



## **Sa Sa expands its presence in “The Wai” the largest trendy shopping landmark in Tai Wai**

**Featuring exclusive limited-time offers  
to create a beautiful hot summer together**

(21 July 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 has officially expanded its presence to the largest trendy shopping landmark "The Wai" in Tai Wai district! The new Sa Sa store will bring together the world's highest quality and most popular beauty and personal care brands, as well as exclusive limited-time offers and various shopping privileges, to create a beautiful and hot summer for everyone!

After the opening of the new Sa Sa stores in the Starhouse and Guangdong Road Tsimshatsui in May and June 2023 respectively, Sa Sa has more good news to share, that we have expanded our presence to "The Wai", situated above Tai Wai MTR Station, which enjoys the advantage of the intersection of the East Rail Line and Tuen Ma Line. After the opening of new store at “The Wai”, Sa Sa will have a total of 82 stores in the Hong Kong and Macau SARs. And Sa Sa's largest flagship store in Hong Kong located in Causeway Bay, as well as the Central branch, are also about to unveil a stunning new look, with new store openings coming one after another!

The new Sa Sa store at “The Wai” is located on the second floor (L2), covering an area of approximately 900 square feet, featuring the most popular beauty and cosmetic products, as well as trendy new products from around the world, including Japan, Korea, Taiwan, Europe, and the United States. To support and echo sustainable low-carbon development, the new Sa Sa store at “The Wai” adopts low-carbon lighting system and promotes green beauty products, setting an example to promote the green beauty industry.

To celebrate the opening of the new store, new Sa Sa store at “The Wai” is offering "New Store Exclusive Shopping Privileges" from 22 July 22 to 4 August. Customers who spend over HK\$280 at new Sa Sa store at “The Wai” can receive a complimentary COLLISTAR Vitamin C + Ferulic Acid Cream (15ml) (worth HK\$149). Other exciting offers include: customers who purchase SUISSE PROGRAMME products amounted to HK\$380 and HK\$1,380 can receive Bio-Cellular Oxy Water (150ml) (worth HK\$260) and Advanced Cellular Vital Mask (50ml) (worth HK\$1,450),

\*Cannot be used in conjunction with other promotional offers

respectively; MARINA DE BOURBON My Dynastie Princess EDP50ml Gift Set (3 pieces) is available at a new store exclusive price of HK\$398\* (worth HK\$590); New shop limited offer Neogence Anti-ageing Cream with Bakuchi (30ml) and Hydro-lifting essence lotion (150ml) get 10% off on selling price for 2 or above, at net price HK\$296 (worth HK\$408) and HK\$395 (worth HK\$488) per item, respectively. For more details, please refer to the list of offers on the next page.

**Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group**, said, "We are delighted that Sa Sa has settled into ‘The Wai’, the largest trendy shopping landmark in Tai Wai. During the summer holidays and the distribution of government consumption vouchers, together with the large-scale festivals such as the "Hong Kong Shopping Festival", retail consumption in Hong Kong is expected to see further improvement. Sa Sa is ready to bring different offers and promotions to allow our customers enjoying fashion beauty and personal care products around the world. As economic activity resumes normal and tourists return, the Group will actively expand and optimize its store network, leveraging offline stores network to accelerate the development of the OMO retail model, to create a seamless shopping experience for customers."

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**Information of Sa Sa store at “The Wai”**

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Address: L2, No. 217 (Near the escalator and customer service center)  
Area: Approximately 900 sq. ft.  
Opening hours: 11:00 a.m. - 9:00 p.m. (subject to actual operation)

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**List of exclusive offers at new Sa Sa store at "The Wai"**

**1. Shopping Rewards (Available from 22 July to 4 August)**

Upon purchase of HK\$280	Complimentary COLLISTAR Vitamin C + Ferulic Acid Cream (15ml) (Worth HK\$149)
Amount of purchase of SUISSE PROGRAMME products: - Up to HK\$380  - Up to HK\$1,380	Complimentary Bio-Cellular Oxy Water (150ml) (Worth HK\$260)  Complimentary Advanced Cellular Vital Mask (50ml) (Worth HK\$1,450)
Upon purchase of Dr. G SPF50+PA++++ Soothing Up Sun Set	Complimentary Dr. G Vitamin C Brightening Mask 5pcs (Worth HK\$108)

**2. Shopping Offers (Available from 22 July to 4 August)**

Product	Special offer	Worth
SUISSE PROGRAMME Advanced Cellular Special Collection 3pcs	HK\$1,088	HK\$3,435
MARINA DE BOURBON My Dynastie Princess EDP50ml Gift Set 3pcs	HK\$398*	HK\$590
Neogence Anti-ageing Cream with Bakuchi (30ml)	HK\$296	HK\$408
Neogence Hydro-lifting essence lotion (150ml)	HK\$395	HK\$488
AHAVA Hydration Cream Mask (100ml)	HK\$238	HK\$373
Méthode Jeanne Piaubert Fundamental Skin-perfecting Facial Serum (30ml)	HK\$588	HK\$932
Dr. Jart+ VHS Biome Water Cream (50ml) 2 pcs	HK\$216*	HK\$680
KÉRASTASE Bain Prevention Shampoo (250ml)	HK\$182*	HK\$260

**3. Enjoy a 5% discount upon spending HK\$200  
(Available from 22 July to 31 December)**

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## 新大圍新店 全新形象

# NEW SHOP

**Gift 1**

凡購買SUISSE PROGRAMME  
 產品滿淨價\$380即送活氧細胞  
 美肌水 150ml (價值 \$260)



**期間限定**

購物滿淨價\$280  
 送COLLISTAR  
 維C阿魏酸抗氧  
 亮肌面霜 15ml  
 (價值\$149)

**送**



**Gift 2**

凡購買SUISSE PROGRAMME  
 產品滿淨價\$1,380即送升級  
 活氧細胞面膜 50ml 1件  
 (價值\$1,450)



產品數量有限·送完即止·優惠受有關條款及細則約束

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### 新大圍新店 限定優惠

<p><b>SUISSE PROGRAMME 32折</b></p> <p>升級活氧細胞能量                  特級套裝 3件裝</p> <p>正裝補濕                  深層滋潤</p> <p><b>\$1,088</b></p> <p>原價\$3,435</p> 	<p><b>MARINA DE BOURBON 68折</b></p> <p>MY DYNASTIE                  PRINCESS淡香精                  套裝 3件裝</p> <p>花香果香調                  活力勝致</p> <p><b>\$398</b></p> <p>原價\$580</p> 	<p><b>Neogence 9折</b></p> <p>全能賦活精華霜                  30ml/再生精透光                  活膚液 150ml</p> <p>泛紅·暗瘡                  溫和·不刺激</p> <p>折實價每件  <b>\$296-\$395</b></p> <p>原價\$320/\$418                  原價\$406/\$488</p> 	<p><b>Méthode Jeanne Piaubert 64折</b></p> <p>潔活全效緊膚                  精華素 30ml</p> <p>潔活神髓代潔                  乳霜卸妝潔膚</p> <p><b>\$588</b></p> <p>原價\$922</p> 
<p><b>AHAVA 64折</b></p> <p>精潤水潤保潔面膜                  100ml</p> <p>綜合死海精粹成分                  2分鐘急救保潔面膜</p> <p><b>\$238</b></p> <p>原價\$373</p> 	<p><b>Dr.Jart+ \$1多一件</b></p> <p>益生潔膚活                  顯水霜霜 50ml</p> <p>瞬間鎖水                  凝露·水潤</p> <p>每件平均價  <b>\$108</b></p> <p>原價\$215                  原價\$240</p> 	<p><b>Dr.G 送</b></p> <p>精靈想舒爽防曬乳                  噴霧裝 2件裝</p> <p>滋潤清爽                  保護敏感皮膚</p> <p>Dr.G 植物純C美白                  精液霜 40g新                  1盒 (價值\$198)</p> <p><b>\$198*</b></p> <p>原價\$249</p> 	<p><b>KÉRASTASE 64折</b></p> <p>防掉髮護理浴乳                  250ml</p> <p>滋潤秀髮                  強固髮絲</p> <p><b>\$182*</b></p> <p>原價\$286</p> 

以上折扣根據原價計算，一切價錢以分店標價為準。以上圖片只供參考，一切以實物為準。\*以上指定優惠不能與VIP優惠同時使用。  
 特別活動優惠數量有限，優惠內所有產品均以每盒為準。優惠期由2023年7月21日 - 8月31日

\*以上指定優惠，每人最多只可獲\$108。以上指定折扣只適用於指定優惠之指定貨品及數量限制。詳情請向分店查詢。  
 \*原價\$198 (原價\$249) 優惠期內，凡以上指定優惠，產品滿淨價\$1,380即送升級活氧細胞面膜 50ml 1件。詳情請向分店查詢。  
 \*優惠期內，凡購買指定產品(如SUISSE PROGRAMME)即可獲贈送活氧細胞面膜 50ml 1件。詳情請向分店查詢。  
 \*此優惠不可與「凡購買指定產品(如SUISSE PROGRAMME)」及「售後換領贈品」同時使用。

**SaSa**  
*making life beautiful*

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