

Registered in 2004

# E-NEWS

# SWAS

Spa &amp; Wellness Association Singapore

新加坡养生与保健协会

01 JAN 2020 - SWASeNEWS | Pages 1 of 4

## President's Message

Dear Colleagues in the Wellness (Beauty, Hair, Nail and Spa) industry,

The last quarter of 2019 was challenging with new opportunities presented by the escalated trade war between USA and China, social unrest in Hong Kong and prospects for Singapore companies to expand business in the region.

There were two major SWAS events in November 2019:

1) The Inaugural International Beauty & Wellness Professionals Forum held at the Singapore Flyers featured a panel of International speakers sharing insights into products trends, market information and competency development as well as two (2) tracks of intense discussions on how to develop Professional and Business capabilities.

2) The APHCA Olympics held at the Singapore Expo featured Award Winning Creativity and Skills of over 250 International Hair & Beauty Professionals from 18 countries in Asia-Pacific to compete for titles in Hair styling, Makeup and Lash Design, Nail Art etc.

Both SWAS events were highly successful receiving much applause from participants and sponsors.

During the last quarter, SWAS also lead our members to the Beauty Expo in Kuala Lumpur, Cosmoprof Asia in Hong Kong (in spite of the unrests), APHCA competitions in Vietnam and Macau. The objectives were to enhance business and competency development of our members. Helping members to develop and expand business in Singapore and abroad is our main mission. As an association of stakeholders from the Beauty & Wellness industry, we are dedicated to enhancing business capabilities and opportunities for our members. The more support we get from members, the more we are able to provide support and benefits for members.

We therefore invite you to actively participate in and to benefit from our activities. With your continued support, SWAS will continue to Make A Difference in the Beauty & Wellness industry.

I wish you a very successful and prosperous 2020.

Best wishes,  
Edward Wong (President)



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## MAIN OBJECTIVES OF SWAS IN SUMMARY

- Promote and protect ideals & good professional practices of the Beauty (including face, body, hair and nail), Spa and Wellness industry.

- Establish standards for operation, staffing, training, qualifications, facilities, and quality of products and equipment etc.

- Develop the industry and enhance professionalism through guidance, education and training, benchmarks, rules and regulations.

- Enhance value and benefits to stakeholders and consumer through promoting good practices, standards, competencies and qualifications etc.

- Provide a platform for Beauty, Spa and Wellness professionals to network, interact, build relationship and expand business opportunities.

- Cooperate with other organisations and government agencies to bring benefits to our members.

## UPCOMING EVENTS



### Business Outlook & Updates of the Indonesia Market

15 JAN 2020,  
SCCCI Conference Room



### Eye Wellness and Myopia Control Talk

08 FEB 2020,  
Mspace at Maybank



### PDPA in Collaboration with SME Centre

12 FEB 2020,  
SMU



### Vanite World

27-29 MAR 2020,  
Suntec Convention Centre Hall 401-402

## SWAS Executive Council Members 2019-2020

President  
**Edward Wong**

1st Vice President  
**Dawn Yip**

2nd Vice President  
**Dr. Yvette Chiang**

Hon Secretary  
**Raymond Ooi**

Hon Treasurer  
**Dickson Mah**

Nail Chairperson  
**Apple Teng/Elaine Low**

Event/Digital Marketing Chairperson  
**Celestia Faith Chong**

News and Publishing Chairperson  
**Darren Yaw**

Eye Wellness Chairperson  
**Darren Yaw**

Spa Chairperson  
**CK Teo/Ivie Ng**

Chinese Membership Chairperson  
**Jeff Lim/Shiene Pang**

Marketing & PR Chairperson  
**Lau Wee Kiat**

Beauty Chairperson  
**Vonce Hui**



# UP COMING EVENTS/

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## Business Outlook & Updates of the Indonesia Market

15 JAN 2020, SCCC Conference Room

9:00AM - 1:00PM



Keen to know what the Indonesia market is like? What are the sectors that is growing? Where are the demands?

If you are keen in knowing more about Indonesia, register your interest with us.

## Eye Wellness & Myopia Control Talk

08 FEB 2020

Mspace at Maybank



SLM Visioncare has partnered up with Maybank to tackle high myopia prevalence in Singapore. Join SLM Visioncare's CEO, Dr. Darren in this workshop and have a chance to trial this amazing vision recovery therapy. Learn how training the eye muscles can help to reduce dependency on glasses. With the patented technologies of equipment and devices vision recovery is made possible without medication and surgery.

## PDPA in Collaboration with SME Centre

12 FEB 2020, SMU



Singapore Personal Data Protection Act 2012 (PDPA) is a law that governs the collection, use and disclosure of personal data by all private organizations. The Act has come into full effect on 2nd July 2014. Organizations which fail to comply with PDPA may be fined up to \$1 million and suffer reputation damage.

The PDPA establishes a data protection law that comprises various rules governing the collection, use, disclosure and care of personal data. It recognizes both the rights of individuals to protect their personal data, including rights of access and correction, and the needs of organizations to collect, use or disclose personal data for legitimate and reasonable purposes.

The PDPA provides for the establishment of a national Do Not Call (DNC) Registry. The DNC Registry allows individuals to register their Singapore telephone numbers to opt out of receiving marketing phone calls, mobile text messages such as SMS or MMS, and faxes from organizations.

SWAS in collaboration with SME Centre @ SCCC will be having this seminar to discuss on this topic. It will be in mid-February 2020, interested members can register with us.

## Vanite World

27-29 MAR 2020, Suntec Convention Centre Hall 401-402



Vanite World 2020 is a 3-day curated beauty, cosmetic, lifestyle and wellness festival for the beauty-obsessed. A Beauty's heaven featuring exclusive products launches, exhilarating insta-worthy playgrounds and experiential retail experiences. Exclusive packages and rates are for SWAS members, register with us if you are keen.

	Published Public Rate SGD \$/ Per 9 SQM (3m x 3m)	SWAS Rate SGD \$/ Per 9 SQM (3m x 3m)
<b>Promotion extended till 21 JAN 2020</b>		
Bare Rate	\$5,900	\$3,600
Shell Scheme	\$6,800	\$4,500
<b>Early by 21 DEC 2019</b>		
Bare Rate	\$5,400	\$4,500
Shell Scheme	\$6,300	\$5,400
<b>Early by 15 DEC 2019</b>		
Bare Rate	\$5,400	\$4,050
Shell Scheme	\$6,300	\$4,950
<b>Early by 9 DEC 2019</b>		
Bare Rate	\$5,400	\$3,600
Shell Scheme	\$6,300	\$4,500



# PAST EVENTS/

# SWAS

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## Beauty Expo 2019

4-7 OCT 2019, KL Convention Centre

Malaysia Beauty Expo is one exclusive gateway to business-to-business solutions for the beauty trade in Malaysia being the region's largest expo and trade platform for beauty & therapeutic professionals where bridging business networks become a reality with pools of stakeholders are involved.

A total of 15,824 visitors had ample opportunities to traverse the especially dedicated exhibit zones and pavilion which allowed convenient for visitors to source, survey and learn the latest trend and innovations. 322 Participating Companies from 22 countries participated in the exhibition fair.



## IBWP Forum

11 OCT 2019, Singapore Flyer

The Beauty and Wellness industry/trends are constantly evolving, with new products and technologies emerging at rapid speed year in year out. In order to keep up, practitioners need to equip themselves with latest updates and know-hows to remain relevant and be at the forefront of their practice. The IBWP Forum is created as a platform to share information and review current issues faced by the Beauty & Wellness industry consisting mostly small and medium enterprises.



## APHCA Olympics

11-12 OCT 2019, Singapore Expo Hall 4B

The 23rd APHCA Hair & Makeup Olympics where members from over 20 APHCA countries are expected to participate and compete in this year's competition. Singapore SWAS is proud to be able to organise this established event for 2019. There are over 20 categories of competitions a contestant can participate in. Over 200 participants representing 20 APHCA Countries, from the various profession :

- |                    |                    |
|--------------------|--------------------|
| i. Hair Stylists   | iv. Lash Artists   |
| ii. Makeup Artists | v. Manicurists     |
| iii. Nail Artists  | vi. Cosmetologists |

The aim of this Olympic is:

- To provide a platform for industry professionals to improve skills through exchange of skill and knowledge.
- To recognize the talents of the industry in the Asia Pacific region.
- To foster friendships amongst the industry's best.



## Cosmoprof Asia 2019

12-14 NOV 2019, Asiaworld-expo

13-15 NOV 2019, HKCEC



Cosmoprof Asia is the leading international beauty trade show in Asia, representing all beauty sectors. The continued growth of the show re-affirmed its pivotal role as the definitive platform for high-quality business to business activities in Asia-Pacific, the fastest growing beauty and personal care market.

With the "1 Fair 2 Venues" successful formula, Cosmopack Asia at AsiaWorld-Expo (AWE) will host all kinds of Pack & OEM suppliers: Ingredients, Machinery & Equipment, Packaging, Contract Manufacturing and Private Label.





## General Consumer Trend

1. Consumers are increasingly switching their shopping preferences to online channels.
2. Consumers are relying on social media to learn about new products and services.
3. The beauty companies are responding accordingly by strengthening their digital capabilities, and increasingly using social media influencers as marketing tools.
4. Small brands are using makeup artists and celebrities to increasingly gain visibility in the industry, and market their products with little marketing spending through social media channels.
5. Well-established brands in the premium channel (Estee Lauder, Shiseido) will continue to benefit from strong brand loyalty, their ability to innovate, deliver high-quality products, and engage with the consumer.
6. The increasing spending power of Gen Z and millennial consumer who show growing appetite for newness, innovation, and high-quality products.
7. The companies that have a high exposure to the mass segment will continue to face very big challenges. In the U.S., Revlon is the most vulnerable as it has suffered from ongoing weakness in the mass segment of the cosmetics industry.



by Dickson Mah  
Hon Treasurer

## Wellness & Spa Trend

### Dying Well

People are rethinking the way we care for people at the end of life, realizing that we can have it go well or badly. So, we see the rise of a new practitioner, the death doula, who fills the gap in care between medicine and hospice, families and fear.

### Virtual Reality

The Mindful Touch enhancement combines technology, touch and mindfulness. The service begins with a virtual reality program filled with relaxing nature imagery designed to help a client relax deeper and get more benefit from the treatment.

### Heat And Mud Are Popular Again

Hamam beds, mud therapy, saunas – ways to relax and rehabilitate that have been around for hundreds of years – are becoming increasingly popular because people are re-discovering their health benefits. Innovative SPA centers are turning these procedures into luxurious and unique experiences by supplementing them with locally-grown herbs, essential oils and top-quality cosmetics.

### IV drips are injecting their way into wellness routines

The IV infusions have been credited with doing everything from enhancing your skin's glow, to combatting jet lag, aiding muscle recovery, and improving your digestion.

### Increased use of Precious Metals And Stones Used For Health and Beauty Treatments

Healing qualities of precious metals and stones – such as silver, gold, pearls and amber – are being re-discovered. Silver ion baths are said to improve wellbeing and skin tone. They also relax the body and mind, reduce fatigue and restore the energy balance. Amber helps in affecting the nervous system and relieving stress under the right temperature. Gold keeps skin radiant and can even treat various skin diseases and infections due to its antibacterial qualities.

### Halotherapy

Halotherapy (salt therapy) has been used for centuries as a cure for respiratory issues. The negative ions in salt help people breathe easier, and salt is shown to have a calming and detoxifying effect that improves mood while the moisturizing properties in pure mineral salts can help to get glowing skin.

### Cryotherapy

Originally used by athletes for recovery, cryotherapy has found its way into the spa for its reported benefits of reducing pain, removing toxins, rejuvenating cells and reducing cellulite and fat. Spas offer full-body treatments, which involves being in a cryotherapy chamber and also cryofacials.

### CBD

CBD is the part of the marijuana plant that is non-hallucinogenic. So while it won't get you high, research is showing that what it can do is help everything from chronic pain and anxiety to insomnia and skin issues. The legal cannabis-derived oil is popping up everywhere – in health drinks, skincare products, supplements and make up across the country.

### Mesonutrients

Mesonutrients, are next level. These nutrients focus on what's inside, i.e., the active ingredients and compounds within the food that have direct health benefits. For example, the super-compound in turmeric is curcumin, celebrated for its anti-inflammatory and anti-ageing properties.

### "Spirit" will take priority over mind and body

The number of people suffering from anxiety and depression has increased. Wellness treatments and exercise can make a positive impact on mental health. Adding guided meditation, yoga, and therapeutic massage therapies can help people cope with stress and teach techniques to promote mental wellbeing.