kong

“Our success with the Hong Kong branch will open doors to many more possibilities, and will facilitate our expansion to other countries.”

Takeshi Seto, CEO
RIZAP



Recognising the high demand for customised, personal health improvement services, and the rising awareness of personal appearance for health-conscious consumers in Asian countries, RIZAP has been rapidly expanding into overseas regions, targeting modern cosmopolitan places - like Singapore, Taiwan and Hong Kong - where health and quality of life rank high. RIZAP was especially attracted to Hong Kong because of its low and simple tax system, pro-business environment and strategic location, which RIZAP believes would help make its business more competitive both locally and internationally.

Since the establishment of its first gym in Japan in February 2012, RIZAP has been dedicated to offering premium one-on-one training services. Unlike conventional fitness gyms, which usually provide personal training services in a publicly shared members' area, RIZAP's personal training services are provided in individual rooms that ensure the privacy of their customers.

“To achieve the best results, we personalise our programmes based on the guest's body shape, weight and body composition,” said Takeshi Seto, CEO of RIZAP. RIZAP goes beyond providing basic training facilities and personal training services. Exhibiting a high degree of customisation and flexibility in training methods based on extensive scientific evidence, RIZAP strives to satisfy the unique needs of individual customers with varying body and health parameters. In addition, RIZAP offers personal dietary counselling based on nutritional science.

RIZAP believes in meeting and exceeding their guests' needs, wants, goals and desires - in other words, their individual vision of eventual success. During the course of a two-month programme, RIZAP takes a leadership role and is committed to guiding their guests toward reaching their targets. “What distinguishes RIZAP from other fitness centres is our guaranteed results that exceed expectations, including weight loss from our dietary methods,” Seto said.

Original date of publication: July 2015

Committed to delivering the best services and maximum effectiveness, RIZAP places an emphasis in selecting only trainers who meet the highest standards. “We take pride in our highly skilled trainers, who provide excellent, high-quality services and are driven and motivated to meet our guests' demands,” Seto said. “RIZAP trainers have a variety of skill sets to support our guests' needs. Apart from knowledge in training and technical skills, they also provide psychological support, a key factor in maintaining a successful diet.”

RIZAP aspires to be the top global gym brand from Japan, and plans to open 10 more branches overseas. “We are confident that our success with the Hong Kong branch will open doors to many more possibilities, and will facilitate our expansion to other countries,” Seto said.

RIZAP

- Founded in Japan in 2012
- Opened its first gym in Hong Kong in June 2015
- Specialises in research-based one-on-one training in highly private, individual rooms for clients
- Offers customised dietary counselling based on nutritional science

www.rizap.hk



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Beauty & Wellness Services

Hair and Beauty Training Schools

Vocational Training Council

VTC Tower, 27 Wood Road,
Wan Chai, Hong Kong
Tel: (852) 2836 1000
Fax: (852) 2838 0667
Email: vtcmailbox@vtc.edu.hk
www.vtc.edu.hk

Hong Kong Design Institute

3 King Ling Road, Tseung Kwan O,
New Territories, Hong Kong
Tel: (852) 3928 2900
Fax: (852) 3928 2988
Email: hkdi@vtc.edu.hk
www.hkdi.edu.hk

Beauty Tech

15/F, Plaza 2000, 2-4 Russell Street,
Causeway Bay, Hong Kong
Tel: (852) 2574 4418
Fax: (852) 2574 3418
www.beautytech.com.hk

Relevant Organisations in Hong Kong

Federation of Beauty Industry (H.K.)

Flat C, 7/F, China Fen Hin Building,
5 Cheung Yue Street, Lai Chi Kok,
Kowloon, Hong Kong
Tel: (852) 3579 2579
Fax: (852) 2171 4021
Email: info@fbihk.org
www.fbihk.org

Hong Kong Hair & Beauty Merchants Association

Rm. 1212-1215, 12/F, Corporation Park,
11 On Lai Street, Siu Lek Yuen,
Shatin, N.T., Hong Kong
Tel: (852) 2389 3766
Fax: (852) 2389 8529
Email: info@hkfbma.org.hk
www.hkfbma.org.hk

The Cosmetic & Perfumery Association of Hong Kong Ltd

Room 308, Winning Commercial Building,
46-48 Hillwood Road, Tsim Sha Tsui,
Kowloon, Hong Kong
Tel: (852) 2366 8801
Fax: (852) 2312 0348
Email: info@cosmetic.org.hk
www.cosmetic.org.hk

Hong Kong China Bodybuilding and Fitness Association

Room 1028, Olympic House, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong
Tel: (852) 2504 8246
Fax: (852) 2576 9703
Email: info@hkbbba.org
www.hkbbba.org

Physical Fitness Association of Hong Kong, China

17/F, Cheuk Nang Centre,
9-11 Hillwood Road, Tsim Sha Tsui,
Kowloon, Hong Kong
Tel: (852) 2838 9594
Fax: (852) 2575 8683
Email: info@hkpfa.org.hk
www.hkpfa.org.hk

Major Beauty and Wellness Events in Hong Kong

Event	Month	Website
Natural & Organic Products Asia	30 August - 1 September 2017	www.naturalproducts.com.hk
Beauty & Wellness Expo	17 - 21 August 2017	www.hktdc.com/fair/hkbeautyexpo-en/HKTDC-Beauty---Wellness-Expo.html
Cosmoprof Asia	14 - 17 November 2017	www.cosmoprof-asia.com
Evolution Asia Yoga Conference	June	www.asiayogaconference.com

For more information, please contact

Sindy Wong

Head of Tourism and Hospitality
25/F, Fairmont House, 8 Cotton Tree Drive,
Central, Hong Kong
Tel: (852) 3107 1067
Fax: (852) 3107 9007
Email: swong@investhk.gov.hk

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