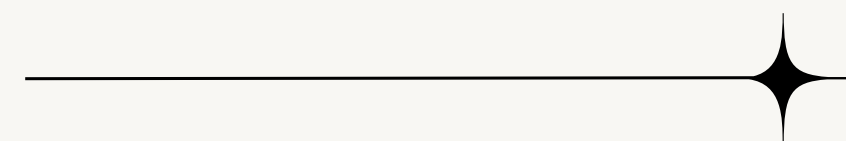




胶原蛋白贵妇霜

COLLAGEN BEAUTY CREAM



市场情况分析 Market Situation Analysis

✦ 产品简介 Product Introduction

1. 贵妇霜是什么 collagen beauty cream

贵妇霜，网络中也有称神仙膏，最开始贵妇霜主要功效成分有珍珠粉、人参提取物、胎盘提取物、二氧化钛配置而成外观粗糙的膏霜，而贵妇霜的膏体一般都非常的滋润顺滑，达到了贵妇级的肤感所以美曰其名“贵妇霜”。主要的功效有美白肌肤，改善皮肤的暗沉，提亮肤色也有类似素颜霜提亮肤色效果，抗衰，滋润肌肤，但最多的还是体现在表面现象，他的主要功臣就是二氧化钛。

collagen beauty cream, also referred to online as “miracle balm,” originally contained key active ingredients such as pearl powder, ginseng extract, placenta extract, and titanium dioxide, resulting in a cream with a somewhat coarse texture. However, the cream itself is generally very rich and smooth, providing a collagen beauty cream feel, which is why it earned the name “collagen beauty cream.” Its main benefits include whitening the skin, improving dullness, and brightening the complexion, with effects similar to those of a “bare-face cream.” It also offers anti-aging and moisturizing properties, but most of its effects are superficial, with titanium dioxide being the primary active component responsible for its visible impact.

数据显示，2015-2020年期间，中国贵妇霜市场规模持续扩张。在2016年，贵妇霜借助新媒体平台打开了市场知名度。在消费升级和颜值经济的驱动下，贵妇霜产品市场需求扩大，特别在贵妇霜凭借电视广告“出圈”后，市场规模未受疫情影响跃升至67.1亿元，预计2022年有望突破100亿元。颜值经济理念推动着护肤品市场向高端化发展。艾媒咨询分析师认为，当前居民消费力增长与互联网快速发展并行，赋予了当代消费者追逐个性潮流、关注颜值的特性，这就推动了最直接代表“颜值经济”的化妆品类商品迅速崛起。

Data shows that from 2015 to 2020, the Chinese collagen beauty cream market continued to expand. In 2016, collagen beauty cream gained market recognition through new media platforms. Driven by consumption upgrades and the “appearance economy,” the demand for collagen beauty cream products grew, especially after the category gained widespread attention through TV advertisements. The market size surged to RMB 6.71 billion despite the impact of the pandemic, and it is expected to exceed RMB 10 billion by 2022. The concept of the appearance economy is driving the skincare market toward high-end development. Analysts from iiMedia Research believe that the simultaneous growth of household consumption power and the rapid development of the internet has encouraged modern consumers to pursue individual trends and focus on appearance, which has directly fueled the rapid rise of cosmetics, the most representative product category of the appearance economy.

中国贵妇膏市场发展阶段及特点分析：发展前期



中国贵妇膏市场早期发展特点（2000-2009）

Characteristics of the Early Development of Lady Cream Market in China (2000-2009)



中国贵妇膏市场发展阶段及特点分析：发展中期



中国贵妇膏市场中期发展特点（2010-至今）

Mid-term Development Characteristics of Lady Cream Market in China (2010-)



网络数据显示，2020年超过8成消费者听过贵妇霜产品，其中42.6%的消费者表示对贵妇霜略有耳闻，但并不了解。在听过贵妇霜的消费者中，近4成是贵妇霜用户；产品主要定位于中高端护肤品，其使用者需具备较强的消费能力，因而多以一、二线城市的80、90后人群为主，这类人群已经具备独立的经济收入来源，购买力较强。艾媒咨询分析师认为，目前中国消费者对于贵妇霜有一定的认知度，但可拓展的市场空间依然较大，品牌方可以通过数字营销增加品牌曝光率，发掘贵妇霜的潜在市场。

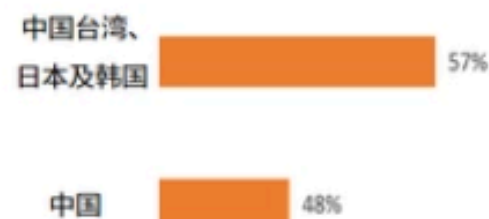
Online data shows that in 2020, more than 80% of consumers had heard of collagen beauty cream products, with 42.6% saying they had only a slight impression but did not truly understand them. Among consumers who had heard of collagen beauty cream, nearly 40% were actual users. Positioned mainly as mid- to high-end skincare products, collagen beauty cream target consumers with strong purchasing power, primarily those born in the 1980s and 1990s living in first- and second-tier cities. This group has stable and independent income sources and strong spending capability. Analysts from iiMedia Research believe that although Chinese consumers currently have a certain level of awareness of collagen beauty cream there is still considerable room for market expansion. Brands can increase exposure through digital marketing and further explore the potential market for collagen beauty cream products.

趋势一：大环境利好贵妇膏市场增长



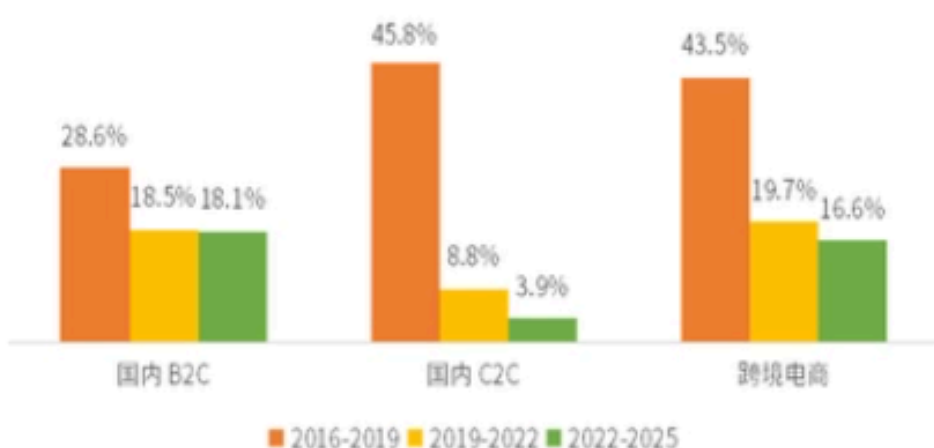
2019年各国高端护肤品消费占比

The proportion of high-end skin care products consumption in various countries in 2019



2016-2025年中国高端护肤品各渠道销售年均复合增速及预测

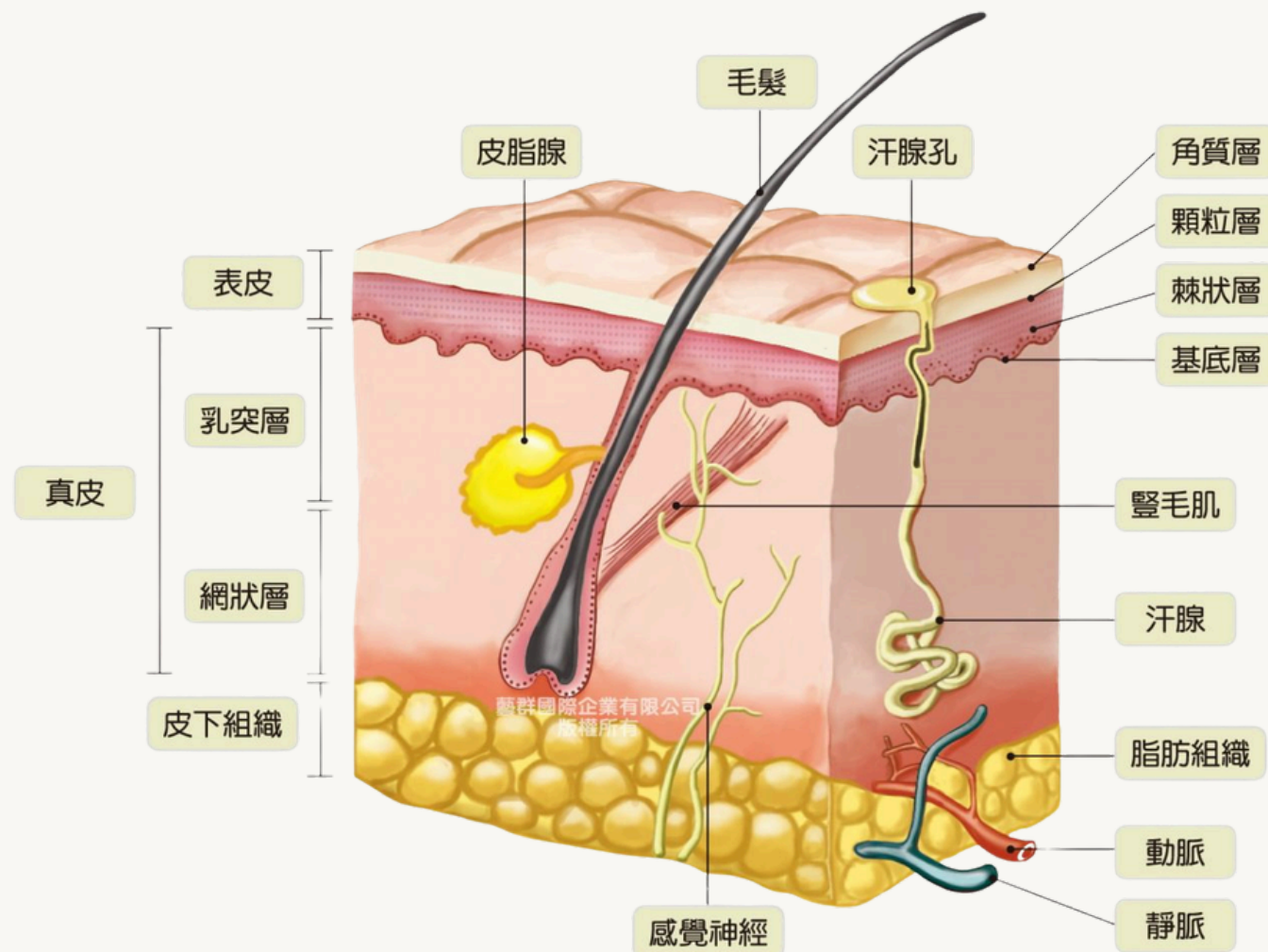
Annual compound growth rate and forecast of sales of high-end cosmetics in China from 2016 to 2025



2019年，中国台湾、日本和韩国三个地区的平均高端护肤品消费占比超过57%，而中国仅为48%，中国市场上高端护肤品消费仍存在上涨空间。预计2019~2025年中国高端护肤品销售年均复合增速将达13%，高端护肤品占比提升至2025年的53%。艾媒咨询分析师认为，未来中国护肤品市场对高端产品的需求在加速增长，定位中高端的贵妇霜产品未来的发展空间也十分广阔。

In 2019, the average proportion of high-end skincare consumption in Taiwan, Japan, and South Korea exceeded 57%, while China's proportion was only 48%, indicating that there is still room for growth in China's high-end skincare market. It is estimated that from 2019 to 2025, the compound annual growth rate of high-end skincare sales in China will reach 13%, with the share of high-end skincare products rising to 53% by 2025. Analysts from iiMedia Research believe that the demand for high-end products in China's skincare market is accelerating, and the future development potential of collagen beauty cream products positioned in the mid- to high-end segment is also very promising.

皮肤结构与功能 Skin Structure and Function



表皮层 epidermis

最外层的皮肤，具有保护、防水、抗摩擦等功能，同时含有黑色素细胞，决定皮肤颜色。

The outermost layer of the skin provides protection, waterproofing, and resistance to friction. It also contains melanocytes, which determine skin color.

真皮层 dermis

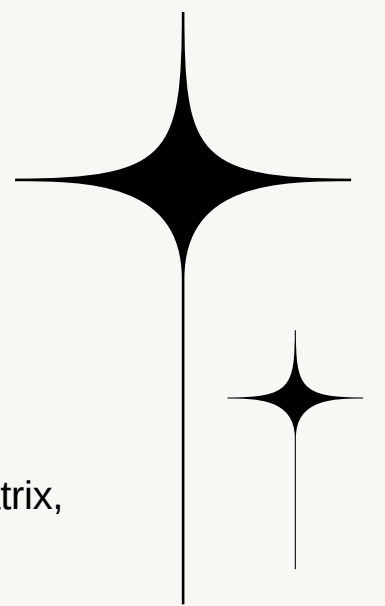
位于表皮层之下，由胶原蛋白、弹性蛋白和基质组成，维持皮肤的弹性和紧致度。

Located beneath the epidermis, the dermis is composed of collagen, elastin, and extracellular matrix, which help maintain the skin's elasticity and firmness.

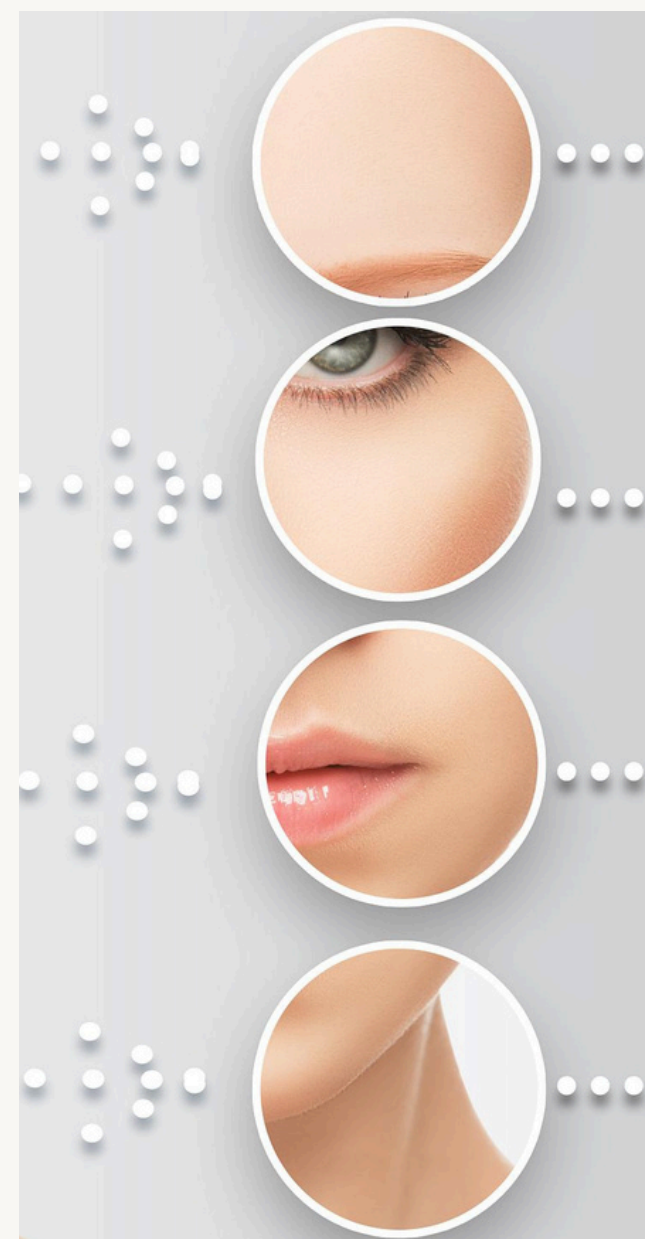
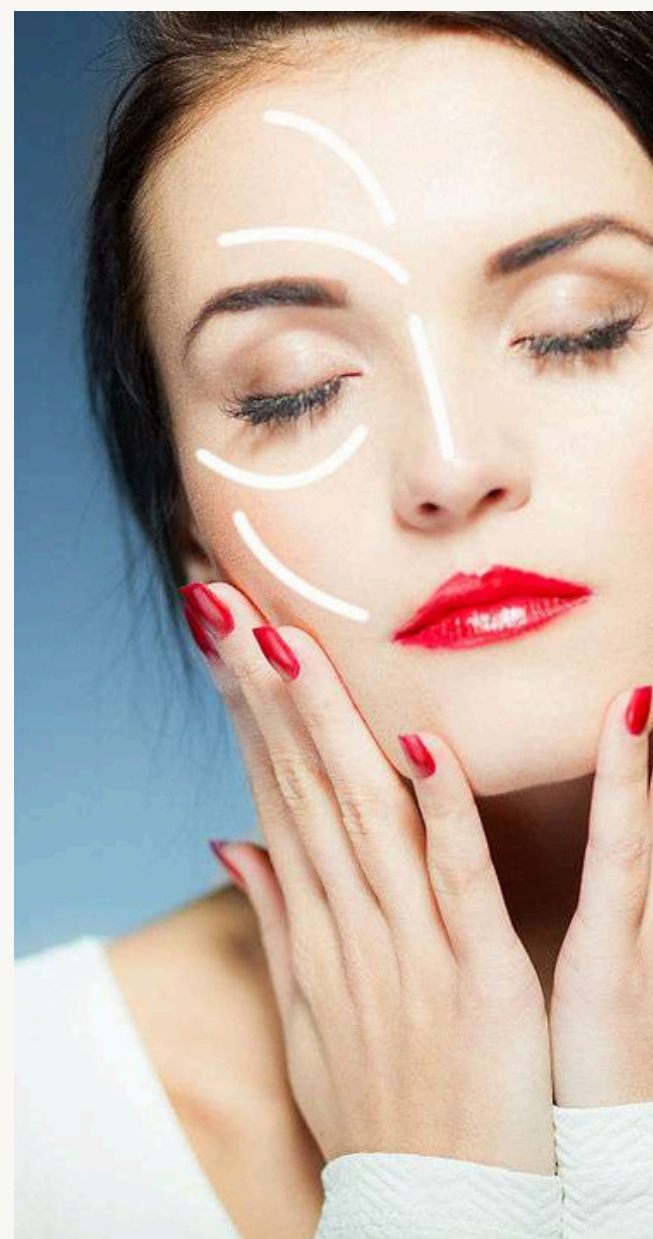
皮下组织 subcutaneous tissue

主要由脂肪细胞组成，为皮肤提供支撑和保温功能。

Primarily composed of fat cells, it provides support and insulation for the skin.



老化过程及表现 Aging Process and Manifestations



自然老化 natural aging

随着年龄的增长，皮肤逐渐变薄、干燥、松弛，出现皱纹和色斑。

As age increases, the skin gradually becomes thinner, drier, and looser, leading to the formation of wrinkles and pigmentation spots.

光老化 natural aging

紫外线辐射导致皮肤损伤，加速老化过程，表现为皮肤粗糙、色素沉着和皱纹加深。

Ultraviolet (UV) radiation causes skin damage and accelerates the aging process, manifesting as rough skin, hyperpigmentation, and deeper wrinkles.

皱纹类型与成因 Types and Causes of Wrinkles

动态皱纹 dynamic wrinkles

由于面部表情肌的收缩而形成，
如鱼尾纹、抬头纹等。

Formed due to the contraction of facial expression muscles,
such as crow's feet and forehead lines.

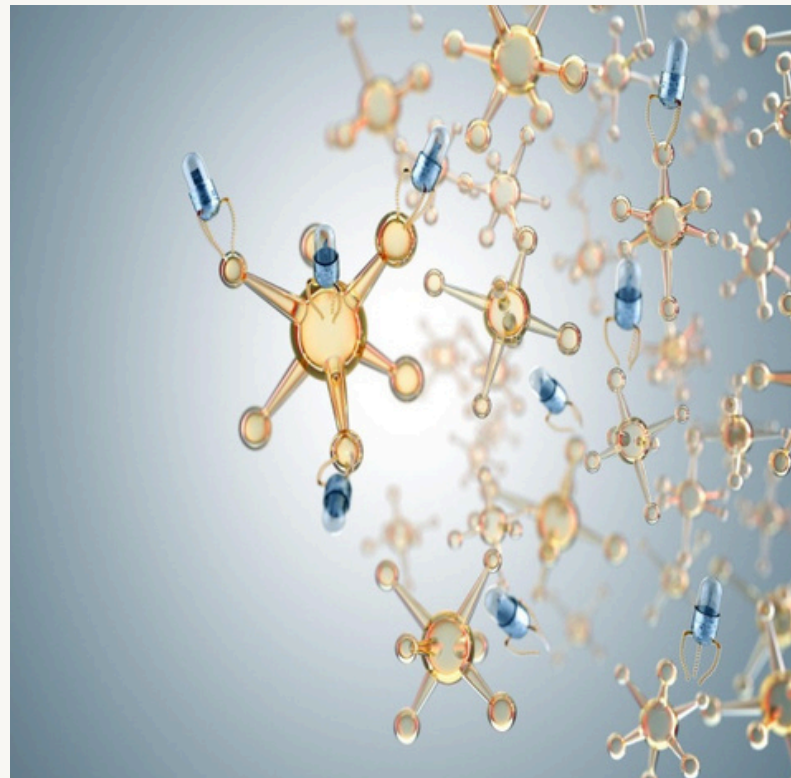
静态皱纹 static wrinkles

由于皮肤松弛、胶原蛋白流失等因素
导致，如法令纹、嘴角纹等。

Caused by factors such as skin laxity and collagen loss,
resulting in wrinkles like nasolabial folds and marionette lines.



β-烟酰胺单核苷酸 (NMN) β-Nicotinamide Mononucleotide (NMN)



NMN是一种自然存在的具有生物活性的核苷酸，其全称为β-烟酰胺单核苷酸。

NMN is a naturally occurring bioactive nucleotide, with its full name being β-Nicotinamide Mononucleotide.

在人体中，NMN是辅酶NAD⁺的前体，通过提升NAD⁺水平来发挥抗衰老作用，延缓细胞老化。

In the human body, NMN is a precursor of the coenzyme NAD⁺ and exerts anti-aging effects by increasing NAD⁺ levels, thereby delaying cellular aging.

NMN能够激活多种酶，参与细胞能量代谢、DNA修复等生理过程，维持细胞健康状态。

NMN can activate various enzymes and participate in physiological processes such as cellular energy metabolism and DNA repair, helping to maintain cellular health.

临床研究显示，NMN可改善多种与衰老相关的症状，如认知功能下降、心血管功能减退等。

Clinical studies have shown that NMN can improve various aging-related symptoms, such as cognitive decline and cardiovascular dysfunction.

β-烟酰胺单核苷酸 (NMN)

β-Nicotinamide Mononucleotide (NMN)



细胞生命本源NAD+

NAD+: The Fundamental Source of Cellular Life

2002年,哈佛医学院遗传系终身教授David·A·Sinclair

发现NAD+在细胞衰老过程中起到关键性作用NAD+

是一种参与生物体内多种生理活动重要的辅酶,

参与能量供给与DNA修复随着年龄增长,

体内含量会断崖式下降年龄为25、34、60、78四个断崖点

In 2002, David A. Sinclair, a tenured professor in the Department of Genetics at Harvard

Medical School, discovered that NAD+ plays a key role in the cellular aging process.

NAD+ is an important coenzyme involved in various physiological activities in the body,

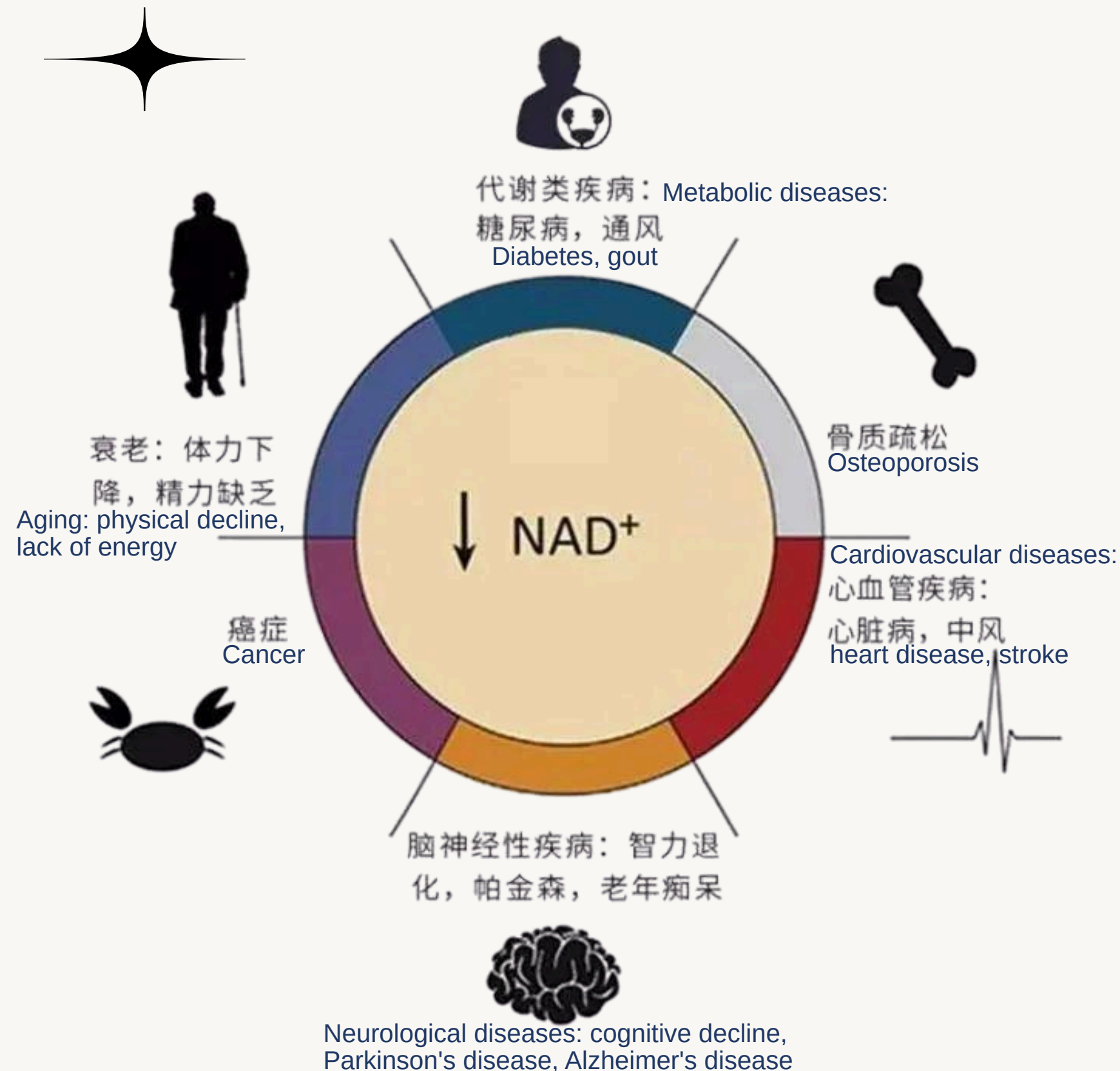
including energy supply and DNA repair. Its levels decline sharply with age,

with significant drops observed at the ages of 25, 34, 60, and 78.

β-烟酰胺单核苷酸 (NMN)

β-Nicotinamide Mononucleotide (NMN)

www.taukeholding.com



NAD⁺是细胞能量代谢和氧化应激适应性反应的关键辅酶，以NAD⁺为中心的哺乳动物衰老理论认为，NAD⁺水平决定了衰老的速度和程度。NAD⁺存在于人体所有细胞中，是重要的辅因子或共底物，可用于多种酶促过程，包括糖酵解、TCA循环、氧化磷酸化、DNA修复和蛋白质去乙酰化等。NAD⁺水平对于维持线粒体的稳态、生物体的代谢、器官和组织的正常功能，以及延缓衰老具有重要意义。

NAD⁺ is a key coenzyme in cellular energy metabolism and adaptive responses to oxidative stress. The mammalian aging theory centered on NAD⁺ suggests that NAD⁺ levels determine the speed and extent of aging. NAD⁺ is present in all human cells and serves as an important cofactor or cosubstrate for various enzymatic processes, including glycolysis, the TCA cycle, oxidative phosphorylation, DNA repair, and protein deacetylation. Maintaining NAD⁺ levels is crucial for mitochondrial homeostasis, overall metabolism, the normal function of organs and tissues, and the delay of aging.

乳酸杆菌/大豆提取物发酵产物滤液

Lactobacillus/Soybean Extract Ferment Filtrate

01

乳酸杆菌发酵 Lactobacillus Fermentation

利用乳酸杆菌对糖类进行发酵，产生乳酸和其他有益物质。

Using Lactobacillus to ferment carbohydrates, producing lactic acid and other beneficial substances.

02

大豆提取物参与 Soybean Extract Involvement

在发酵过程中加入大豆提取物，通过微生物作用进一步转化和提取大豆中的活性成分。

Soybean extract is added during the fermentation process, allowing microbial activity to further transform and extract the active components from the soybean.

03

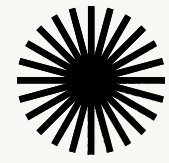
滤液制备 Filtrate Preparation

发酵完成后，通过过滤去除菌体和杂质，得到含有丰富活性成分的滤液。

After fermentation, the culture is filtered to remove microbial cells and impurities, resulting in a filtrate rich in active components.



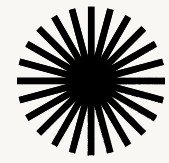
乳酸与乳酸盐 Lactic Acid and Lactate



滤液中含有大量乳酸和乳酸盐，具有调节皮肤酸碱度、保湿和抗菌作用。

The filtrate contains a large amount of lactic acid and lactate, which help regulate skin pH, provide hydration, and offer antibacterial effects.

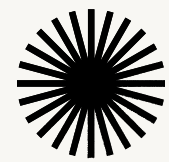
大豆异黄酮 Lactic Acid and Lactate



滤液中富含大豆异黄酮，具有抗氧化、抗衰老和改善皮肤微循环的功效。

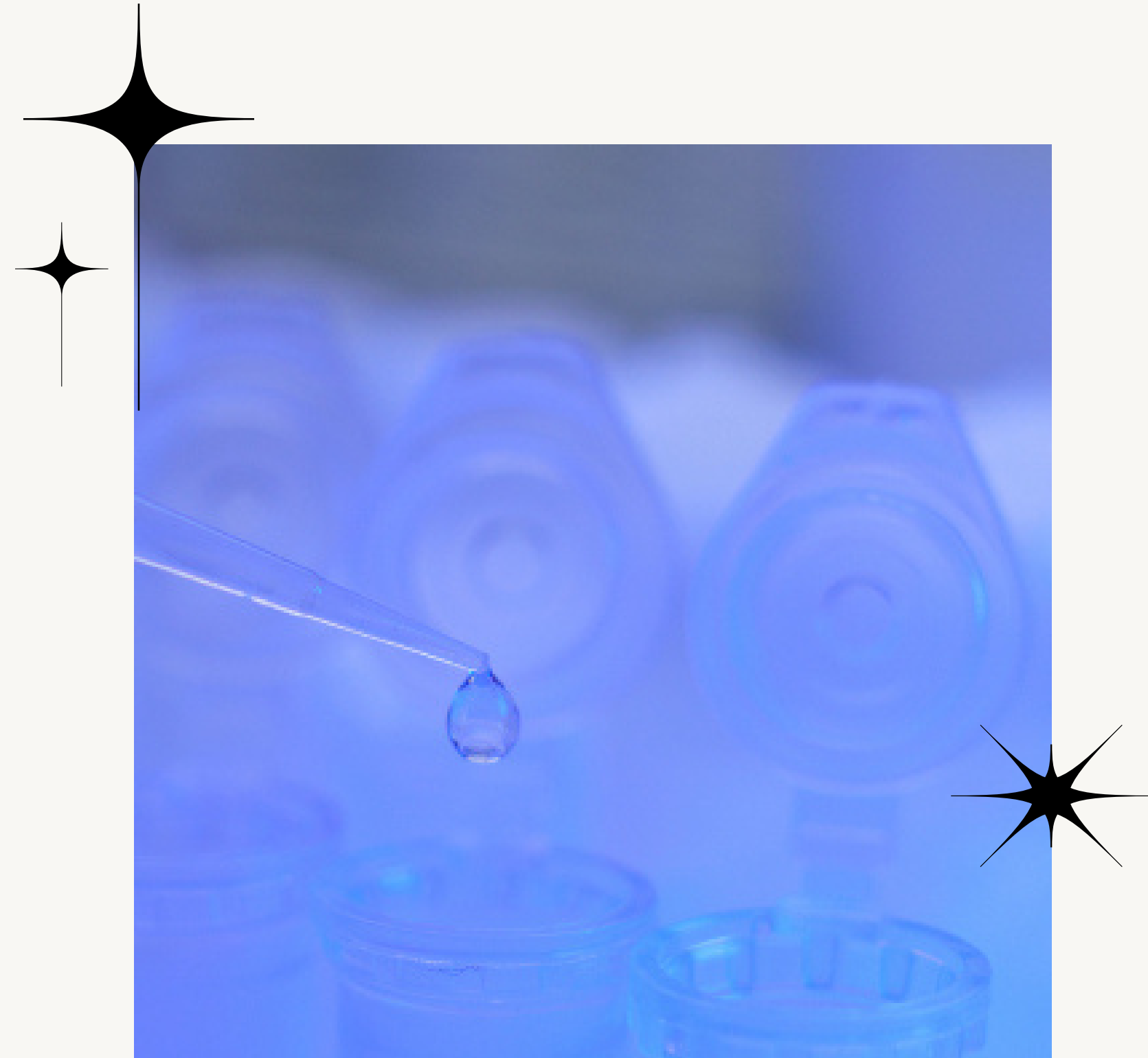
The filtrate is rich in soy isoflavones, which have antioxidant, anti-aging, and skin microcirculation-improving effects.

多肽与氨基酸 Peptides and Amino Acids




发酵过程中产生的多肽和氨基酸有助于皮肤修复和再生，增强皮肤屏障功能。

Peptides and amino acids produced during the fermentation process help repair and regenerate the skin, enhancing the skin's barrier function.





棕榈酸乙基己酯 Ethylhexyl Palmitate



皮肤柔润剂 Skin Emollient

作为优良的皮肤柔润剂，棕榈酸乙基己酯能够使肌肤柔和嫩滑，无油腻感，并具有良好的渗透性，常用于各类护肤霜中。

As an excellent skin emollient, Ethylhexyl Palmitate can make the skin soft and smooth without a greasy feel. It also has good penetrability and is commonly used in various skincare creams.



抗炎与抗氧化 Anti-inflammatory and Antioxidant

棕榈酸乙基己酯还具有一定的抗炎和抗氧化作用。它可以抑制炎症因子的释放，减轻炎症反应，从而达到抗炎效果；同时，它还可以清除体内的自由基，有助于减少皱纹产生，实现抗氧化。

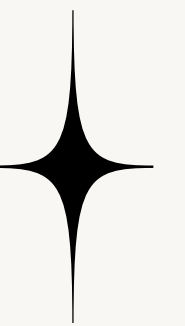
Ethylhexyl Palmitate also possesses certain anti-inflammatory and antioxidant properties. It can inhibit the release of inflammatory factors and reduce inflammatory responses, thereby achieving an anti-inflammatory effect. At the same time, it can scavenge free radicals in the body, helping to reduce the formation of wrinkles and providing antioxidant benefits.



促进血液循环与神经修复 Promote Blood Circulation and Nerve Repair

此外，该成分还能促进血液循环，改善血液循环不畅的情况，并有助于皮肤的新陈代谢；它还可以促进神经的修复，对改善因神经受损而引起的症状有积极作用。

In addition, this ingredient can promote blood circulation, improve poor circulation, and support skin metabolism. It can also facilitate nerve repair, playing a positive role in alleviating symptoms caused by nerve damage.



功效概述：抗衰祛皱，细腻肤质

Efficacy Overview: Anti-aging and wrinkle reduction, refined skin texture.



抗衰祛皱

Anti-aging and Wrinkle Reduction

魔術絲胶原蛋白贵妇霜中的胶原蛋白成分，能够促进皮肤胶原蛋白的生成，改善皮肤组织结构，从而起到抗衰祛皱的作用。

The collagen ingredient in Magic Silk Collagen Beauty Cream can stimulate the production of collagen in the skin and improve the structure of skin tissue, thereby providing anti-aging and wrinkle-reducing effects.



细腻肤质

Delicate Skin Texture

通过使用魔術絲胶原蛋白贵妇霜，可以使皮肤变得细腻、有光泽，改善皮肤质量，使皮肤看起来更加健康。

By using Magic Silk Collagen Beauty Cream, the skin can become delicate and radiant, improve in quality, and appear healthier.

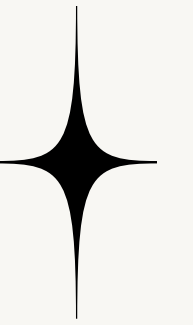


滋润皮肤

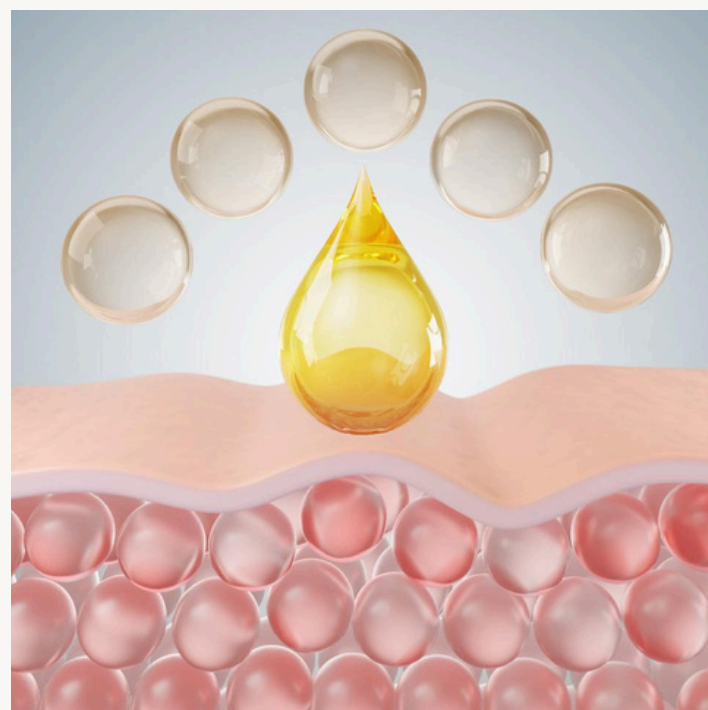
Moisturize the Skin

魔術絲胶原蛋白贵妇霜中的保湿成分，能够改善皮肤水分平衡，增强皮肤的抵抗力，使皮肤变得滋润、有弹性。

The moisturizing ingredients in Magic Silk Collagen Beauty Cream can improve the skin's moisture balance, enhance its resilience, and make the skin hydrated and elastic.



护肤功效探讨 Discussion on Skincare Benefits



保湿作用
Moisturizing Effect

乳酸和乳酸盐能够吸附和锁住水分，为皮肤提供持久的保湿效果。

Lactic acid and its salts can attract and lock in moisture, providing long-lasting hydration for the skin.



抗衰老效果
Anti-aging Effect

大豆异黄酮和多肽等成分能够减少自由基损伤，延缓皮肤衰老进程。

Ingredients such as soy isoflavones and peptides can reduce free radical damage and slow down the skin aging process.



肤质改善
Skin Texture Improvement

滤液中的活性成分有助于改善皮肤粗糙、暗沉等问题，使肌肤更加细腻、光滑。

The active ingredients in the filtrate help improve issues such as rough and dull skin, making the skin more delicate and smooth.

靓丽与莹透肌肤 Beautiful and radiant skin

细腻肤质

Refined Skin Texture

通过使用魔术丝胶原蛋白贵妇霜，可以使皮肤变得细腻，这是因为其中含有的胶原蛋白和丝素蛋白等成分，能够促进皮肤细胞的新陈代谢，改善皮肤质地。

By using Magic Silk Collagen Beauty Cream, the skin can become refined. This is because the collagen, silk protein, and other ingredients it contains can promote skin cell metabolism and improve skin texture.

透亮滋润

radiant and moisturized

魔术丝胶原蛋白贵妇霜中的透明质酸钠和甘油等成分，具有很好的保湿作用，能够改善皮肤的干燥和粗糙感，使皮肤变得透亮和滋润。

The sodium hyaluronate and glycerin in the Magic Silk Collagen Beauty Cream provide excellent moisturizing effects. They help improve skin dryness and roughness, leaving the skin radiant and moisturized.

延缓衰老

delay aging

通过使用魔术丝胶原蛋白贵妇霜，可以减缓皮肤的衰老过程。这是因为其中含有的抗氧化剂等成分，能够抵御自由基的攻击，保护皮肤细胞免受损伤。

Using the Magic Silk Collagen Beauty Cream can help slow down the skin's aging process. This is because the antioxidants it contains can resist free-radical damage and protect skin cells from harm.

滋护与清爽体验 Nourishing and Refreshing Experience

滋护肌肤 nourish and protect the skin

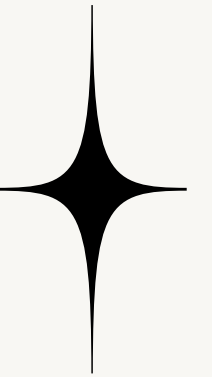
- ✪ 魔術絲胶原蛋白贵妇霜中的多种营养成分，如胶原蛋白、丝素蛋白、透明质酸钠等，能够深入肌肤底层，改善肌肤状态，使肌肤变得柔软、光滑和富有弹性。
The Magic Silk Collagen Beauty Cream contains a variety of nourishing ingredients, such as collagen, silk protein, and sodium hyaluronate, which penetrate deep into the skin to improve its condition, leaving it soft, smooth, and elastic.

清爽体验 refreshing experience

- ✪ 魔術絲胶原蛋白贵妇霜具有清爽的质地，使用后能够快速被皮肤吸收，不会让皮肤感到油腻或粘稠。
The Magic Silk Collagen Beauty Cream has a refreshing texture that is quickly absorbed by the skin after application, leaving no greasy or sticky feeling.

调节油脂分泌 regulate sebum production

- ✪ 通过使用魔術絲胶原蛋白贵妇霜，可以调节皮肤的油脂分泌，使皮肤保持水油平衡的状态。
Using the Magic Silk Collagen Beauty Cream can help regulate the skin's oil production, keeping it balanced and hydrated.





取量建议

Recommended Amount

每日使用量

Daily Usage

建议使用约1-2茶匙的魔术丝胶原蛋白贵妇霜，根据个人肤质和需求适量调整。

It is recommended to use about 1–2 teaspoons of the Magic Silk Collagen Beauty Cream, adjusting the amount as needed according to your skin type and needs.

每日使用量

Daily Usage

建议使用约50-100克的魔术丝胶原蛋白贵妇霜，根据个人肤质和需求适量调整。

It is recommended to use about 50–100 grams of the Magic Silk Collagen Beauty Cream, adjusting the amount as needed according to your skin type and needs.

每日使用量

Daily Usage

建议使用约200-400克的魔术丝胶原蛋白贵妇霜，根据个人肤质和需求适量调整。

It is recommended to use about 200–400 grams of the Magic Silk Collagen Beauty Cream, adjusting the amount as needed according to your skin type and needs.

涂抹与按摩步骤 Application and Massage Steps

涂抹步骤 Application Steps



将适量的魔术丝胶原蛋白贵妇霜挤在手掌中，然后用指腹轻轻地按摩在面部和颈部，以帮助皮肤吸收养分。

Squeeze an appropriate amount of the Magic Silk Collagen Beauty Cream onto your palm, then gently massage it onto your face and neck with your fingertips to help the skin absorb the nutrients.

按摩步骤 Massage Steps



将适量的魔术丝胶原蛋白贵妇霜挤在手掌中，然后用指腹轻轻地按摩在面部和颈部，以帮助皮肤吸收养分。

Squeeze an appropriate amount of the Magic Silk Collagen Beauty Cream onto your palm, then gently massage it onto your face and neck with your fingertips to help the skin absorb the nutrients.

注意事项 Precautions



在使用魔术丝胶原蛋白贵妇霜时，要注意不要过度使用，避免皮肤吸收过多的养分而受到伤害。同时，要注意保持皮肤的清洁和干燥，避免皮肤受到刺激和损伤。

When using the Magic Silk Collagen Beauty Cream, be careful not to overuse it to avoid harming the skin from absorbing excessive nutrients. At the same time, ensure that the skin is kept clean and dry to prevent irritation and damage.

对皮肤有不适的人应暂停使用，并寻求医生建议

People who experience skin discomfort should discontinue use and seek advice from a doctor.



皮肤不适 skin discomfort



如果您的皮肤出现不适，例如红肿、瘙痒、刺痛等，请立即停止使用本产品，并寻求专业医生的建议。

If your skin experiences any discomfort, such as redness, itching, or stinging, stop using this product immediately and seek advice from a professional doctor.

咨询医生 consult a doctor



如果您有任何皮肤问题或疑虑，请咨询专业医生，以获得适当的建议和治疗。

If you have any skin issues or concerns, please consult a professional doctor to receive appropriate advice and treatment.

注意观察 Observe Carefully



在使用本产品的过程中，请注意观察皮肤的变化，及时发现并解决任何潜在的问题。

During the use of this product, please observe any changes in your skin and address any potential issues promptly.

请避免产品进入眼睛和口部，如发生请立即用水冲洗

Please avoid getting the product into your eyes or mouth. If it occurs, rinse immediately with water.



避免接触
Avoid contact

请避免本产品进入眼睛和口部，
以免导致不适或意外摄入。

Please avoid getting this product into your eyes
or mouth to prevent discomfort or accidental ingestion.



清洗
cleaning

如果不慎将产品进入眼睛或口部，
请立即用清水冲洗，并寻求专业
医生的帮助。

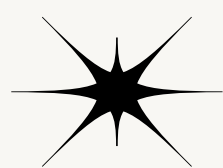
If the product accidentally gets into your eyes or mouth,
rinse thoroughly with clean water immediately and seek
help from a professional doctor.



注意安全
Stay safe

在使用本产品时，请注意安全，
避免将产品涂抹在身体其他部位
或儿童可以接触的地方。

When using this product, please pay attention to
safety and avoid applying it to other parts of the
body or areas accessible to children.



密封容器，并存放在阴凉干燥处 Store in a sealed container in a cool, dry place.”

● **密封容器** Sealed Container

请确保本产品存放在密封容器中，
以避免空气和水分的影响。

Please ensure that this product is stored in a sealed container
to prevent the effects of air and moisture.

● **阴凉干燥处** cool and dry place

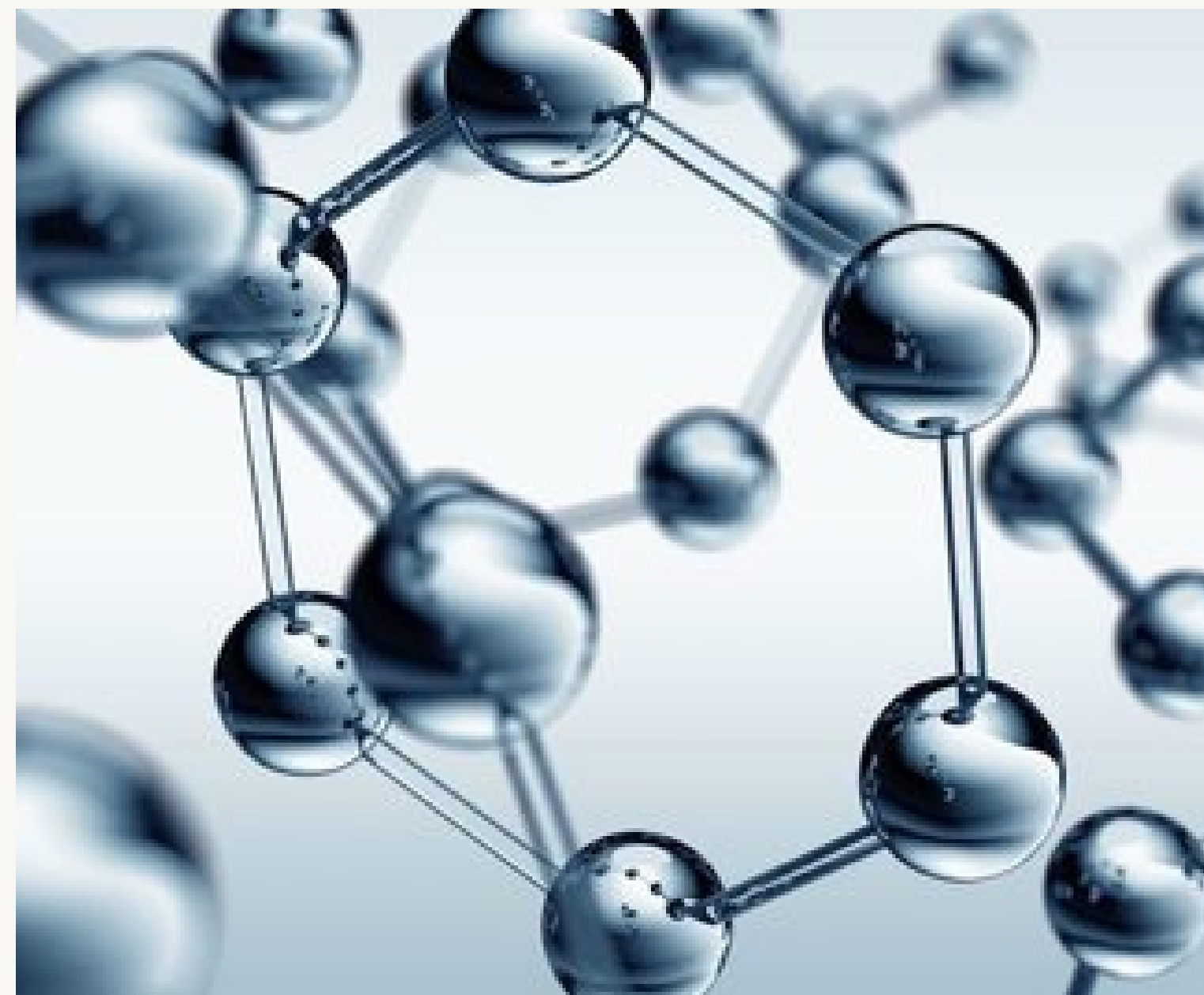
请存放在阴凉干燥处，避免过度潮湿
或过度干燥的环境。

Please store in a cool, dry place, avoiding excessively humid or overly dry environments.

● **注意保存** Store in a safe place

请注意保存本产品，避免长时间不使
用导致产品质量下降或失效。

Please store this product properly to prevent quality deterioration or loss of effectiveness
from prolonged disuse.



THANKS

感谢观看

