



Sa Sa Supports “International Plastic Bag Free Day” To Tackle Climate Change and Make Life Beautiful Together

(30 June 2023 - HONG KONG) - **Sa Sa International Holdings Limited** (the “Company”, stock code: 0178, and together with its subsidiaries, the “Group”) is pleased to announce that Sa Sa Cosmetic Company Limited, a member of the Group, will support “International Plastic Bag Free Day” on 3 July 2023 to raise the public awareness of environmental protection by launching an array of relevant activities. The campaign aims at coping with climate change to protect our Mother Earth together to achieve sustainable beautiful life.

Committed to be a more responsible company, Sa Sa has optimised the framework of "Sustainable Beauty" to establish a beautiful future for the environment and community actively. All Sa Sa stores in Hong Kong and Macau SARs will not provide customers with plastic bags or paper bags on that day proactively to encourage our customers to bring their own bags in the purchase. “Sa Sa Floral Reusable Bags” can be redeemed at special prices alternatively if needed. All contributions will be donated to Po Leung Kuk for environmental protection and green education purposes.

We have been promoting green life and launching Clean Beauty products since as early as 2016. Sa Sa was the first cosmetic retailers in Hong Kong to phase out the use of microbeads in the cleansing and exfoliating products, while in 2021, we were among the first batch of signatories to the “Bye Bye Microbeads Charter”. These allow us to contribute to the marine environmental protection and our customers to have an in-depth understanding of green beauty. 3 times earning points will be made as green shopping reward to VIP members who purchase our designated Clean Beauty products on the “International Plastic Bag Free Day”, to encourage the public to protect marine ecology.

In addition, nurturing a young generation of green pioneers is a core of Sa Sa’s purpose. We will team up with Hong Kong Design Institute (“HKDI”) for “Eco-friendly Bag Design Competition” in the new academic year to urge the use of reusable bags, "plastic-free" and waste reduction in the public. Meanwhile, the creative potentials of young designers can also be unleashed to sustainable development in society through the opportunity.

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Company, said, “As the climate change becomes more severe, the worldwide nations have been rolling out various coping strategies, in which reducing consumption of plastic products is one of the key mitigation measures.

As a responsible corporate, Sa Sa strives to operate in a sustainable manner, generating the best value for the society as a whole. Through the event, we can encourage customers to reduce plastic products consumption and lower carbon footprint in Hong Kong and fight against global climate change. Let's make life beautiful and create a beautiful universe."

締造美麗人生 創建美麗宇宙

7月3日

INTERNATIONAL
PLASTIC BAG
FREE DAY

國際無膠袋日

*鼓勵客人自備購物袋購物

凡購物可換購莎莎環保購物袋
收益全數捐贈保良局作
環境保護及綠色教育用途

綠色購物獎賞

莎莎VIP購買指定 Clean Beauty 產品 可享3倍積分

Sasa
making life beautiful

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