

NICE



NICE





NICE ENTERPRISE CO., LTD.

Established : 1964

Total Area : 69,000 square meters

Products : Hair care products, skin care products,
bath products, home cleaning products

Total Assets : NT \$5.7Billion (2013)

Address : No. 21, Chung-shan Rd.,
Min Hsiung Industrial Zone,
Chiayi Hsien, Taiwan, R.O.C.

Website : <http://www.nice.com.tw>



Nice Administrative Headquarters



Nice Enterprise's Chiayi Min Hsiung
Personal Care Chemical Factory.



Nice is devoted to fulfilling its mission of environmental protection and creating a better and healthier life for consumers!

At Nice Enterprise we are proud to make our entire line up with natural, trustworthy, environment-friendly, and healthy materials. Serving the diverse needs of the society and providing consumers a full range of choices. Nice Enterprise has the largest chemical plant in Taiwan, which manufactures GMP certified cosmetic products. Also, it has already obtained ISO-9001 and 14001 dual certification. Our quality and environmental management meet international standards.

Nice Enterprise manufactures in three general categories: Bath and Skin Care Products ∨ Hair Care Products ∨ Household Cleaning Products.



PON PON Body Cleanser





PON PON Body Cleanser

Nice Enterprise introduced the first natural liquid soap: PON PON body cleanser to the Taiwanese market. Soon after its inception, it was quickly accepted and adorned by the consumers and has remained the undisputed leader in sales figure ever since. The innovative ingredients used in PON PON such as pearl powder and hyaluronan found only in top quality facial products has attracted a suite of competitors but none can reach the popularity and leadership position of PON PON.





PON PON Women Series





Number One Body Cleanser in Taiwan -By AC Nielsen

- The innovative liquid soap form challenged the market mainstream and made bathing more convenient.
- It contain with elegant and charming fragrance.
- The company had a wide range of product designs.
- In 2011, the PON PON body cleanser was awarded the "Taiwan Top 100 Brands" by Taiwan's Ministry of Economic Affairs.
- Adding luxurious nourishing components and natural herb extracts to the formula, so that people could nourish their skin while bathing.
- Developing seasonal products for Asians, which it satisfy different skin types in response to increasing weather extremes.



Natural Organic Rose Series

Adding natural organic Rose extracts 、 whitening pearl powder & Hyalurona.

Effective moistening factor –hyaluronic acid which can deeply supply skin nourishing and make skin moistenand pleasant sense.

Keep skin hydrating and Shining as Pearl luster.

Specification : refill packs 700g 、 bottled 850g/1200g/1500g



【nourishing】



【refreshing】



【moisturizing】



【whitening rose aroma】





Cooling and Bacteriostatic Series

Include mint formula to cool and refresh your body in summer.

【LIGHT COOLING AROMA TYPE】

Adding pearl powder 、 mint formula to cool and refresh your body in summer.

Specification : refill packs 700g 、 bottled 850g/1200g/1500g



Nature bacteriostatic ingredients help create healthy and soft skin.

Nature bacteriostatic ingredients help create healthy and soft skin.

【NATURAL HERBAL ANTI-BACTERIAL】

Adding pearl powder 、 nature bacteriostatic ingredients to protect your skin.

Specification : bottled 850g/1200g



【COOLING ESSENTIAL OIL ANTI-BACTERIAL】

Adding nature herb formula to relax and keep Moisturizing your skin.

Specification : refill packs 700g 、 bottled 850g/1200g



Neutral pH body wash and non-soap base Series

Specially designed for sensitive skin. Neutral pH body cleanser and non-soap base, which improve skin dryness and relieving desquamation of skin in winter.

Specification : bottled 850g/1200g



【 Light-Smooth Type 】



【 SMOOTH TYPE 】





PON PON MAN Series





PON PON MAN

Our men's line is trademarked under the 'PonPon Man' name, it was designed specifically to tackle the sweaty and oily skin pointed out by men as two of the biggest problems. We aim to "make man feel great" with the deep cleansing and oil control formula which can be found not only in the shower gel, but also with tweaks made for shampoo and facial cleanser. Our aim for the entire lineup is to reduce customer's trouble of finding different products that satisfy the same need. Since its introduction, PonPon Man has gathered a crowd of male followers and consistently lead sales figure in its segment.

Bath and Skin Care Products





Ponpon Skin Care Product Lines





ITEMS

FACIAL MASK



FACIAL CLEANSER



SHOWER GEL



BODY LOTION



2015.10
ON SALE

HAND CREAM






2015.10
ON SALE

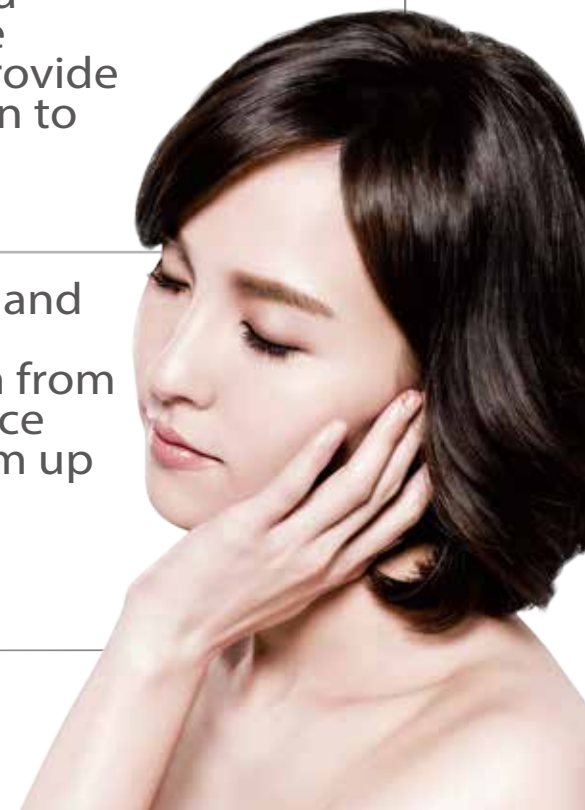
SHAMPOO





FACIAL MASK 5 sheets

	FLOWER EXTRACT	FEATURE
 BRIGHTENING & WHITENING MASK	Taiwan No.5 RosaHybrid Flower Water	Vitamin C and tranexamic acid neutralize the program of melanin production, prevent dark spots; thus leave skin radiant, bright and fairer.
 NOURISHING & MOISTURIZING MASK		Hyaluronate and collagen restore moisture and provide all-day hydration to skin.
 REVITALIZING & FIRMING MASK		Tuber aestivum and Q10 repair skin, prevent the skin from aging, and reduce wrinkles and firm up pores.





FACIAL MASK

The secret of Taiwan No.5 Rosa Hybrid Flower Water...

Extracted from organic roses bred by the florist who was awarded "Shen-Nong award" (best planter of the year).

It helps to hydrate and regulate skin moisture; thus contributes to softer and smoother skin. The effect is proven to be better than Bulgarian rose water.

MOA organic certificate





FACIAL CLEANSER 100g

MOISTURIZING FACIAL CLEANSER



Taiwan No.5 Rosa Hybrid Flower Water

Pearl Powder

Hyaluronate



FIRMING FACIAL CLEANSER

Taiwan No.5 Rosa Hybrid Flower Water

Pearl Powder

Q10

Vitamin E

WHITENING FACIAL CLEANSER



Taiwan No.5 Rosa Hybrid Flower Water

Pearl Powder

Arbutin





SHOWER GEL & SHAMPOO 650g

SHOWER GEL<WHITENING>



SHAMPOO<SMOOTH & REPAIR>



SHOWER GEL<MOISTURE>



SHAMPOO<VOLUMN & REPAIR>





BODY LOTION

2015.10
ON SALE

400g



WHITENING
BODY LOTION



MOISTURIZING
BODY LOTION



NOURISHING
BODY LOTION



FIRMING
BODY LOTION





HAND CREAM

2015.10
ON SALE

50g



NOURISHING ROSE
HAND CREAM



NOURISHING LAVENDER
HAND CREAM



NOURISHING JASMINE
HAND CREAM





Hair Care Products





Hair Care Products

In 2008, Nice Enterprise introduced the “Fresh up 566” series for the market where clients have hair loss problems, it was the first of its kind with national approval and the following year we partnered with a pharmaceutical company to further improve the acting agent in the product by nourishing and protecting the scalp. The product lineup now consists of shampoo, conditioner, nourishing lotion and hair growing topical solution giving a complete protection to our customers with hair loss issues.





Herbal Essence Revitalizing Shampoo





Herbal Essence Revitalizing Shampoo

It prevents aging of scalp, and it is a natural shampoo with no Dimethicone, no wax, and no extra burden to scalp. It has same pH with hair and scalp, and utilize of natural European patent ingredients.

Using natural Amino acid(—NH_2) surfactant formula and EU patent natural ingredients (SymGlucanTM) that gently wash, highly moisturize, enhance protective, activate scalp, and help reduce the visible signs of aging. It provides immediate comfort and moisture that improves firmness and elasticity of hair as well as protects scalp cells against UV radiation.

Natural plant extracts compound oil (Scalp Youth Complex) contain a variety of unsaturated fatty acids, gently nourishes hair roots, toughen the hair and repair the hair ends.



Nourishing & Shining



Anti-dandruff & Volumizing



Fresh & Oil Control



Caffeine Strengthening



General Hair Products





Nice Enterprise has always kept consumers in the heart of our products, aiming to provide even better solutions to everyday needs. We have established technical partnerships with research centers in Japan, US, and Switzerland to develop hair products specifically for the Asian market. We have also taken out any allergens in our 566 hair dyes to give consumers a peace of mind when trusting our brand.





Bath and Skin Care Products





Bath and Skin Care Products

Nice Enterprise was the first Taiwan manufacturer to supply the domestic market with bath emulsions. The first was Pon Pon Body Cleanser, then SARA SARA Body Cleanser targeted at younger customers and Lu La La Super Mild Body Cleanser for Kids, made solely from natural ingredients, leaving skin soft and supple; all of these brands have been the dominate leader in its segment for many years.





SARA SARA





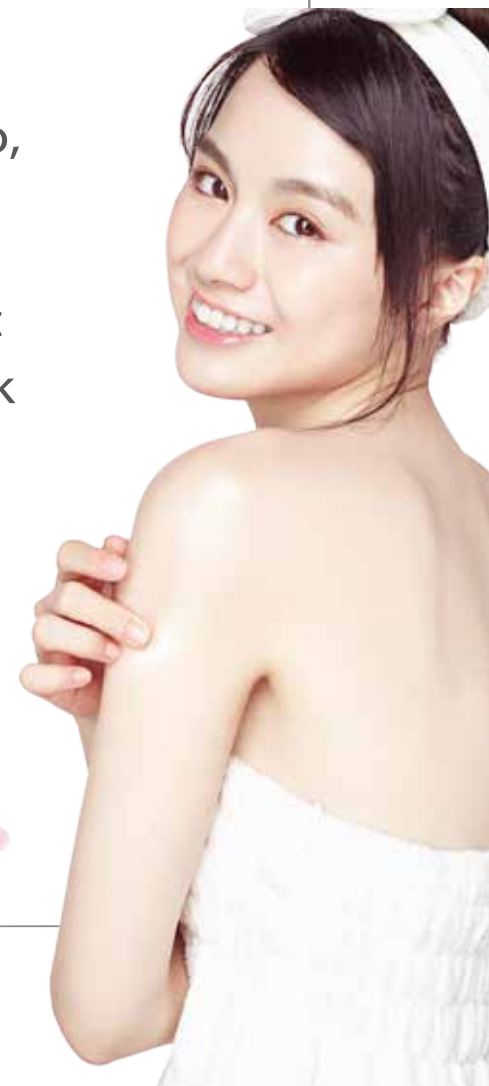
The brand for young women

SARA SARA Body Cleanser

SARA SARA not only has launched shower gels with different fragrances especially for young ladies, but also adds Hyalo-Oligo, a patent ingredient in Japan, into the products in 2015.

Hyalo-Oligo is a type of high penetration Hydrolyzed Hyaluronic Acid having a huge number of unique molecules, which can lock water molecules inside of skin. Make your skin much softer and glossier.

Specs : refill Pack 800g 、 bottled 1000g





Japanese Patent · 36 hours of high permeability Hydrolyzed Hyaluronic Acid water retention

Specs : refill Pack 800g 、 bottled 1000g



AMBER TIGHT BODY CLEANSER



CHERRY BLOSSOM FLEXIBLE BODY CLEANSER



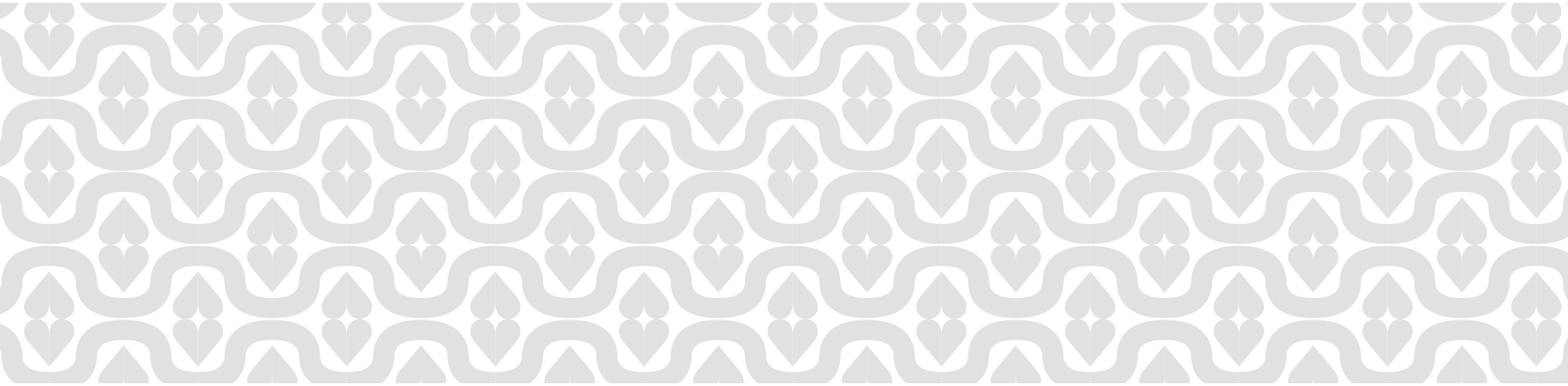
JASMINE MOISTURE BODY CLEANSER



ROSE WHITE BODY CLEANSER



LEMON HEALTH BODY CLEANSER



LU LA LA





It is suitable for Families and uses gentle natural ingredients, without fluorescent agents, and provides skin smooth and soft, so that children and adults enjoy a happy bath time together.



AROMATIC BODY CLEANSER
Specification : bottled 1850g



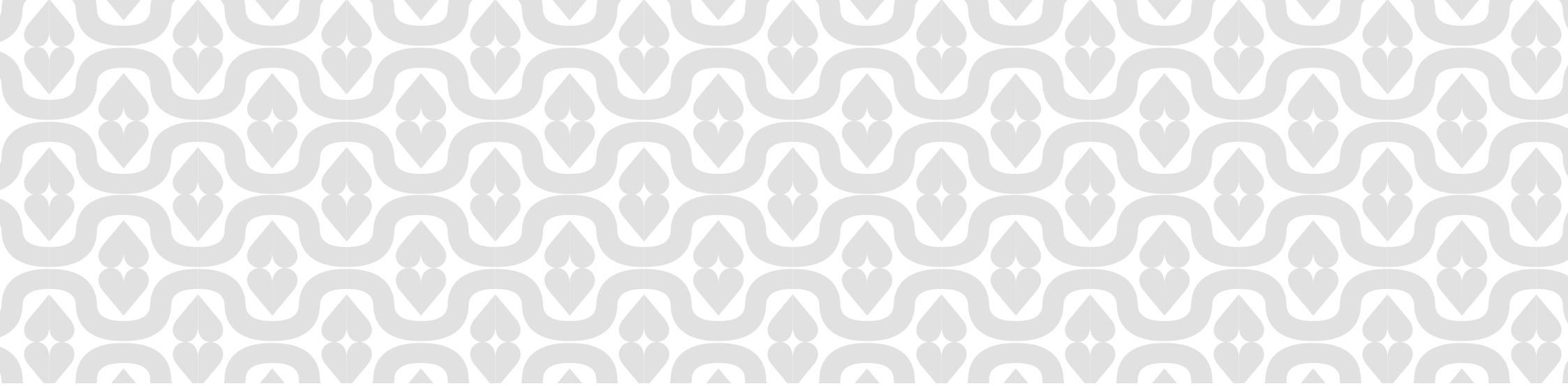
FLOWER BODY CLEANSER
Specification : bottled 2000g



FRESH BODY CLEANSER
Specification : bottled 1850g 、 2000g



PHYTONCID FRESH BODY CLEANSER
Specification : bottled 2000g



Household Cleaning Products





Household Cleaning Products

Nice Enterprise was the first Taiwan manufacturer to supply the domestic market with natural household cleaning products. Nice's two cleaning product lines, "PAOS" and "Baigo", were developed to be both safe and effective.

We firmly understand the impact of environmental damage and it is against our belief that we should manufacture products that enable it. Not only do we make products that are easy and safe to use for the consumer, we also do our part in protecting the earth by making sure only natural ingredients find their way to the cleansing products we manufacture.





BAGIO laundry detergent

The leading brand of BAGIO laundry detergent was launched in 1994 as the first natural laundry detergent without phosphorus and fluorescence agents. Our formula has been proven and awarded patents across the globe for its anti-mite, anti-mildew and anti-bacteria effects.





BAIGO

NO.1 Laundry Brand in Taiwan.



- No fluorescent agents
- natural ingredients
- Monash University in Australia and SGS(Société Générale de Surveillance) Certified with the 99% of capability in anti-mite 、 anti-bacterial 、 and anti-fungus.





The formula from natural palm fruit oil 、 no phosphorus ! It will decompose naturally by our mother nature , it's a very nice environmental friendly products.

ACNielsen market survey — BAIGO natural laundry detergent are the best seller in Taiwan.



Best natural protection for infant
No fluorescent agents
Avoid infection • Prevent allergies

Source: ACNielsen MARKET TRACK TAIWAN



Environmental friendly
 Selective virgin palm
 fruit oil to make as
 surfactant.
 All natural and
 environmental friendly
 product.



Natural enzymes
 Active enzymes
 which has active
 certification from
 Denmark. It
 guarantee the
 Cleanliness.



**Natural anti-bacterial
 Method**
 The anti-bacterial
 patent formula from
 German, which
 anti-bacterial rate up
 to 99%





Natural Concentrated Detergent

BAIGO
Anti-mite
Natural Laundry
Detergent

BAIGO
Anti-mite
Natural Laundry
Detergent

BAIGO
Anti-fungus
Natural Laundry
Detergent

BAIGO
Deep Clean &
Extra Care
Natural Laundry
Detergent

Bottle
3500g



Refill
2000g





Natural Enzymes Laundry Detergent

Herbal

Soft

Bottle
3000g



Refill
1500g





BAIGO FABRIC SOFTENER

FLORAL

ROSE

CHERRY
BLOSSOM

LAVENDER

Bottle
3200g



Refill
1800g



- It makes clothes softer and more comfortable to wear
Helps clothes retain their shape for a longer



Hand Wash Detergent



Bottle
1000g



Refill
800g

- Biotech protein enzymes--The effective removal of blood stains and other stubborn dirt ◦ (Collar part)



Paos

In 1986, we introduced the first natural “PAOS Dish washing liquid” in Taiwan. It’s utilizes a natural coconut oil formula that is delicate for hands, and does not leave residues or pollutants. In 2014, we released Nice PAOS detergent using natural coconut oil without any florescent agents, to give consumers reassurance and protection. We understand that by making a safe and superior product, proven by earning the first SGS certified green mark in Taiwan, consumers will naturally be gravitated towards us. Ever since PAOS was launched, it has been voted the number one ideal product in for 10 consecutive years and the highest sales figure in its category.





PAOS makes from natural SOAP

- Green Product

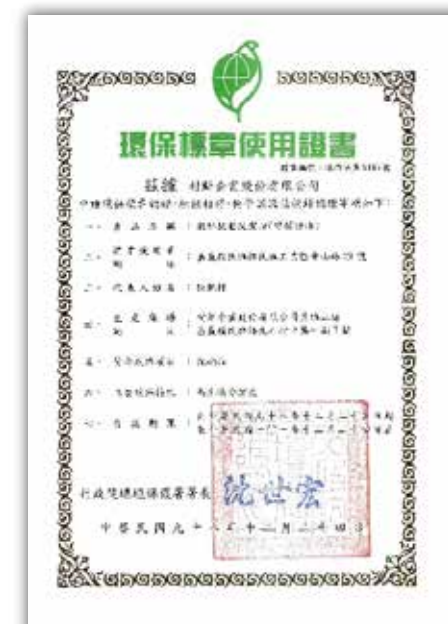
The pioneer company award 「Green Mark」 for category of dishwashing liquid in Taiwan.

- No.1 Brand

No.1 brand in dishwashing category in Taiwan, in terms of sales value for 15 years.

(Information provided by Nielsen)

PAOS 泡舒®





NATURAL DISHWASHING LIQUID



Green Tea

Anti-bacterial

- Natural → The formula of natural coconut oil.
- Environmental friendly → Up to 95% of biodegradability.
- Neutral → pH neutral and gentle for your hands

Bottle:2800g/1000g Refill:800g



NATURAL LAUNDRY LIQUID SOAP

Natural plant ingredients. The formula that supports sustainable coconut oil and bodhi sapindus.

No fluorescent agents, No Synthetic Fragrances.

Strong Washing Powder. Designed for Standard and HE machines

Antibacterial ingredients.

PAOS 泡舒[®]
洗衣素皂精





NATURAL LAUNDRY LIQUID SOAP



ORIGINAL FRESH



HERBAL BLEND

Bottle:2000g

Refill:1600g



Thank you for your cooperation

