



F L Ō V E

# 花之雾

N A T U R E H E A L T H P L E A S U R E

天然 健康 愉悦



# 缘起

OUR STORY BEGINS ...



**FLÖVE** - flower, for love, for her ...

- Developing, producing and selling aromatherapy-based skin care and personal care products with high quality
- Committed to making life more enjoyable for hundreds of millions of women

**花之雾** - 让一亿女性生活更愉悦

研发、生产和销售以芳疗配方为基础的高质量护肤品及个护品，让一亿女性生活更愉悦



A UNIVERSE IN A FLOWER BUD

# 一花一世界



*Rosa damascena*

玫瑰



*Anthemis nobilis*

洋甘菊



*Jasminum sambac*

茉莉



*Lavandula angustifolia*

薰衣草



SOURCING WORLDWIDE

# 众里寻花



玫瑰

*Rosa damascena*

原产地保加利亚

Bulgaria



洋甘菊

*Anthemis nobilis*

原产地意大利

Italy



茉莉

*Jasminum sambac*

原产地中国

China



薰衣草

*Lavandula angustifolia*

原产地法国普罗旺斯

Provence, France



OUR ROSE PRODUCTS

# 玫瑰

天然补水力  
养出嘭嘭水光肌



深层保湿



提亮肤色



促进营养吸收



Rose Alba Hydrosol

「奥图玫瑰」  
紧致抗皱精华油

+99%  
有效抗皱性

2.0  
全新升级

+79%  
胶原蛋白提升



01  
根源抗皱

02  
提升紧致

03  
击褪暗黄

Rose Otto Anti-Aging Oil

珍稀植物精华 以油养肤

唤醒鲜活年轻肌



大马士革玫瑰



仙人掌籽



罗马洋甘菊



Rose Firming Cream



OUR CHAMOMILE PRODUCTS

# 洋甘菊



Roman Chamomile Hydrosol



Chamomile Repairing Oil



Chamomile Soothing Cream



OUR JASMINE PRODUCTS

# 茉莉



Patented Radiant Oil



Three Flowers Eye Cream



OUR LAVENDER PRODUCTS

# 薰衣草



Lavender Cleaning Mousse



Sunshine Nourishing Bath Oil



PERSONAL CARE BY OTHER PLANT

# 其他植萃



Evening Primrose for Female Balance



Ylang Ylang Hairwash



Basil Lavandin Releasing Pain



AND MORE PRODUCTS

# 还有更多

— You Are Who You Are —  
神清气爽 芳香通窍



“薄荷提振香气，恢复元气满满”

- 畅通呼吸
- 提神醒脑
- 抑菌防御

— You Are Who You Are —  
平衡大师 女性闺蜜



“平衡大师，女性闺蜜”

- 呵护周期
- 内里平衡
- 收敛毛孔

— You Are Who You Are —  
花中皇后 抚平岁月之痕



“美容圣品，专属女人香”

- 拒绝初老
- 水光肌肤
- 紧致细腻

— You Are Who You Are —  
神圣乳香 不老神话



“清新的木质香气，愉悦身心”

- 护肤美颜
- 愉悦身心
- 舒缓情绪

— You Are Who You Are —  
意大利柠檬精油 呼吸阳光的能量



“清新的柠檬香气，愉悦身心”

- 清新口气
- 提神专注
- 止痒防虫

— You Are Who You Are —  
植萃精华 秀发能量



“养护头皮，柔润清爽”

- 强根护发
- 提神醒脑
- 改善循环

— You Are Who You Are —  
精准渗透 痘菌克星



“清新的柠檬香气，净化身心灵”

- 抑制痘菌
- 轻松入睡
- 抗菌防御

— You Are Who You Are —  
温暖辛香 焕活赋能



“天然暖宝宝，温手脚，暖身心”

- 驱寒暖身
- 促进提振
- 缓解焦虑

— You Are Who You Are —  
告别敏感和油光



安抚大师 大姨妈“保护伞”

- 呵护女性周期
- 安定情绪
- 保护敏感

— You Are Who You Are —  
法国真正薰衣草 精油界妈妈油



“香气甜美沉静，完全天然。”

- 淡化痘痕
- 轻松入睡
- 拒绝蚊虫

— You Are Who You Are —  
愉悦身心 释放满满元气



“甜橙精油快乐阳光，给你天然正能量”

- 舒缓放松
- 提升活力
- 净化清新

— You Are Who You Are —  
深呼吸 好空气



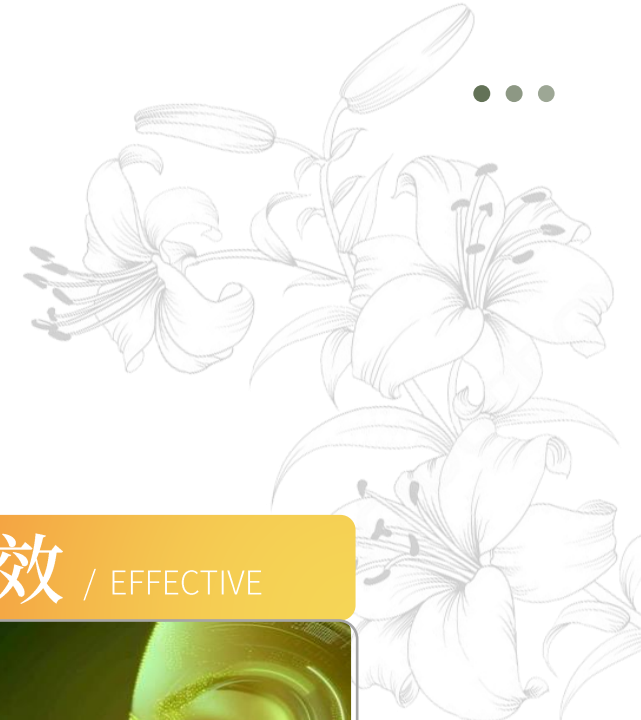
“沁人香气，神清气爽”

- 净化空气
- 顺畅呼吸
- 提振醒脑



OUR BELIEF IN PRODUCT DESIGN

# 一念一菩提



简单 / ESSENTIAL



有效成分有，无效成分无

Sticking to essentialism:  
less is more

真实 / AUTHENTIC



全球甄选，产地天然

Sourcing natural origin  
worldwide

有效 / EFFECTIVE



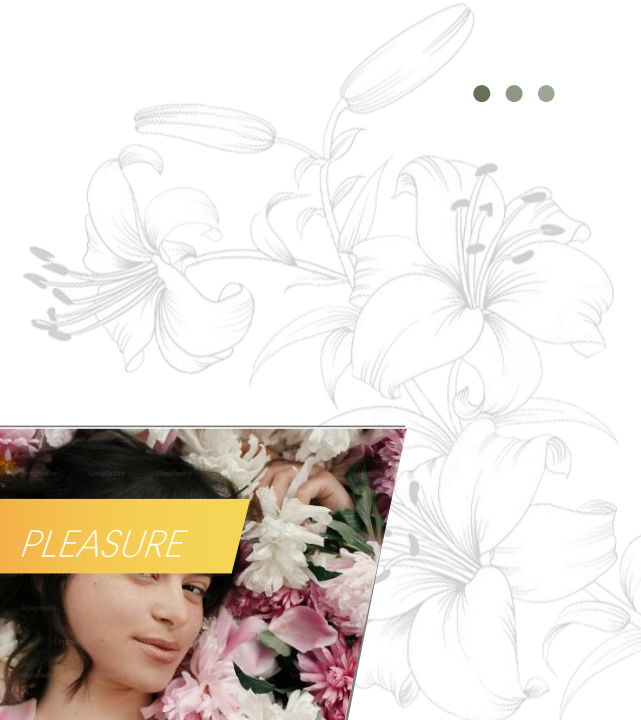
产品会说话，功效看得到

Effective power of product  
speaks for itself



CORE VALUES WE CREATE

# 核心价值



天然 NATURE



产地 | 成分 | 调配

Be natural in terms of origin,  
ingredients and formulation

健康 HEALTH



身体 | 情绪 | 精神

Physical, emotional and  
mental health

愉悦 PLEASURE



美 | 健康 | 做自己

Pleasure for being beautiful,  
healthy and being yourself



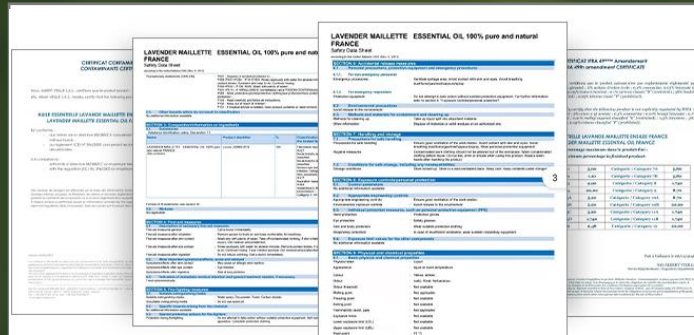
# 内修 INTERNAL INITIATIVES



## 原料 INGREDIENTS



International Flavors & Fragrances



## 研发品控 RD&QC



GMPC认证



FDA认证



ISO认证

## 生产 PRODUCTION



腾宇集团  
TENGYU GROUP

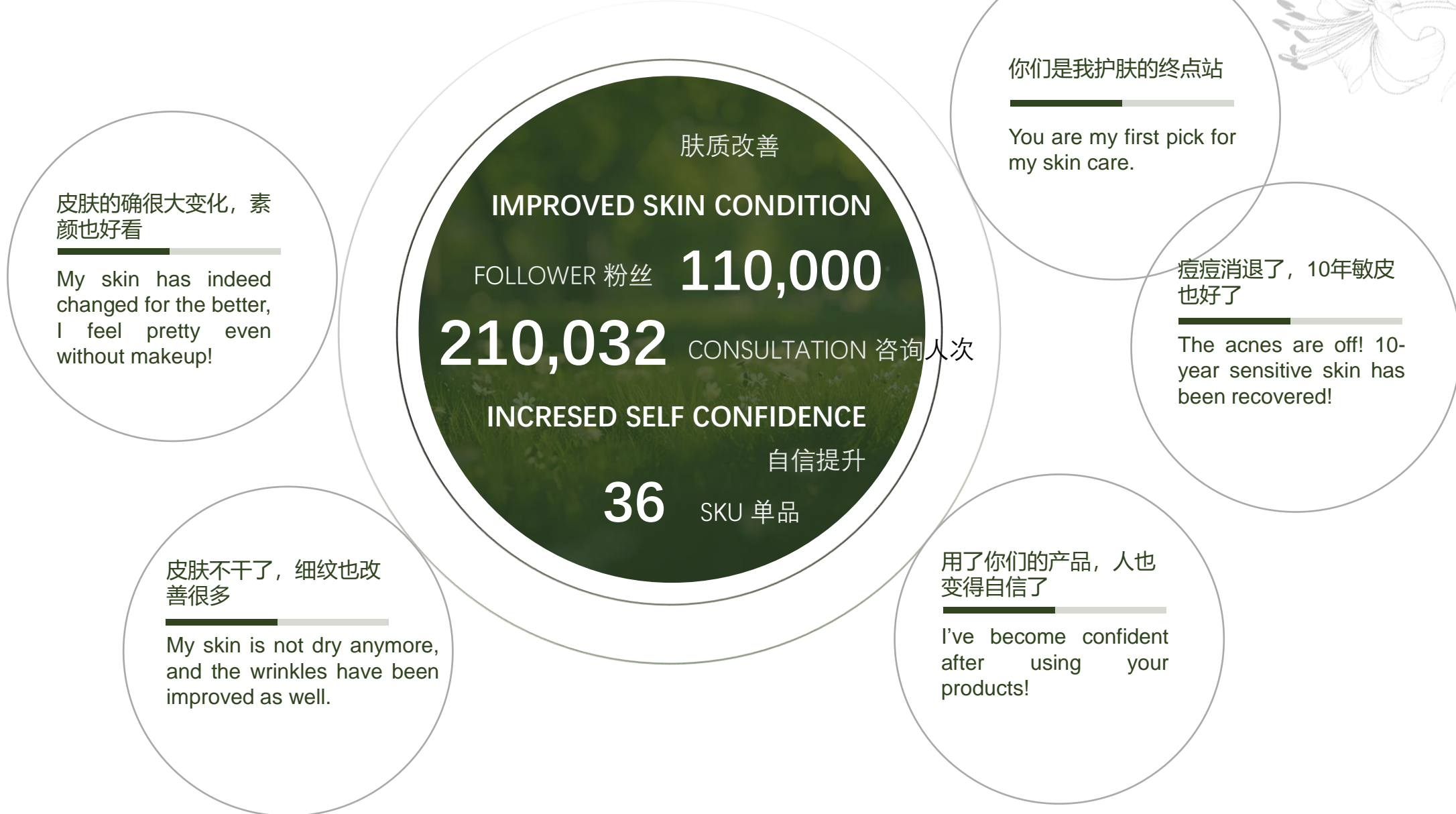


悦瑞生物  
YUE RUI BIOTECHNOLOGY



# 外现

EXTERNAL MANIFESTATIONS





# 天

WHY NOW?

## 36%中国女性有敏感肌 以油养肤产品翻倍增长

36% of Chinese women have sensitive skin.  
Oil-based skin care products has doubled in growth in recent years.

## 78%受访者有情绪困扰 62%愿意用精油缓解压力、提振情绪

78% of survey participants have emotional issues;  
62% of them like to use essential oil to release stress and stimulate emotions.

## 64%受访者睡眠质量不佳

64% of survey participants responded that their sleeping quality is subpar.





地

WHY CHINA?

## 1200亿 市场潜力

精油类产品在欧美占化妆品市场30%，中国不到5%

Essential oil products has a potential market for 120 billion in China



## 以29%继续增高

功效型护肤品行业年均复合增速

The functional skin care industry has an annual growth rate of 29%



WHY US?

## 创始人: 苏丹

Founder: Su Dan

曾在宝洁任职15年，负责电商及分销商渠道管理

四川大学化学系硕士

Worked at P&G for 15 years, in charge of e-commerce  
and distribution channel management

Master degree in chemistry



## 联合创始人: 邱萍

Co-Founder: Maggie Qiu

曾参与创业两家境外上市公司，历任董事及高管

北大本科、德国波鸿大学硕士、香港大学硕士

Worked as director and senior management in overseas  
listed companies

Master degree in corporate and finance law





WHY US?



## 芳疗师: 陈穗柳

Aromatherapist: Annie Chen

曾在世界百强企业从事品牌管理超过10年

多国认证芳疗师及配方师

广东外语外贸大学国际新闻系学士

Worked in World Top 100 companies for branding management for 10 years

Multi-national aromatherapist and practitioner

Bachelor degree in international journalism



## 产品工程师: 骆野鸣

R&D Engineer: Spike Luo



曾任多家大型化妆品企业总工程师、技术顾问

四川大学生命科学系学士

Worked as general engineer and technical consultant in top tier cosmetic companies

Bachelor degree in life science





ROADMAP

# 在路上



## 产品市场化

Bring the products to the market

2023



## 全渠道巩固

Expand online and offline channels

2025



## 产业生态圈

Develop the industrial eco system

2027



## 拓宽电商

Consolidate e-commerce and customer relationship operation



## 全球市场及供应链

Advance domestic and overseas market and supply chain



PARTNERSHIP CRITERIA

# 同行者

信誉认可



Good Reputation

质量认可



Reliable Quality

实力认可



Qualified Credentials

LOOKING FORWARD TO WORKING WITH YOU!

# 期待携手共进

## 花之雾

天然 · 健康 · 愉悦  
真实 · 简单 · 有效  
与价值共鸣者同行

## FLÖVE

Nature Health Pleasure  
Essential Authentic Effective  
Seeking partnerships with those that align with  
our core values

Email: [mag.qiu@huazhiwu.com](mailto:mag.qiu@huazhiwu.com)

Tel: +852 60558046 (Hong Kong)

+86 13923409904 (Guang Zhou)

IDLE TECHNOLOGY GROUP LIMITED @ 2024



花之雾旗舰店