



GINO McCRAY

The Professional Make Up

BEAUTY COMMUNITY PUBLIC COMPANY LIMITED

International Beauty & Health Business

VISION AND MISSION

1. Creating modern and high quality beauty products to serve high demands of modern lifestyle.
2. Launching products to overall targeted customers and expanding more distribution channels throughout the country and all regions.
3. Developing competitiveness towards a stable and sustainable growth.
4. Operating business with good corporate governance for maximum benefits to shareholders and staffs with social and environmental responsibilities.



BEAUTY History



We open the first imported cosmetics and skincare retail store under the name "NEO" in Siam Square Center and then expanded another retail store named "MONA" in MBK center

1998-1999



2000

We formed Monapolitant Co.,Ltd.



We renovated the shop BEAUTY BUFFET and changed the store name to "COSMEDA"

2004



2006-2007

We developed the design of the store and changed its name to "BEAUTY BUFFET"



We open new style of retail stores under the name "Beauty Cottage" providing natural and organic products with the shop decoration in vintage style.

2011



2012

The company changed its juristic type to be public limited company and changed the name to be Beauty community Public Company Limited and First day trade in



Business Summary

BEAUTY

Beauty Community Public Company Limited ("Company" or "BEAUTY") was founded by Dr.Suwin Kraibhubes and Mrs. Tanyapon Kraibhubes, with the main purposes to perform retail business and distribution of cosmetics and skincare products.

The Company also aims to launch selective and diverse beauty products with quality materials and good image towards more beauty choices for consumers.

Beauty Community Public Company Limited operates the Retail & Trading business of cosmetics and skincare products.

Each product is differentiated with unique design, market position, and distribution channels, such as BEAUTY BUFFET retail store, E-Commerce, Modern Trade, General Trade, and Overseas Trade to meet the needs of various targeted customers.



DISTRIBUTION



RETAIL SHOP



E-COMMERCE



MODERN TRADE



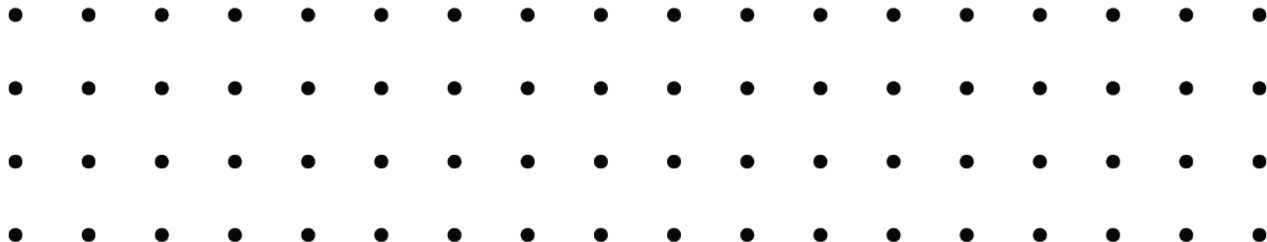
GENERAL TRADE



OVERSEAS TRADE

PRODUCTS & SERVICES

Beauty Community Public Company Limited operates the retail and trading business of cosmetics and skincare products for alternative beauty of premium quality and elegant packaging.



GINO McCRAY

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BRAND STORY

BRAND STORY

Founded in 2002, GINO McCRAY is a leading makeup brand characterized by the simple color scheme of packaging with elegance and professional similar to delicate and beautiful Italian arts and designs. According to the brand's passion, "every woman is beautiful in her own way".

"every woman is beautiful in her own way".

For the past 20 years, GINO McCRAY has remained the heart of the brand's desire for consumers, with the most value by positioning the brand as a special piece of makeup distinctively different from other global luxury brands of high prices. Our massive brand is well known and popular with positioning of tangible price in the middle level of market, but outstanding and leading high quality products to reach most consumers of both general and professional groups in beauty and makeup. GINO McCRAY products can create an ideal look and beauty in a variety of lifestyles for customers with professional makeup.



"GINO McCRAY" is the professional makeup of cosmetics and accessories with colorful and unique packaging. The price is positioned to suit customers of all working ages and professional makeup artists.

BEAUTY
COMMUNITY

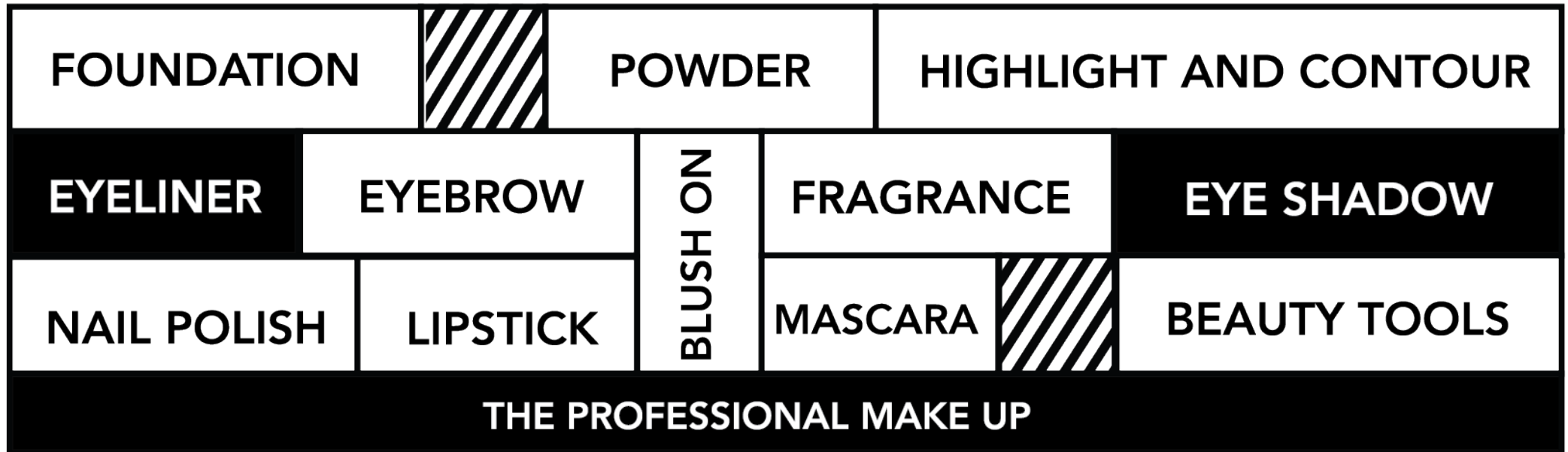
100
ITEMS

◆
250
SKUs

◆
Registration of
trademarks in more than

10 COUNTRIES
WORLDWIDE

PRODUCT CATEGORY





PERSPECTIVE DESIGN



STORE IN THAILAND



GINO McCRAY

The Professional Make Up

GINO MCCRAY THE PROFESSIONAL MAKE UP POWDER FOUNDATION

SPF 15 PA++



As an advanced pearl and gold powder formula for Alawless coverage and velvet finish with SPF 15 PA++ and extra fine particles, this professional powder foundation helps camouflage blemishes for naturally brightened skin and protects complexion against damaging UVA/UVB rays. Whereas, Silica & Nylon-12 provides oil absorbing benefits, while Vitamin E enhances neutralizing free radicals.





ACTIVE INGREDIENT GOLD

Gold has always been a symbol of wealth and luxury. Interestingly, it is also a precious metal which is considered as one of the oldest healing remedies and a highly prized ingredient in traditional Chinese medicine. It is believed to have a positive effect on health and vital energy. Its antibacterial properties are especially beneficial for blemish-prone skin. Gold contains a very gentle skincare ingredient even suitable for allergy-prone skin. This precious metal has antioxidant properties and protects the skin from premature aging. It leaves the skin with a delicate gold shimmer and a radiant complexion.



ACTIVE INGREDIENT PEARL POWDER

Pearl powder is a popular ingredient in skin care products today. It has been used for thousands of years in Chinese and Ayurvedic medicine. Wu Zetian, a Chinese empress, supposedly used the powder to beautify her skin. In Chinese medicine, the powder is said to be detoxifying and used as an anti-inflammatory and a relaxant. In Ayurvedic medicine, pearl is an antidote for poison, and also used as love potions. Pearl powder contains amino acids, calcium, and trace minerals. It possesses many purported benefits for skin and health. Pearl can be used as mineral makeup powder. Many people like the subtle glow of pearl powder as a natural finishing powder to help makeup stay in place.



ACTIVE INGREDIENT

OLIVE SQUALANE

Olive Squalane is a cherished ingredient used extensively in the cosmetic and beauty industry. It is a cruelty-free, plant-based source of the compound Squalane derived from natural olives. In recent years, the popularity and demand for Olive Squalane has been steadily on the rise. It has risen to fame mostly in part due to the extraordinary benefits it offers, coupled with its mass consumer appeal. Olive Squalane is a lightweight, transparent, tasteless, and odorless liquid that reflects the Squalene component of human sebum. Its highly valued chemical properties help moisturize and deeply hydrate the skin, hair, and body without leaving a greasy, oily finish. It also acts as a great emollient; Olive Squalane flows between the cells of epidermis to smooth out and significantly soften the texture of skin. It additionally creates a natural, protective barrier on the skin's surface to slow

Tocopheryl Acetate or Vitamin E is known for its antioxidant properties. Antioxidants help to protect your body from damaging compounds called free radicals. Normally, free radicals form when your body converts food into energy. However, free radicals can also come from UV light, cigarette smoke, and air pollution.

ACTIVE INGREDIENT

TOCOPHERYL ACETATE



GINO McCRAY

THE PROFESSIONAL MAKE UP



GINO MCCRAY THE PROFESSIONAL MAKE UP COLOR LIPSTICK



Enriched with Hyaluronic acid and Vitamin E to deeply moisturize,
enhance cell renewal and reduce lip fine lines.
The silky smooth texture and semi- matte finish will give
a fuller vibrant look to the lips.

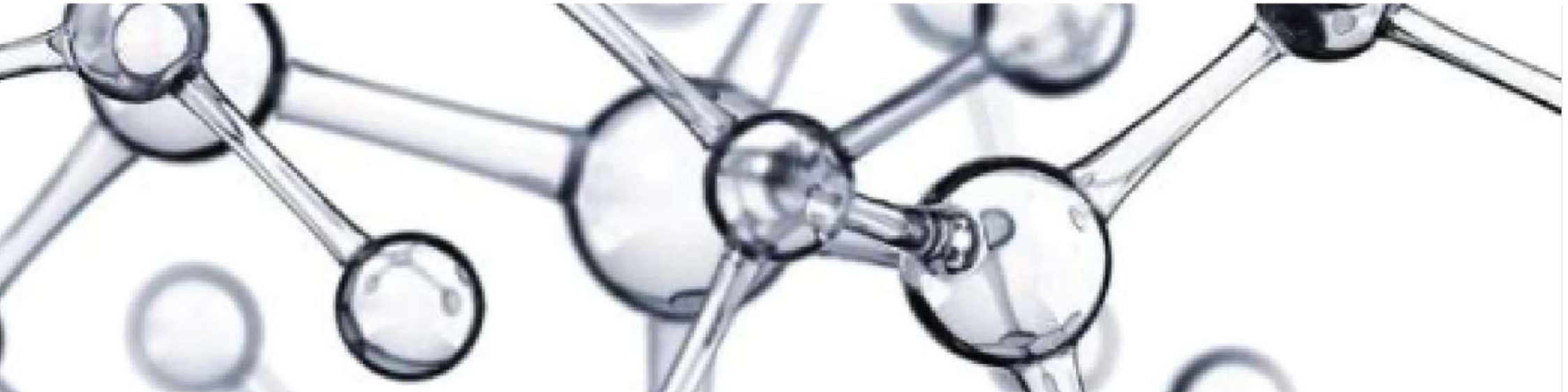


Beta-glucan is a polysaccharide (complex sugar) derived from various natural sources, such as yeast, fungi, seaweed, or oats. It is commonly used in skin care products as a soothing agent and an excellent ingredient for minimizing redness and other signs of sensitive skin.

Beta-glucan also offers antioxidant properties to help visibly minimize signs of aging/sun damage (including reducing the look of wrinkle depth and rough, uneven tone). Certain sources of beta-glucan also offer film-forming moisturizing properties.

In early research, beta-glucan's high molecular weight is believed to inhibit it from penetrating skin, thereby limiting its benefits to just the surface. In more recent studies, beta-glucan has been proven to permeate skin by passing between cells.

ACTIVE INGREDIENT
BETA-GLUCAN



ACTIVE INGREDIENT

HYALURONIC ACID

Hyaluronic acid (HA) is a naturally occurring glycosaminoglycan found throughout the body's connective tissue. Glycosaminoglycans are simply long unbranched carbohydrates, or sugars, called polysaccharides.

HA is the main component of what gives your skin structure, and is responsible for that plump and hydrated look. You may have heard the chatter around collagen, but hyaluronic acid is where it's at.

With the buzz around anti-aging, it's about time we talk about hyaluronic acid, its benefits for our skin, and why molecular weight of an ingredient is important! It plays a pivotal role in the wound healing process [Trusted Source](#), and decreases as we age making us more susceptible to sagging and wrinkles [Trusted Source](#).



NO1 DARK BLONDE



NO2 AUBURN



NO3 BRUNETTE



NO4 DEEP BROWN



GINO MCCRAY THE PROFESSIONAL MAKE UP TRIANGULAR BROW PENCIL

A defined hard sponge tip eyeliner with inky black formula delivers rich pigment with high impact definition. Easy to use with flawless application. The result: dramatic eye look.

ACTIVE INGREDIENT
RHUS SUCCEDANEA
FRUIT WAX



This wax is obtained from the Rhus Sucedanea tree, known as the Japanese wax tree, native to the Asian continent. It is a plant-derived substitute for beeswax, acting as an emollient to achieve a suitable texture and viscosity.

ACTIVE INGREDIENT

BEESWAX

In 3000 BC, the Chinese used beeswax to stain their fingernails as a display of their class in the society. The ancient Egyptian queen Cleopatra used beeswax in cosmetics, such as lipstick to enhance her beauty. Ancient Africans used beeswax as a hair setting gel to hold the shape of hair styles. The first mascaras were originally invented from combining beeswax with black soot or charcoal in order to thicken, lengthen, and darken eyelashes. Today, soot or charcoal are considered unsafe for use in cosmetics, so other nontoxic colorants are used instead. Of the total amount of beeswax produced worldwide today in cosmetics, about 6-12% of it is used for mascaras. Beeswax is a natural substance in cosmetics for thousands of years and it is safe for the face and eyes.

Beeswax possesses an emulsifying effect in mascaras. It binds the oil-based, water-based, and other ingredients such as pigments in mascara to hold on the lashes and not go onto the eyelids when blinking or moving the other eye. It acts as a film-forming agent by creating a continuous, protective film layer, or coating on the eyelashes to prevent smudging or smearing. The film-forming



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GINO MCCRAY THE PROFESSIONAL MAKE UP MINERAL LOOSE POWDER



The Professional Make Up Mineral Loose Powder provides a light, silky veil with perfected matte finish for your foundation without changing its natural contours. This 100% mineral silica powder softens the appearance of imperfections and completely evens out the complexion for a glowing, radiant look of oil-free and water resistant. It can be applied either as a buildable foundation or pigmented powder.



Peat is a substance from moors, bogs, and old glaciers around the world. It's comprised of dead, decomposed plant residues, rich in minerals and antioxidants as a powerful anti-aging ingredient.

The most boasted benefit is to shield the skin from free radicals and boost collagen production. Peat also helps improve cell turnover, increase skin elasticity, and tighten pores. Its powerful ingredient is also a gentle, mild astringent, and an anti-inflammatory for those with psoriasis, eczema, and dry or sensitive skin. It is safe for various skin types.

ACTIVE INGREDIENT

PEAT EXTRACT

ACTIVE INGREDIENT

HYDROLYZED WHEAT PROTEIN

Hydrolyzed wheat protein is basically small-sized protein molecules easily absorbed by the skin and hair for multiple benefits and nutrition. Protein molecules in general are large in size so they are broken down to make them easily absorbed. Hydrolyzed wheat protein ingredient comes in the form of an amber-colored liquid in a wide range of beauty products, such as moisturizers, shampoos, eye creams, and cleansers. Hydrolyzed wheat protein is also gluten-free and safe, but not for consumption.

Hydrolyzed wheat protein has many benefits for the skin. The small molecules of this ingredient easily penetrate the surface and repair the tissues, It tends to form a layer on the skin to prevent moisture loss and give a luminous feel to the skin. It increases the firmness of the skin and prevents it from drying out. Further, hydrolyzed wheat protein has anti-aging properties and reduces the appearance of fine lines and



Perfect Liner

GINO MCCRAY THE PROFESSIONAL MAKE UP PERFECT LINER

The eyeliner in the form of cushion tips to write close to the eyelid, fast dry, and easy to wipe off - with ink tank system for continuous flowing of ink without interruption and highly black pigmented to create a thin outline and makes your eyes charming all day



แห้งไว
ใน 3 วินาที



ปลายเรียว
เล็ก 0.5 mm.



12 ชั่วโมง
ติดทน กันน้ำ



GINO McCRAY

THE PROFESSIONAL MAKE UP

Tocopheryl Acetate or Vitamin E is known for its antioxidant properties. Antioxidants help to protect your body from damaging compounds called free radicals. Normally, free radicals form when your body convert food into energy. However, free radicals can also come from UV light, cigarette smoke, and air pollution.

ACTIVE INGREDIENT

TOCOPHERYL ACETATE



Volumizing mascara for fuller-looking lashes with a panoramic effect, thick yet creamy and buildable texture of well defined and clump-free lashes The improved formula has active ingredients to nourish the lashes, with a new hourglass-shaped brush to evenly distribute the texture. The brush's square ends reach the shortest lashes and those in the corners of the eyes. The innovative formula and brush ensure extremely curly, volumized lashes with a panoramic effect.

GINO MCCRAY THE PROFESSIONAL MAKE UP TOKYO LASH BOMB MASCARA

ACTIVE INGREDIENT
CARNAUBA WAX



Carnauba wax comes from the leaves of the "Tree of Life", a Brazilian palm tree (*Copernicia cerifera*). The hardest natural wax is carnauba. This "Queen of Waxes" is one of the hardest natural waxes obtained by sun-drying of the harvested tree leaves. The high melting point of carnauba wax makes it suitable for enhancing the thermal-stability of cosmetic formulations, ensuring that they maintain their physical or molecular composition even at high temperatures. Because of its natural hardness, shine, and water-proofing qualities, carnauba wax is ideal for use in candles as well as cosmetics such as mascara.

**GINO MCCRAY THE PROFESSIONAL
MAKE UP SUPREME NUDES EYE
SHADOW PALETTE**



Neutral eyeshadow designed to flatter every eye shape, eye color, skin tone, age, and gender, with silky mattes, metallics, iridescent micro-shimmers of every shade formula for velvety texture, rich color payoff, and extreme blendability.



ACTIVE INGREDIENT CARTHAMUS TINCTORIUS SEED OIL

Before the 1960s, Safflower Oil was largely used in the manufacturing of industrial exterior veneers, such as paints and varnishes. Artist painters also used it as an oil solvent. Presently, it continues in both engineering and food industries as birdseed and meal. Safflower oil contains a large amount of linoleic acid as analgesics and antioxidants. The antioxidant property works to minimize the appearance of aging and help restore the lost collagen due to environmental factors like UV exposure and free radicals. Linoleic acid also has a significant role as a skin moisturizer. Safflower oil is also a penetration enhancer, making the skin more receptive to other ingredients of cosmetic product formulation.

ACTIVE INGREDIENT ROSA CANINA FRUIT OIL

Rosehip oil is also known as rosehip seed oil. It's derived from the rosa canina rose bush, grown mostly in Chile. Unlike rose oil extracted from rose petals, rosehip oil is cold pressed from the fruits and seeds of rose plants. Prized since ancient times for its valuable healing benefits, rosehip oil is loaded with skin-nourishing vitamins and essential fatty acids. It also contains phenols of antiviral, antibacterial, and antifungal properties. Rosehip oil is often used for skincare products as a carrier for essential oils which are too intense to put on your skin directly. The oil of rosa canina fruit can make the skin supple and smooth. It is particularly suitable for treatment of dry, flaky and cracked skin, eczema and psoriasis, including burns, injuries and scars.





**ACTIVE INGREDIENT
ROSA CANINA FLOWER EXTRACT**

For a great floral pick-me-up to the skin, roses are a perfect choice! These beauties come packed with antioxidants- like vitamin c-, anti-inflammatory benefits, antibacterial properties, and other goodies to help maintain the young and radiant look of the skin.

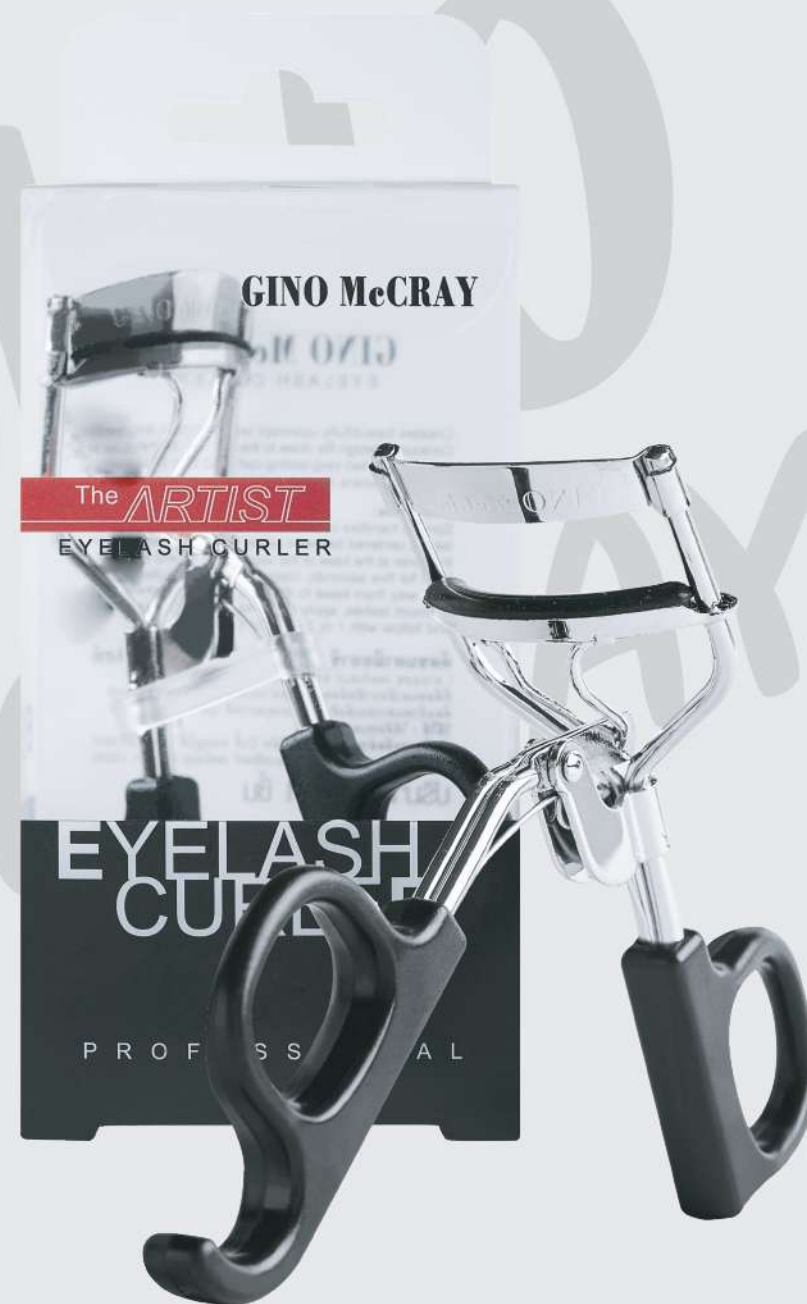
Rosa Canina is a flower of an unbelievable number of benefits for women's health and skin. It can be used for treatment of acne, eczema, and psoriasis. Its anti-aging properties can help reduce wrinkles.

**ACTIVE INGREDIENT
TOCOPHERYL ACETATE**

Tocopheryl Acetate or Vitamin E is known for its antioxidant properties. Antioxidants help to protect your body from damaging compounds called free radicals. Normally, free radicals form when your body converts food into energy. However, free radicals can also come from UV light, cigarette smoke, and air pollution.



GINO MCCRAY THE ARTIST EYELASH CURLER



To create beautifully upswept lashes easily, expertly with contoured design to fit closely to the lash line for maximum curl, and two long-lasting curl pads to be used on bare or mascara coated lashes



820 likes
toktak_a4 ทวรวนบนบวญ #ลุคไหนก็ใส่วร #GINOMcCray #lookatme



216 likes



127 likes



1,005 likes



458 likes



231 likes



502 likes



409 likes



477 likes



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