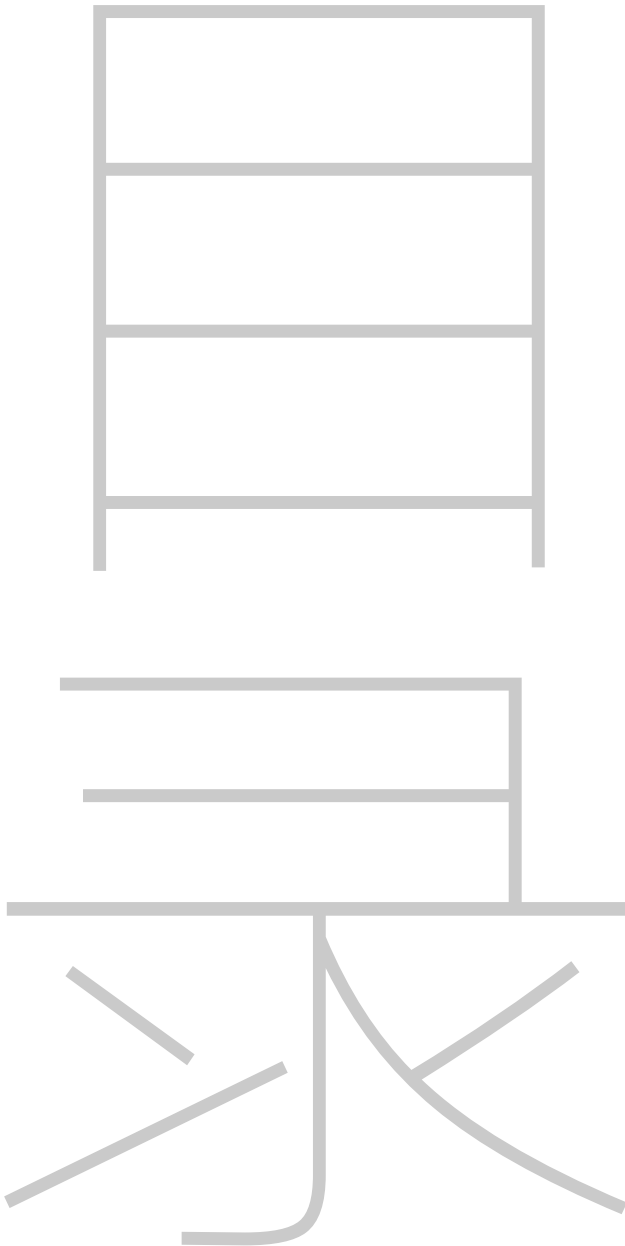


品牌手册

C O N T E N T



01

品牌介绍

BRAND INTRODUCTION

02

科技力量

SCIENCE AND TECHNOLOGY

03

产品介绍

PRODUCT INTRODUCTION

04

品牌事件

BRAND EVENT

品牌介绍

BRAND INTRODUCTION

以科技为基石，带着年轻无畏的发现精神，
致力于提供科学、安全、有效的肌肤解决方案，引领肌肤科技美学。

PROYA is a brand built on science and technology. With a young and fearless spirit of discovery,
PROYA is committed to providing scientific, safe and effective skincare solutions, and leading skin science and technology aesthetics.

品牌关键词

BRAND KEYWORDS

年轻感

YOUTHFUL

趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

肌肤的科学之选

THE SCIENTIFIC CHOICE FOR SKIN

科技力

SCIENCE & TECHNOLOGY

从大到
至伟大

FROM BIG TO GREAT



用强大的**研发实力**和显著的**产品功效**，为消费者提供更安全有效的科学护肤方案
以「**科学配方**」和「**发现精神**」赢得消费者的信任和好感
成为引领美妆行业发展风潮、具有竞争力的**中国优秀民族化妆品品牌**

With **strong R&D strength** and significant **product effectiveness**, PROYA provides consumers with **safer and more effective scientific skincare solutions**. PROYA has won consumers' trust and reputation with its 「**Scientific Formulation**」 and 「**Spirit of Discovery**」, became **China's outstanding national cosmetics brand** with competitiveness, leading the development trend of the beauty brand

品牌大事记

2003

品牌诞生

BRAND ESTABLISHMENT

2011

销量占据
行业市场份额首位

SALES MARKET SHARE RANKS
FIRST IN THE INDUSTRY

2013

深度合作联合国妇女署
关注女性力量

IN-DEPTH COOPERATION WITH THE UN WOMEN
FOCUSING ON WOMEN EMPOWERMENT

2014

牵手国家深海基地
助力国家海洋科研

JOIN HANDS WITH THE NATIONAL DEEP
SEA CENTER CONTRIBUTE TO NATIONAL
MARINE SCIENTIFIC RESEARCH

2018

于杭州G20峰会主会场
隆重举行15周年品牌发布会

HOST THE 15TH ANNIVERSARY OF BRAND
LAUNCH AT THE MAIN VENUE OF THE G20
SUMMIT IN HANGZHOU

2017

登陆上海证券交易所
成为A股第一家美妆上市公司

LISTED IN SHANGHAI STOCK EXCHANGE AND
BECAME THE A-SHARE BEAUTY STOCK

2016

代表国货亮相G20手册

PRESENT ON THE G20 MANUAL
REPRESENTING
CHINA-MADE PRODUCTS

2015

引领国货护肤跨入国际化舞台
亮相纽约时代广场

LEADING DOMESTIC SKINCARE PRODUCTS
INTO THE INTERNATIONAL ARENA IN
NEW YORK TIMES SQUARE

2019

与法国CODIF建立
海洋实验室

SET UP A MARINE LABORATORY
WITH CODIF OF FRANCE

2020

与西班牙实验室LipoTrue
战略联合，共同研发专利成分

STRATEGIC PARTNERSHIP WITH SPANISH
LABORATORY LIPOTRUE ON RESEARCH AND
DEVELOPMENT OF PATENTED INGREDIENTS

2021

与DSM帝斯曼、Ashland亚什兰
BASF巴斯夫建立战略合作

ESTABLISH PARTNERSHIP
WITH DSM AND ASHLAND

2022

MSCI ESG评级
跃升至BBB级

RATED BBB BY MSCI ESG

2024

珀莱雅欧洲科创中心
在法国成立

PROYA European Science and Innovation Center
was established in France in 2024.

2023

上海研发中心成立
杭州龙坞研发中心成立
Wind ESG评级跃升至AA级

Shanghai R&D Center Establishment
Hangzhou Longwu R&D Center Establishment
Wind ESG Rating rises to AA

科技力量

SCIENCE AND TECHNOLOGY

珀莱雅坚持科学配方，以国际创新科技联盟、专属科研部门、200多项专利及超一流生产工厂为背书，致力于提供更安全有效的科学护肤方案。

PROYA adheres to 「Scientific Formulation」. Endorsed by international top science and technology alliances and an exclusive scientific research department, boasted with over 200 patents and a super first-class production factory, we are committed to providing safer and more effective scientific skincare solutions.

珀莱雅不惧挑战，在肌肤科技上不断创新
探索肌肤永远年轻的动力

PROYA is not afraid of challenges. We are constantly innovating in skin technology and exploring the driving force of lasting youthful skin.

珀莱雅品牌坚持「**科学配方**」，于2008年设立研发创新中心,以专业皮肤机理研究为基础，潜心研究核心有效成分
甄选全球原料，反复实验验证，发现最佳功效的科学成分配比,上市之前多次测试，**致力于提供更安全有效的科学护肤方案**

PROYA adheres to 「**Scientific Formulation**」. In 2008, we set up a scientific skincare lab to study core active ingredients, on the basis of professional skin mechanism research. We selected for the finest ingredients, experimented repeatedly and came out with the most effective scientific compositions. Multiple tests were conducted before products are released. We are committed to **providing safer and more effective scientific skincare solutions**.

科研实力 - 加强基础研究，开展全球化布局

SCIENTIFIC RESEARCH STRENGTH
STRENGTHEN FUNDAMENTAL RESEARCH
AND DEVELOP A GLOBAL PRESENCE

战略合作+股权投资 布局上游原料企业 构建全球化原料布局体系
布局多个实验中心 完善研发硬件基础 推动产学研融合项目

Strategic cooperation + equity investment Partner with upstream raw material companies Establish a global raw material system
Deploy various experimental centers Improve foundation of R&D hardware Promote industry-academia-research integration projects

数据来源：珀莱雅2024半年度报告
Source: Proya Semi-Annual Report 2024



320+
研发团队
R&D team members

238
专利
Patents

17
国家标准
National Standards

4
轻工行业标准
Light Industry Standards

36
团体标准
Group standards

高新技术企业
High-tech enterprise

博士后工作站
Postdoctoral workstation

CNAS认证实验室
Laboratories Accredited by CNAS

生产实力 - 精于智造，国际一流生产工厂

PPRODUCTION STRENGTH
SMART MANUFACTURING
WITH WORLD-CLASS PRODUCTION PLANTS

湖州生产基地 (护肤+彩妆)

Huzhou production base (skincare + color cosmetics)

占地面积14.5万平方米，绿化面积达40%
生产区域空气洁净度达100000级
以国际一流花园式化妆品工业城标准建设

Covering an area of 145,000 square meters, with 40% green area.
Air cleanliness of the production area reaches Class 100000
Constructed with international standards for
first-class garden-style cosmetic industrial city

欧美、日韩生产设备

European, American, Japanese and Korean production equipment

瑞士梅特勒最精密智能称量管理系统
德国EKATO（伊喀拓）均质乳化设备
法国KALIX（西瑞斯）全自动水乳霜灌装线
意大利CAM（凯摩）全自动塑封机

Most precise intelligent weighing management system of METTLER (Switzerland)
Homogenizing and emulsifying equipment of EKATO (Germany)
Automatic water, lotion and cream filling lines of KALIX (France)
Automatic laminators of CAM (Italy)

智能物流中心

Intelligent logistics center

全自动存储、分拣自动化立库
存储仓位4.2万个，实现超150万箱货物存储
由WCS与WMS软件控制从货物进仓到客户签收
库内业务操作95%以上实现无人化，让黑灯物流成为可能
TMS系统实现智能园区管理

Stereoscopic warehouses with fully automated storage and sorting system
42,000 storage bins, accommodating over 1.5 million cases of goods
Controlled by WCS and WMS software
More than 95% of business operations in the warehouse are unmanned
making dark logistics possible
TMS system enables intelligent park management

质量管理体系认证

Quality management system certification

GB/T19001-2016/ISO19001:2015质量管理体系
GB/T24001-2016/ISO14001:2015环境管理体系
GB/T45001-2020/ISO45001:2018职业健康安全管理体系

GB/T19001-2016/ISO19001:2015 Quality Management System
GB/T24001-2016/ISO14001:2015 Environmental Management System
GB/T45001-2020/ISO45001:2018 Occupational Health and Safety Management System

GMPC品控标准

GMPC Quality Control Standard

ISO22716:2007化妆品良好操作规范
US FDA CFSAN化妆品良好制造规范（GMP）指南

ISO22716: 2007 Cosmetics Good Operation Practice
US FDA CFSAN Good Manufacturing Practice (GMP) Guidelines fo
Cosmetics

市 场 认 可

人民日报社 | **2024 绿色消费高质量发展案例** | 珀莱雅

People’s Daily | 2024 Green Consumption High-Quality Development Case | PROYA

财经网 | **2024 年度财经网新消费·新经济评选榜单 – 年度行业影响力品牌** | 珀莱雅

Caijing.com | 2024 New Consumption and New Economy Award – Annual Industry Influential Brand Award | PROYA

胡润百富 | **2024 胡润国潮品牌百强榜** | 珀莱雅

Hurun Report | 2024 Hurun China Brand Top 100 | PROYA

凯度 | **消费者首选前十品牌 – 护肤类** | 珀莱雅

Kantar Worldpanel | Brand Footprint 2023 – Skin Care – Most Chosen Brand | PROYA

36 氪 | **FUTURE 2024 消费新势力 – 年度影响力品牌** | 珀莱雅

36Kr | FUTURE 2024 New Consumption Power-The Most Influential Brand | PROYA

天猫 | **2024 天猫金妆奖 – 年度中国品牌奖** | 珀莱雅

Tmall | 2024 Tmall Beauty Awards-China Brand | PROYA

巨量引擎 | **2023 年度美妆行业 – 超级品牌** | 珀莱雅

Ocean Engine | 2023 Beauty Industry Super Brand | PROYA

小红书 | **小红书 WILL 营销奖 –2024 年度种草力大奖** | 珀莱雅

RED | 2024 WILL Marketing Award Annual Grass Seeding Brand | PROYA

快手电商 | **快手电商引力大会 –2023 年度高光品牌** | 珀莱雅

Kuaishou | E-commerce Gravity Conference 2023 Annual Highlights Brand | PROYA

蝉妈妈 | **2024 星蝉奖颁奖盛典 – 年度最具影响力品牌** | 珀莱雅

Chanmama.com | 2024 Cicada Star Awards Ceremony – The Most Influential Brand of the Year | PROYA

MARKET OVERVIEW

人民网 | **2023 国民消费创新案例 – 口碑产品** | 珀莱雅早 C 晚 A

People.cn | 2023 National Consumption Innovation Case Hero Product | PROYA Double Effect Brightening Essence & PROYA Wrinkless And Firming Essence

天猫 | **2024 天猫金妆奖 – 年度 TOP 新品奖** | 珀莱雅早 C 晚 A 精华 3.0

Tmall | 2024 Tmall Beauty Awards-TOP New Product of the Year | PROYA Double Effect Brightening Essence & PROYA Wrinkless And Firming Essence

VOGUE | **2024 美容大奖 – 本土成分大奖** | 珀莱雅红宝石面霜

VOGUE | BEAUTY AWARDS 2024 – LOCAL INGREDIENTS AWARD | PROYA Advanced Firming Nourshing Cream

费加罗 | **2023 费加罗 Beauty Star– 年度抗老面霜** | 珀莱雅红宝石面霜

MadameFigaro | Beauty Star 2023 – Anti-aging Cream of the Year | PROYA Advanced Firming Nourishing Soft Cream

V | **V SELECT 2024 年度之选 – 年度紧致精华之选** | 珀莱雅红宝石精华

V | V SELECT 2024- Annual Firming Essence | PROYA Wrinkless And Firming Essence

嘉人 | **2023 年嘉人百大赏** | 珀莱雅双抗精华

Maire Claire | Maire Claire Beauty Awards 2023 | PROYA Double Effect Brightening Essence

CBE | **2024 美伊 BEAUTY– 中国好产品护肤大奖** | 珀莱雅双抗精华

China Beauty Expo | 2024 MEITYI – China Best Skincare Product | PROYA Double Effect Brightening Essence

时装 | **2024 年度美妆大奖 – 年度胶原抗初老面霜** | 珀莱雅源力面霜


L’OFFICIEL | BEAUTY AWARDS 2024- Anti Aging Cream of the Year | PROYA Original Repair Cream

新浪时尚 | **2024 美妆口碑榜 – 秋冬美肤榜** | 珀莱雅源力精华

Sina | SINA 2024 Beauty Reputation List – AW Beauty | PROYA Origina Repair Concentrating Essence

C2CC | **新妆大赏 – 年度宝藏新品** | 珀莱雅能量面霜

C2CC | New Cosme Awards-New Product of the Year | PROYA Inaugurating Intensive Firming Cream



产品介绍

PRODUCT INTRODUCTION

珀莱雅以数据作为产品研发的基石，打造独家复配成分，
用数万次最严苛的人体功效实验，让配方成为了有生命力的产品。

With data as the cornerstone of product development, PROYA offers exclusive compound ingredients.
Formulation is based on tens of thousands of the most rigorous tests on human skin.

抗氧抗糖的 行业标准答案 双抗家族

PROYA Double Effect Brightening Series

自新焕亮

强势前沿科技+科学配方矩阵，焕亮自发光

(从左至右为) 双抗面膜 双抗面霜 双抗乳 双抗水 双抗精华 双抗眼霜

Upgraded ingredients, cutting-edge technology + scientific formulation matrix
brightening the skin for glowing





抗皱标杆 红宝石家族

PROYA Advanced Firming Nourishing Series

以胜肽、A醇为系列基因
专注轻熟肌科学抗老

(从左至右为) 红宝石水 红宝石乳 红宝石眼霜 红宝石面膜 红宝石面霜 红宝石精华

Peptide and Retinol-A as serial genes
focusing on the scientific anti-ageing for skin aged over 25

明星产品

修护强韧 源力家族

PROYA Advanced Original Repair Series

独家17型重组胶原蛋白

专注基底膜修护强韧

(从左至右为) 源力面霜 源力精华 冻干面膜 源力面膜

Exclusive Collagen XVII

focuses on repairing and strengthening the basement membrane



明星产品

STAR PRODUCTS

聚焦细胞能量 内源抗老 能量系列

Focus on Cellular Energy Endogenous Anti-Aging
Inaugurating Intensive Anti-wrinkle Series

前沿细胞抗老科技，专为熟龄肌肤定制
高功效高质感，奢享极致护肤体验

（从左至右为） 能量面霜 能量水 能量精华 能量乳 能量眼霜 能量精华油 能量面膜

Cutting-edge cellular anti-ageing technology, customized for mature skin
high efficacy and high quality, ultimate luxury skincare experience





开启保湿修护 正循环 循环系列

Initiate A Positive Moisturizing & Repairing Cycle
PROYA Revitalized Hydrating Essence Series

自研核心成分Encorelane™

搭配多种活性成分，打通全皮层保湿修护水循环

深彻焕润 愈显鲜活

（从左至右为）循环乳 循环水 循环面霜 循环面膜

Self-developed core ingredient Encorelane™, with a variety of active ingredients
open up the whole skin moisturizing repair water cycle
Deep, refreshing, repaired, and more vivid

明星产品

STAR PRODUCTS

科学防晒首选 「超膜」防晒系列

PROYA Sun Around Protective Shield Sunscreen Serum

专利防晒膜科技

更高标准 更强防护 更轻肤感

(从后至前为) 超膜银管 超膜盾护 云朵防晒

Patented sunscreen film technology

higher standard, better protection, more skin-friendly



明星产品

STAR PRODUCTS

革新油皮的护肤方案

净源系列

PROYA Sebum Control Purifying Series

独家控油科技+刷酶配方思路

搭配专选活性成分，专注全油皮肌肤问题

图中为净源油皮水，系列更多单品敬请期待

Exclusive oil-control technology + enzyme formula concept

Combined with specially selected active ingredients, focused on oilier skin problems

The picture shows Sebum Control Purifying Lotion. More products are coming soon.





全新双降解美白科技 光学系列

Proya Illuminating Spotless Whitening Series

独家开创性成分335
专攻亚洲肌肤暗沉难题

（从左至右为）光学水 光学瓶精华

Exclusive patented 335
Specializing in addressing melanin challenges in Asian skin

独家开创性：指该成分为珀莱雅首个经国家备案的新原料，且珀莱雅品牌享有该成分的中国大陆地区独家使用权
335：INCI：3,3,5-三甲基环己醇琥珀酸酯二甲基酰胺
Exclusive patented：This ingredient is the first new raw material of Proya registered with the state, and Proya brand holds the exclusive right to use it in Mainland China.
335：INCI:3,3,5-trimethylcyclohexyl Succinate Dimethylamide.

联名限定

来自中国
飞向宇宙

CREATE IN CHINA
EXPLORE THE UNIVERSE



PROYA ×  航天文创
中国航天 AEROSPACE CULTURE

恰是爱的温度




PROYA × 
Jingdezhen Imperial Kiln Museum
景德镇御窑博物馆

CO-BRANDING

这个冬天让爱不流浪

珀莱雅流浪猫窝联名礼盒



PROYA ×  它基金 × 奶龙nailong
© Nailong Lic. by S.I.

联名限定

敢爱，也敢不爱



PROYA × FUJIFILM

发现新生
CREATION & ACTION



PROYA × 物与再生

CO-BRANDING

蛇转红运 焕发新生

新年限定联名礼盒



PROYA × 



品牌事件

BRAND EVENT

珀莱雅围绕「年轻感」与「科技力」两大品牌关键词，
秉承着发现精神，看到具体的人，看到具体肌肤问题的多面成因。

Emphasizing on the two brand keywords "sense of youth" and "technology power", PROYA carried on the spirit of discovery, focusing on individuals and multiple causes of specific skin problems.

趁年轻 去发现

年轻无畏的发现精神

珀莱雅带着年轻无畏的发现精神，看到具体的人，与消费者同频共振，鼓励消费者不惧挑战，打破矛盾与偏见，与我们一起「趁年轻，去发现」；也看到具体的肌肤问题，秉持着“发现问题”“找到科学解决思路”“解决问题”的科学严谨步骤，找到「肌肤的科学之选」。

With the exploring spirit of young and fearless, PROYA sees specific individuals and resonates with consumers. We encourage consumers to confront with challenges, break contradictions and prejudices, and join us to “Stay young, stay adventurous” ; we also see specific skin problems and have found “the scientific choice for skin” by adhering to the scientific and rigorous steps of “discovering problems” , “finding scientific solutions” and “solving problems” .

「年轻没有终点线」

珀莱雅品牌大使官宣项目

Never stop being young
Brand Ambassador Official Announcement Campaign

2023年，珀莱雅官宣品牌大使——中国田径队七项全能运动员郑妮娜力，以一条诠释年轻定义、打破年轻偏见的TVC，对品牌slogan「趁年轻 去发现」进行了新一次诠释：「年轻」与年龄无关，呼吁用户追求「年轻」的状态，去发现更多的自我。通过田径运动员郑妮娜力的演绎，同时借势杭州亚运会节点、大型运动赛事自然热度，让品牌态度触及更多年轻用户。

In 2023, PROYA officially announced its brand ambassador: Heptathlete Nina Li Zheng of the Chinese track and field team. With a TVC that interprets the definition of "being young" and breaks the stereotype, PROYA gave a new interpretation of its brand slogan "Stay young, stay adventurous": "being young" has nothing to do with age. We call on users to pursue the state of "being young" and to discover more of themselves. Through the presentation of track and field athlete Nina Li Zheng, taking advantage of the Hangzhou Asian Games and the heat of large-scale sports events, PROYA's attitude reaches more young users.



「探索无界。趁年轻，去发现」

珀莱雅二十周年项目

Exploring is boundless. Stay young, stay adventurous
PROYA 20th anniversary

2023年正值成立二十周年之际，珀莱雅公司在杭州举办20周年战略发布会，以「穿越20 探索无界」为主题，表达我们将继续以不设限精神突破边界，深耕科研创新，不断向以消费者为核心、以科技为本，国际化的中国美妆公司迈进。同时，珀莱雅通过一支微电影《笨小孩》，纪录国家级非物质文化遗产代表性项目「打铁花」代表性传承人杨建军三十年再现「打铁花」的真实经历，展现品牌二十年来深耕科研领域的精神内核，并向各行各业坚韧、踏实的「笨小孩们」致敬，希望能以「笨小孩」的故事为火种，点燃更多人心中的星河。

Year 2023 marks the 20th anniversary of Proya Cosmetics Co., Ltd, we held our 20th anniversary strategy conference in Hangzhou, with the theme of “Through 20 Boundless Exploring”, expressing that we will continue to break through the boundaries with the spirit of no limitations, work in-depth in scientific research and innovation, and constantly move towards a consumer-centered, science & technology-based, international Chinese beauty company. Meanwhile, through a microfilm, PROYA has recorded the thirty years of life experience of Yang Jianjun, the representative inheritor of the national intangible cultural heritage project "Iron Spark Art", reflecting the brand's spirit of twenty years of in-depth cultivation in the field of scientific research. Meanwhile, PROYA pays tribute to the resilient and down-to-earth "stupid genius" from all walks of life. It hopes that the stories of the "stupid genius" will ignite the sparks in the hearts of more people.



「拒绝随波逐流，肌肤自有方向」
肌肤的科学之选

Refuse to go with the flow, skin has its own direction
The Scientific Choice For Skin

珀莱雅，作为护肤领域科技先锋者，永远看到具体的人，看到具体的肌肤问题的多面成因。每一次更新背后，都是无限次推敲与斟酌，也是不断为「科学护肤」打开新的出口，这是珀莱雅的选择，也是「肌肤的科学之选」。

2022年珀莱雅与知乎平台合作，搭建知乎线上圆桌会，邀请十位专家学者解读珀莱雅科学护肤理念，推出线下科学护肤展，撰写《科学护肤手册》，直面消费者的真实诉求。2023年8月，珀莱雅运用数字科技交互技术、动态体验装置，以光影艺术具像化「科学配方」概念，打造品牌首个线下大事件，同时，珀莱雅以TVC解读「科学配方」背后「无限」次尝试与突破。探索科学配方，秉承发现精神，珀莱雅陪伴消费者发现科技之力，探索「肌肤的科学之选」。

PROYA, as a science and technology pioneer in the field of skincare, always sees specific individuals and the multi-faceted causes of specific skin problems. Behind every update, there are infinite scrutiny and deliberation, constantly opening new outlets for "scientific skincare". This is PROYA's choice, as well as "The Scientific Choice for Skin".

2022 PROYA chose to cooperate with Zhihu (a knowledge sharing platform) for an online roundtable discussion. Ten experts and scholars were invited to interpret PROYA's scientific skincare philosophy. Launch offline scientific skincare exhibition, and write "Scientific Skincare Handbook" to directly address consumers' demands. In August 2023, PROYA used digital interactive technology and dynamic experience to visualize the concept of "Scientific Formulation" through the art of light and shadow, creating the brand's first POP-UP event. Meanwhile, PROYA explains our "infinite" attempts and breakthroughs behind the "scientific formulation" with brand TVC. Exploring the scientific formulation, adhering to the spirit of discovery, accompanying consumers to discover the power of science and technology, and exploring the scientific choice for skin.



趁年轻 去发现

#「性别不是边界线，偏见才是」
三八国际妇女节特别策划

#「回声计划」
珀莱雅青年心理健康公益行动

#「谢谢记得」
珀莱雅年底答谢项目

#「萤火计划」
珀莱雅反校园霸凌公益行动

#「妈怎么做，听她的」
珀莱雅母亲节特别策划

发现具体的人文议题

珀莱雅关注当下年轻人的生活和状态，从「性别平等」「心理健康」「爱与亲密关系」「青春与成长」「家庭责任」「感恩与回馈」等主题出发，表达品牌态度，希望通过一系列社会倡导与公益实践，与消费者和社会大众建立深度连接的情感纽带。珀莱雅也将持续坚守这份承诺，将公益精神深深烙印在品牌发展的每一步足迹上。

PROYA cares about contemporary young people's life and well-being. Focusing on 「Gender Equality」, 「Mental Health」, 「Love and Intimate Relationship」, 「Youth and Development」, 「Family Responsibilities」, 「Gratitude and giving back」, PROYA expresses our brand attitude and hopes to build a deep emotional bond with consumers and the public through a series of social advocacy and public welfare practices. PROYA will continue to honor this commitment and imprint the spirit of public welfare on every step of the brand's development.

趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「性别不是边界线，偏见才是」

珀莱雅 三·八国际妇女节特别策划

IT’ S GENDER, NOT BORDER
PROYA Women's Day Campaign

2021 首次发起「性别不是边界线 偏见才是」系列活动

珀莱雅邀请新生代 Rapper 于贞，共同推出主题 TVC，表达「对抗性别偏见」的品牌态度。

In 2021, PROYA launched a series of activities "IT’ S GENDER, NOT BORDER"for the first time. PROYA invited Rapper Yu Zhen to express its brand attitude of ‘against gender bias’ in its TVC.

2022 持续为「迈向性别平等世界」远景努力，让更多「打破性别偏见」 的呼声被听见

珀莱雅联合女足王霜与南兴合兴堂舞狮队，推出 TVC《醒狮少女》，并联动 7 个品牌为「打破性别偏见」发声。

In 2022, PROYA carried on striving for the vision of “a world with gender equality” , let more voices of “breaking gender bias” be heard. PROYA invited women’ s soccer player Wang Shuang and Nanxing Hexingtang Women’ s Lion Dancing Team to star in the TVC “Lion dancing girls” and joined hands with 7 brands to speak up for “gender equality” in TVCs.

2023 延续「真实 her-story」视角，推出更多切实公益行动

珀莱雅特别策划主题 TVC《女帅男兵》，推出主题曲《再来！女孩》；制作《我们都可以》性别教育绘本，并联合北京市千千律师事务所上线公益劳动者法律咨询服

务，让「打破性别偏见」的行动，不止在三八国际劳动者妇女节这一天。

In 2023, PROYA continued the perspective of "true her-story" , launched more practical public welfare actions. PROYA released a theme TVC "SHE is the Captain" , together with its OST "Again! Girls". With "As We Can", a gender equality education picture book and an online legal counseling service for public welfare workers partnering with Beijing Qianqian Law Firm, we hoped that discus-sion for "fight against gender bias, break stereotypes" should not be held only in March, but "From today, every day" .

2024 从「性别偏见」出发并延伸，看见女性在「偏见」前的勇气

珀莱雅特别策划TVC《不同而已》，在更多女性的生活剪影里，看到她们在「偏见」面前的勇气，职业、爱好、年龄、身份、生活方式、性别不是边界线，偏见才是；此外，珀莱雅持续携手北京市千千律师事务所，为更多女性提供劳动者法律咨询公益服务。

In 2024, PROYA started from “gender bias” and extend it to see female's courage in front of “bias” . PROYA specially planed TVC “We are Just Different” shows their courage facing “gender prejudice” in the silhouettes of more women’ s lives. Occupation, hobby, age, identity, lifestyle, gender is not a borderline, prejudice is. PROYA will continue to provide legal counseling services for more female workers partnering with Beijing Qianqian Law Firm.



趁年轻 去发现

「妈怎么做，听她的」

珀莱雅母亲节特别策划

MOM CAN BE WHAT SHE WANTS TO BE
PROYA Mother's Day Campaign

2022 围绕「家庭责任」这一品牌主题，提出家庭责任不是「仅妈妈可见」

珀莱雅特别推出主题 TVC《仅妈妈可见》、主题场景海报、家庭事务清单周边，发出「正视家庭责任中妈妈们的辛苦和困境」的呼吁。

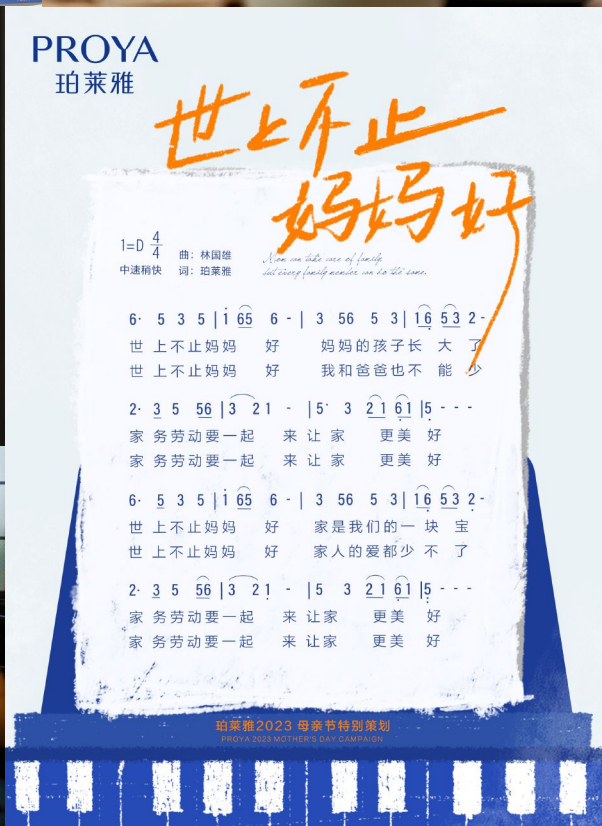
2023 持续关注妈妈们的境遇，关注家庭责任中的体力与精神劳动

珀莱雅通过主题 TVC《世上不止妈妈好》，创意周边「全家人的围裙」、创意海报，并改编儿歌《世上不止妈妈好》，呼吁每个家庭成员不仅可以看得到「妈妈的好」，也可以共同承担起家庭责任。

2024 希望「母职身份」回归到个人，帮助妈妈们建立个人的边界和空间

珀莱雅以主题TVC呈现对于妈妈来说他人评价的如影随形，以及妈妈在做「妈妈」这件事中的失语状态，“让那些教她怎么做的声音，停一停；也让属于她的声音，被听一听”。并用主题海报，祝愿每一位妈妈都可以说出自己的感受；此外，还与大笨狗之家联合定制了一套表情包，以笨笨同款门挂和贴纸“守护妈妈的空间”。

In 2024, PROYA wants 'motherhood' to return to the individual, and will help moms to build their personal boundaries and space. PROYA launched a thematic TVC showing how moms are surrounded by judgment, and how moms lose their voices in being “moms” . “Stop, voices teach her what to do. Listen, voices that belong to her.” With theme posters, PROYA encourages every mom to speak out her feelings. We customized a set of emoticons with Home of Big Dummy Dog, as well as the same design of door decorations and stickers of Dummy to “guard the space of moms” .



趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「再小的事，也当回事。再小的光，也有意义」

「萤火计划」珀莱雅反校园霸凌公益行动

Even the smallest thing is taken seriously. Even the weakest light has its meaning.

"GLIMMERING PROJECT" PROYA Public Welfare Campaign Against Campus Bullying

2021 首次在开学季探讨「青春与成长」主题，聚焦青春中的阳光一面

珀莱雅讨论了18岁成长的意义，提出「成长不是失去纯真，而是守住纯真」。

In 2021, PROYA explored the theme of “Youth and Growth” for the first time during the school season, focusing on the bright side of youth. PROYA initiated a discussion on the meaning of turning into 18, suggesting that “growing up is not about losing innocence, but to protect it” .

2022 发起「萤火计划」反校园霸凌公益行动，呼吁用户关注并重视校园霸凌

珀莱雅将目光转向阳光之下的阴影，发布主题TVC，联合专业心理咨询平台壹心理撰写《校园霸凌防范指南》，并联合中国教育电视台制作《反校园霸凌公益短片》并投放至校园。

In 2022, PROYA launched "Glimmering Project", a public welfare campaign against school bullying, calling on everyone to join us to take school bullying seriously. PROYA turned the attention to the shadows under the sun and released a themed TVC, in addition, PROYA collaborated with xinli 001, a professional psychological counseling platform, to write "Precaution Guide for School Bullying"; collaborated with China Education Television to produce a "Public Welfare Video against School Bullying" which was rolled out on campus.

2023 持续呼吁反对校园霸凌，聚焦校园霸凌后遗症，推出切实公益行动

珀莱雅特别策划由真实故事改编的公益片《校园霸凌后遗症》，校园霸凌「物证」系列海报与公益绘本《校园霸凌后遗症疗愈指南-不是你的错》，联合北京新阳光慈善基金会搭建「萤火计划」反校园霸凌公益专线，为曾经或正在经历校园霸凌的孩子和家庭提供公益心理疏导与公益法律咨询服务。

In 2023, PROYA continuously appealed against bullying in schools, focusing on the after-effects of school bullying and launching practical public welfare actions. PROYA specially presented a public welfare TVC "Trauma of School Bullying" adapted from a true story, a series of posters of physical evidence of School bullying, a public welfare picture book "A Guide to Healing the Trauma of School Bullying - It's Not Your Fault", as well as jointly setup a hotline of Glimmering Project with the Beijing New Sunshine Charity Foundation to provide public welfare psychological counselling and public welfare legal consulting services to children and families who have been or are currently experiencing bullying in schools.

2024 发起内容共创联盟，向大众呼吁关注和重视校园霸凌问题

珀莱雅持续与北京新阳光慈善基金会共同搭建反校园霸凌公益专线，推出《校园霸凌防范指南》系列第三部：《家长应对指南》，并走入校园进行线下亲子科普讲座。同时，珀莱雅支持更多内容创作者加入反校园霸凌内容的创作，支持乌镇戏剧节青赛获奖作品《花吃了那女孩》话剧重启，开启2城4场「萤火计划」公益巡演。

In 2024, PROYA launched a content co-creation alliance to call for public attention to the problem of school bullying. PROYA continued to work with Beijing New Sunshine Charity Foundation to set up a public service hotline against school bullying, launched the final part of the “Guideline of Preventing School Bullying” trilogy: “Parents' Response Guide” , went to schools to conduct offline parent-child educating lectures. At the same time, PROYA supported more content creators to join in the creation of anti-school bullying content; supported the re-launch of the play “Candy Rain” , an award-winning work of the Youth Competition of the Wuzhen Drama Festival; and kicked off 4 shows of “Glimmering Project” public welfare tour in two cities.



趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「有情绪，就有情绪安放地」

「回声计划」珀莱雅青年心理健康公益行动

Always a place for emotions.

"ECHO PROJECT" PROYA Public Welfare Campaign For Youth Mental Health

2021 首次发起「回声计划」青年心理健康公益行动，呼吁情绪正当性，鼓励情绪破耻

珀莱雅以一支核心TVC「回声」以及「回声系列」微纪录片，表达「不必对你的情绪感到羞耻」品牌态度，并与中国青少年发展基金会达成 2 年期公益项目，助力重庆地区10所中学青少年心灵成长。

In 2021, PROYA launched the “Echo Project” for the first time, a youth mental health public welfare initiative, calling for appropriate attitude towards emotions and encouraging people to express their emotions. PROYA via a TVC “Echo” and “Echo Series” micro-documentaries, to express the attitude that “Don’t be ashamed of your emotions”. We signed a two-year public welfare project with China Youth Development Foundation to contribute to the spiritual development of young people in 10 middle schools in Chongqing.

2022 鼓励用户更进一步，尝试找到情绪的出口

珀莱雅联合新阳光慈善基金会搭建公益倾诉专线，倡导「说出口，是最近的出口」，联合豆瓣、单读、小宇宙播客APP等7个机构平台，通过书影音清单、人物短片、公益讲座、主题便签、心声播客等形式，尝试「出口」的更多可能性。

In 2022, PROYA encourages people to take a step forward and try to find an outlet for emotions. PROYA set up a hotline jointly with New Sunshine Charity Foundation, advocating that “speaking out is the nearest outlet”. We also joined hands with Douban, Dandu, fang suo, Mind China, Little Universe Podcast App, and xinli 001 to show the public possible emotional “outlet” such as book/video/music lists, character films, public welfare lectures, theme sticky notes, and voice podcasts.

2023 表达「情绪面前我们不是一个人」。我们都在和情绪周旋，也都会找到属于自己的方式

珀莱雅通过拍摄治愈主题片，联合多抓鱼及9家出版机构共创情绪疗愈书单和图书盲盒，与腾讯音乐于全国6大城市30所高校举办校园公益音乐会，多方面为用户提供和情绪相处的方式。试试，此刻开始，和情绪握手。

In 2023, PROYA wants to convey the message that ‘we are not alone facing emotions’. All of us are dealing with our emotions and will find our own ways. PROYA provides users with various ways to live with their emotions through creating a healing TVC, an emotional healing book list and book blind boxes in collaboration with Duozhuayu and other nine publishing organizations; holding campus public welfare concerts with Tencent Music in 30 colleges and universities in six major cities across China. Try this, from this moment on, shake hands with our emotions.

2024 与用户探索与情绪相处的多种可能，为情绪找到一处安放地

珀莱雅倡导为情绪找到一处好好安放、自然流动的地方，提出「有情绪，就有情绪安放地」，以一支公益短片、在杭州20处城市角落投放的公益互动装置「情绪回声箱」，以及「情绪安放地」漫游展，希望以不同维度诠释「情绪安放地」的多种可能，陪伴用户找到自己的「情绪安放地」。

In 2024, PROYA explored with users the many possibilities of getting along with emotions, finding a resting place for emotions. PROYA advocates finding a place for emotions to rest and flow naturally, “Always a place for emotions”. With a short public welfare video, 20 interactive “Emotion Echo Boxes” and an “Emotion Resting Place” exhibition, PROYA hopes to illustrate the many possibilities of “a place for emotions”, and to accompany users to find their own “place for emotions”.



趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「敢爱，也敢不爱」

珀莱雅七夕特别策划

DARE TO LOVE ALSO DARE NOT LOVE"
PROYA Chinese Valentine's Day Special Campaign

继2020年「趁年轻，为爱去冒险」之后，2021首次探讨「敢爱，也敢不爱」主题

珀莱雅联合上海译文出版社、单向街图书馆将主题表达与文学内容结合，并推出主题TVC《敢爱，也敢不爱》，鼓励用户以勇敢者的姿态，在爱里选择去爱或选择不爱。

After the 2020 "Stay Young, Stay Adventurous" theme, in 2021, PROYA further proposed love attitude "Dare to love, also dare not to love". PROYA joined hands with Shanghai Translation Publishing House and One Way Street Library to combine the theme expression with literary content and launched the theme TVC "Dare to love, also dare not to love", encouraging people to choose to love or not to love bravely.

2022 再度和大众探讨爱，找到在爱里改变的勇气和不变的底气

珀莱雅联合富士影像携手11组嘉宾记录人物影像，并撰写人物故事，一同探索恋爱中自我的形态。在西子湖畔，通过群像影展的方式一一呈现，并以爱情巴士环线游览的形式，和用户一起走进那些藏在生活中的爱的横切面。

In 2022, PROYA again brought up the topic of love, and to find the courage to change and the strength to insist. PROYA joined hands with Fuji Image to record images of 11 couples and their stories to explore individuals in a relationship. These images were displayed in a group photo exhibition by the West Lake in the form of a bus loop-tour. The purpose was for the public to discover cross-sections of love hidden in life.

2023 发起一场以音乐为线索的爱情试验

珀莱雅携手网易云音乐与金玟岐特别呈现七夕爱情主题曲《我要的幸福》，邀请章若楠拍摄主题曲MV并特别呈现七夕主题短片。关于爱情的迷思，我们这样作答：当你勇敢尊崇自己的内心，当你敢爱，也敢不爱，爱情，始终存在。

In 2023, PROYA initiated a love theme experiment with music as the clue. PROYA joined hands with NETEASE Cloud Music and Jin Wenqi to specially present a Chinese Valentine's Day love theme song "The Happiness I Want" and invited Zhang Ruonan for the MV and a Chinese Valentine's Day theme TVC. Our answer to myths about love is: when you bravely.



趁年轻 去发现

发现探索的无限可能

珀莱雅始终践行「可持续」的社会责任，并多元化展现品牌理念，以「发现新生」可持续联名、校园特别企划、「早C晚A」酒咖系列快闪、「无限空间」快闪等趣味性和联动性的多样化内容，与消费者一同探索「无限可能」。

PROYA has always practiced the social responsibility of "sustainability" and presented our brand concepts in a diversified way, exploring "infinite possibilities" with consumers through interesting, interactive and diversified content, such as "CREATION & ACTION" sustainable co-branding, special campus programs, "C(offee) for morning and A(lcohol) for night" coffee & alcohol pop-ups, "Infinite Space" pop-ups.

「探索生活中可持续的可能」

珀莱雅 x 物与再生 「发现新生」可持续联名

Explore sustainable possibilities in life
The co-branding of CREATION & ACTION by PROYA and WUYU STORY

2024年地球日，珀莱雅联名可持续生活品牌「物与再生」，发起支持可持续生活的品牌号召，推出「发现新生」可持续礼盒。并开启首期「珀莱雅空瓶回收计划」，同期红宝石上新推出替换装，有效提升用户对品牌及相关产品的好感度，并向外展现出珀莱雅的品牌责任感。

On the World Earth Day 2024, PROYA co-branded with the sustainable lifestyle brand “WUYU STORY” to initiate a brand call to support sustainable living and launched the CREATION & ACTION sustainable gift box. PROYA also launched the first phase of “PROYA Empty Bottle Recycling Program” and refills for PROYA Advanced Firming Nourishing Series. These have effectively enhanced users' positive impression on the brand and related products and showed PROYA’s sense of brand responsibility.



「看见自己本就拥有的原力」

珀莱雅2024校园特别企划

See the Force you were born to have
2024 PROYA Special Campus Program

2024开学季，珀莱雅联合原力伙伴「我要WhatYouNeed」推出「抬头，看见我的原力」校园特别企划。珀莱雅想陪伴用户，在忙着读书、忙着上岸、拥挤人潮推着走的青春里，去看见自己本就拥有的「原力」。青春，本不止是低头赶路，也是抬头看见自己的这段宝贵时光。珀莱雅在30+所学校中，搭建起一站式快闪空间。同学们可以在这里了解「原力」，看见「原力」，经过简单有趣的互动，轻松带走惊喜好礼。除了快闪，珀莱雅在三所大学开启了「原力开放麦」，和张春、安小庆、Blake三位老师面对面交流，共同创造了许多「原力」满满的瞬间。

At the beginning of 2024 school season, PROYA, together with its Force partner “I Want What You Need”, launched a special campus program “Look up, see my FORCE”. PROYA wants to accompany users to see the “FORCE” they already possess in their youth, when they are busy studying, going to school, and being pushed by the crowd. Youth is not only about looking down rushing life, but also about looking up to see the precious time of oneself. PROYA has set up a one-stop pop-up space in 30+ schools. Students can learn about the FORCE, see the FORCE, and take away surprise gifts through simple and interesting interactions. In addition to pop-up space, PROYA set up a “FORCE Open Mic” in three universities, with face-to-face exchanges with Zhang Chun, An Xiaoqing and Blake, creating many FORCE-filled moments together.



趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「假日乐园 探索无限」

珀莱雅「无限空间」

Holiday paradise, explore the infinite
PROYA "Infinite Space"

2023年，珀莱雅以「科学配方 肌肤的科学之选」主题快闪解读「科学配方」背后「无限」次尝试与突破。

In 2023, with the theme pop-up of "Scientific Formulation: The Scientific Choice for Skin", PROYA explained "infinite" attempts and breakthroughs behind the "Scientific Formulation"

2024年，珀莱雅「无限空间」再度升级，以不同主题、多样的玩法，与消费者一同探索由表及里的「无限可能」。

2024年3月，珀莱雅「无限空间」焕新登场，启程限定乐园的「无限探索之旅」，全国4城5店同启，共邀品牌所有消费者在全新的「无限空间」相遇。

五一期间，「无限空间」联名可持续生活品牌「物与再生」，加入可持续生活概念，透传珀莱雅「早C晚A」，打造双路线体验形式，以更年轻趣味的形式触达消费者。

十一期间，珀莱雅「无限空间」快闪活力焕新，落地北京王府井以及成都春熙路两大热门步行街，持续将珀莱雅「早C晚A」心智融入全新的空间玩法之内，与消费者一同探索假日好状态，在未知的城市，发现无限的自己。

In 2024, PROYA Infinite Space was upgraded again. With different themes and various ways, PROYA explored "infinite possibilities" from the surface to the inside with consumers. In March 2024, PROYA Infinite Space was revitalized and set off on an "Infinite Discovery Journey", with five stores in four cities across the country at the same time, inviting all our consumers to meet each other in the brand-new "Infinite Space".

During Labor's Day Holiday, Infinite Space co-branded with the sustainable lifestyle brand "Material and Recycle" to include the concept of sustainable living and to transmit PROYA's "C(offee) for morning and A(lcohol) for night" to create a dual-route experience to reach consumers in a more youthful and interesting way.

During the National Day, PROYA "Infinite Space" popped up on two popular pedestrian streets, Wangfujing in Beijing and Chunxi Road in Chengdu. PROYA continues to integrate our "C(offee) for morning and A(lcohol) for night" mentality into the brand-new space, exploring the holiday mode with consumers and discovering one's infinite self in an unknown city.



趁年轻 去发现

STAY YOUNG STAY ADVENTUROUS

「探索鲜活生活方式」

珀莱雅「早C晚A」酒咖系列快闪

Discover a fresh lifestyle

PROYA's "C(offee) for morning and A(lcohol) for night" coffee & alcohol pop-up stores

2022 首次上线「打工人的早C晚A」线下酒咖快闪

珀莱雅在双十一前夕，于8座城市举办「打工人的早C晚A」线下酒咖快闪，并在线上制作主题H5、主题条漫、主题播客，将「早C晚A」这一生活方式与「早C晚A」的护肤方式强关联，传递品牌年轻感，深度触达消费者。

In 2022, PROYA's "C(offee) for morning and A(lcohol) for night" coffee & alcohol pop-up was launched for the first time. On the night of November 10th, 2022, right before the "Chinese Black Friday", PROYA's "C(offee) for morning and A(lcohol) for night" coffee & alcohol flash stores were rolled out in eight cities. Theme H5, theme comics and theme podcasts produced online strongly associated the lifestyle of "C(offee) for morning and A(lcohol) for night" with the skincare philosophy of "(Vitamin) C for morning and (Vitamin) A for evening", to convey PROYA's brand image of "sense of youth", to raise up brand voice and to reach out to consumers.

2023升级「科技力」品牌概念，全年多频次开展「无限酒咖」主题快闪

珀莱雅站在品牌科研高度，结合人文精神，打造「科学配方 肌肤的科学之选」护肤新理念，进一步深度关联「早C晚A」护肤方式，全年多频次开展「无限酒咖」科学配方主题快闪，让消费者具像化感知珀莱雅深耕「科技力」、打磨「产品力」诚意。

In 2023, PROYA upgraded the brand concept of "Science and Technology Power", Conducted "Infinite alcohol and coffee" themed pop-ups frequently throughout the year. PROYA stands on the height of scientific research and combining it with humanism, and created a new skincare concept of "Scientific Formulation: The Scientific Choice for Skin". Through frequent "Unlimited A&C" POP-UP events on the theme of scientific formulation, users are able to understand the reasoning and pondering behind PROYA's "scientific formulation" and perceive PROYA's in-depth cultivation of "science and technology power" in a tangible way and sincerity in perfecting the "product power".

2024 将「早C晚A」概念共创出新，与消费者碰杯探索鲜活生活方式

珀莱雅在618期间深度洞察挖掘年轻消费者偏好，携手天猫共同打造「碰杯，探索鲜活生活！」线下酒咖快闪，并与上海先锋酒咖联合开启早C晚A互动体验实验室。鲜活个性与科技元素的碰撞，构建先锋的科学空间秩序，传递「科学配方 肌肤的科学之选」理念同时，与消费者碰杯探索鲜活生活方式。

In 2024, PROYA cheers with consumers to explore a fresh lifestyle. During the 618 sales period, PROYA deeply insights into the preferences of young consumers. PROYA joined hands with Tmall to launch the "Cheers, Explore Fresh Life!" pop-up store, and cooperated with Shanghai Pioneer Bar & Café for a "C(offee) for morning and A(lcohol) for night" interactive lab. The collision of fresh personalities and technological elements builds a pioneering scientific space order, conveys the concept of "scientific formulation, the scientific choice for skin" while exploring the fresh lifestyle with consumers by toasting each other.



PROYA
珀莱雅

BRANDBOOK

2024

THANKS