



# VL SKINCARE

Cutting-edge,  
science-based products  
that are 100% water-based  
for Asian skins™



# VL SKINCARE

## Group of Companies

Since 1995, VL Skincare has become one of Malaysia's fastest growing brands with an extensive range of cutting-edge, science-based products that are 100% water-based for Asian skins.

Aside its highly touted house brands, VL Skincare also caters for corporate customers via its wholly owned trading arm—Miracle Skincare Sdn Bhd. Some well-known customers are the Malaysian Airlines System and TIENS (Asia Pacific).

To reach out to its retail customers, VL operates from a flagship boutique at the Boulevard, Mid Valley, Kuala Lumpur.

# THE PEOPLE BEHIND

## Early history

VL was founded by Mr Y.M. Lam, a qualified cosmetic chemist with more than 40 years of experience in the skincare industry. At the beginning, the company survived by doing contract manufacturing for others—Clairol (an international brand), Follow Me and Anakku were some of his early clients which have since become Malaysia's revered and trusted brands.

Eventually, Mr Lam realized that in order for the company to grow, it needed to go beyond contract manufacturing. He saw a niche, which was not fulfilled—the space for a homegrown quality skincare product formulated specially for Asian skins.

This impudence led to his second 'ahaa' moment—the now famous discovery—the importance of water-based skincare formulations for Asian skin. This was a momentous discovery. Nobody back then have any thoughts for the special needs of Asian women, which are different due to Malaysia's sweltering, tropical weather.

## The rise of the second generation

Frederick is Mr. Lam's brilliant progeny. He honed his credentials under the watchful tutelage of a perfectionist. Frederick since then has come on his own---he has taken the helm, inherited his father's onerous mantle for developing killer products that march to a new tune—science-based products that must adapt to 21st century ferocious competition and even finickier consumer tastes.



Y.M. Lam  
Founder



Frederick Lam  
Managing Director/Formulator

## From contract manufacturing to brand recognition—the evolution continues

Frederick not only developed a knack for making successful beauty products but he also married a beautiful and business savvy wife—Dr. Reiko Soo.

Dr. Reiko is the marketing genius that propels VL Skincare to a new high. She saw the need for individualized or personalized skincare. This was a stroke of marketing genius and if you understand the intricacies of modern manufacturing—this was unheard of.

How do you achieve personalization on a mass scale? They did it—eventually—through hard work and diligence—21st century marketing know-how married to 21st century manufacturing capabilities.

To Dr. Reiko's credit, this lady's abundant energy and ferocious thirst for knowledge and improvements, have seen her amassed a slew of professional certifications from beauty colleges from the United States, United Kingdom, Japan and Hong Kong.

Her annual academic pilgrimages to higher institutions of learning have recently earned her the highest recognition in her professional career—the conferment of the Doctor of Philosophy (H.C.) in Dermatology certification by the Golden State University, United States of America.

Except to those who knew of her devotion to knowledge, everybody else who didn't know her was surprised. "They wondered whether I bought this degree from a mill and how much I have to pay for it," she noted wryly.

Dr. Reiko's doctorate was given in recognition of her discovery—she pioneered a completely safe, and non-invasive technique for removing hideous milia seeds from the dermatological surface using her proprietary technique—'The RS Follicular Extraction Method for Milia Seeds'.



Dr. Reiko Soo (Ph.D)  
Principal of VL Skincare Boutique  
A living testimony of her products' efficacies

Among her legions of grateful customers and contemporaries, Dr. Reiko is known in the industry by this sobriquet "the one with miracle hands"; a professional achievement earned from the real experience of helping people to break free from 'bad skin' situations.

Dr. Reiko's latency in the field of dermatology was ignited by her passion for a solution to her own personal oily and acne prone skin situation. Back then, she was using products which were oil-based. She subsequently discovered through self-realization via practical experience and learning, the subliminal science of healing bad skin.

Her self-realization, although simple, was profound in its implication—"Nobody needs to live with bad skin".

Dr. Reiko fervently believes to fulfill the evolution of market demands—science-based solution must be the new driver of VL Skincare's next stage of growth. "To satisfy ever-changing, and ever-growing sophisticated demands, science-based solutions that are married to scientific understanding of the human skin must be the basis of all of our products," she said.

For a well-known Malaysian company that is expanding vigorously overseas, she explains, "we need to prove with extra-effort to our International customers, we not only can make ground-breaking, successful products for the Malaysian market, we can produce world-class products".

# BACKED BY SOLID SCIENCE & CUTTING-EDGE TECHNOLOGY

“For strength, VL has established synergistic partnerships with European-based, cutting-edge laboratories that are into the stratospheric researches of cosmetic next-gen ingredients.”

## A different manufacturing philosophy that sets VL apart from others

Valiant Lady manufacturing is GMP certified.

One of VL’s strength is their unflinching belief in not using harmful chemicals in their formulations. Frederick explained, “This is not an easy thing to do because it is cheaper and easier to produce with harmful chemicals than not”.

Therefore, it is a matter of pride that the company drums into its customer ear-drums, this constant chorus—“our formulations do not contain mercury, lead or other harmful chemicals that can damage the skin”.

In summary, the ultimate aim of this always-learning company is to achieve beautiful and radiant skin for Asians using natural formulations suitable for Asian weather.



Factory & office at Kota Damansara

## Paying for top quality ingredients

Frederick and Reiko are very particular with their ingredients. “We take pride in using only the best quality ingredients in of our skincare products. Most of our raw materials are imported from Switzerland. The balances of raw materials are imported from France, Germany, the United States and Australia. Personally, I must have confidence in what I put on my face. Most of my regular customers have become my extended family and I care what we put on their faces. It must be the best from the best”.

The main active ingredients in all the VL Skincare range are from natural extracts. The excipients are of either pharmaceutical or food grade to ensure the safest results.

Frederick has this assurance, “If the need arises, any synthetic ingredients used must have proven safety and efficacy profiles from our trusted suppliers.”

With their strong commitment to quality and safety, VL major suppliers are a veritable list of leaders in their respective fields—Pentapharm, Cognis, Merck, BASF, Charabot, Exsymol, and Laboratories Serobiologiques, to name a few.

“All our suppliers are internationally renowned companies who have in-place stringent protocols in the development of their products. In this way, we can be sure that the product we developed is of the highest standards”.

# RANGE OF HALLMARK PRODUCTS

VL Skincare’s success comes from the time-tested, proven results, of its customers. According to Dr. Reiko, water-based formulations have proven to be beneficial for Asian and problematic sensitive skins.

Being the only company in the region to be able to produce individualized skin-care for the mass market is not easy. According to Dr. Reiko—“we have to formulate from more than a million of possible combinations to produce précised formulas that suit all skin types”.

## LésAge™

A revolutionary all-encompassing youthful ageing serum. Formulated with five proprietary, Swiss-inspired secrets and multitude of skin formulation technologies to restore luminosity, firmness and smoothness of the skin in just 14 days, LésAge™ addresses the underlying decay in skin functions in 5 areas:

- To protect the energy centre of skin cell
- Regulation of moisture content
- The removal of all types of wrinkles and repair of stretch marks
- Reacquaint the skin memory to behave in a healthy way
- To completely relax the tension in facial muscles





**Sensatif™**

Our scientifically proven formulas of VL Sensatif™ range formulated for sensitive skins that often react to unsuitable skincare and make-up products due to a weakened barrier that allows irritants to penetrate. Each formula is specially prescribed according to your skin type.

**Inflamatif™**

VL Inflamatif™ range of skincare products employs an all-round solution to solving acne problems. They are formulated to work together, to attack acne from all angles. They deliver a powerful combo-punch that treats acne at its source, while staying gentle on skin. After breakouts are under control, they help to keep skin clear with continued use.

**Intensif™**

VL's science-based, naturally formulated and dermatologically approved range of Intensif™ products offers the solution to acne and pigmentation. It is the latest skincare sensation that leaves skin refreshed and more youthful. Suitable for all skin types. It also stimulates circulation and exfoliates, making skin more radiant and pure.

**Pearl Cream™**

VL Pearl Cream™ is a natural light foundation that allows the skin's natural radiance and beauty to shine through. The cream delivers adequate coverage to smooth fine lines without the heavy matte finish that emphasizes skin imperfections.

VL Pearl Cream™ also functions as an all-day moisturizer, all-day skin-refresher, and energizer. It inhibits free radical reactions, and provides maximum natural UVA and UVB protection using mineral filters.



# AWARDS AND RECOGNITIONS

- '12

**Gold Medalist** - The RS Follicular Extraction Method for Milia & Oil Seeds™

**Bronze Medalist** - VL LesAge™ Serum by Dr. NakaMats Genius Award at World Genius Convention 2012, Japan
- '12

**Gold Medalist** - VL LesAge™ Serum

**Silver Medalist** - VL Sensatiff™ P3 Cream by ANDI Invention Awards 2012, Italy
- '11

Certificate of Asia Outstanding Leading Entrepreneur Award, Taiwan
- '10

“Finalist - People’s Choice of Outstanding Malaysia Brand” by The Star Outstanding Business Awards (SOBA)
- '09

“Skincare Specialist of the Year” by the 4th Business of the Year Award, Malaysia
- '03

“Most Outstanding Brand in Malaysia” by the 2<sup>nd</sup> Asia Pacific/Malaysia e-Entrepreneur Excellence Award



**Miracle Skincare Sdn Bhd**

(800267-X)

Product/brand development for  
corporate sales

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**Valiant Lady Sdn Bhd** (339894-X)

A GMP Manufacturer

**VL Skincare Sdn Bhd** (674491-T)

Retail / Skincare Boutique

[www.vl.com.my](http://www.vl.com.my)

**Factory & Office**

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