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.

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

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

Source: Table EO11. Number of establishments, persons engaged and vacancies (2016 Edition), April 2017, Census and Statistics Department

InvestHK投資推廣署
The Government of the Hong Kong Special Administrative Region
**Beauty & Wellness Services**

### Approximate Monthly Office Rental Costs (HK$)

<table>
<thead>
<tr>
<th>District (central business districts)</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central/Admiralty</td>
<td>$17.870</td>
<td>$18.360</td>
<td>$18.690</td>
<td>$18.530</td>
</tr>
<tr>
<td>Wan Chai/Causeway Bay</td>
<td>$6.780</td>
<td>$7.010</td>
<td>$6.950</td>
<td>$6.490</td>
</tr>
<tr>
<td>Tsim Sha Tsui</td>
<td>$5.380</td>
<td>$5.340</td>
<td>$3.250</td>
<td>$3.180</td>
</tr>
<tr>
<td>Island East</td>
<td>$4.910</td>
<td>$4.910</td>
<td>$3.970</td>
<td>$3.870</td>
</tr>
<tr>
<td>Kowloon East</td>
<td>$3.490</td>
<td>$3.580</td>
<td>$3.710</td>
<td>$3.770</td>
</tr>
</tbody>
</table>

Source: Colliers International, April 2017

### 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).


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](http://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](http://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](http://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](http://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](http://www.had.gov.hk).

### Approximate Monthly Rental Costs for Shops (HK$)

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

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.

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
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: hkdii@vtc.edu.hk
www.hkdii.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) 2711 4021
Email: info@fbihk.org
www.fbihk.org

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@hkbba.org
www.hkbba.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) 2383 9594
Fax: (852) 2575 6683
Email: info@hkpfpa.org.hk
www.hkpfpa.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) 2321 0348
Email: info@cosmetic.org.hk
www.cosmetic.org.hk

Major Beauty and Wellness Events in Hong Kong

<table>
<thead>
<tr>
<th>Event</th>
<th>Month</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural &amp; Organic Products Asia</td>
<td>30 August – 1 September 2017</td>
<td><a href="http://www.naturalproducts.com.hk">www.naturalproducts.com.hk</a></td>
</tr>
<tr>
<td>Cosmoprof Asia</td>
<td>14 - 17 November 2017</td>
<td><a href="http://www.cosmoprof-asia.com">www.cosmoprof-asia.com</a></td>
</tr>
<tr>
<td>Evolution Asia Yoga Conference</td>
<td>June</td>
<td><a href="http://www.asiayogaconference.com">www.asiayogaconference.com</a></td>
</tr>
</tbody>
</table>

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