

How To Create A Unique Eyeshadow?

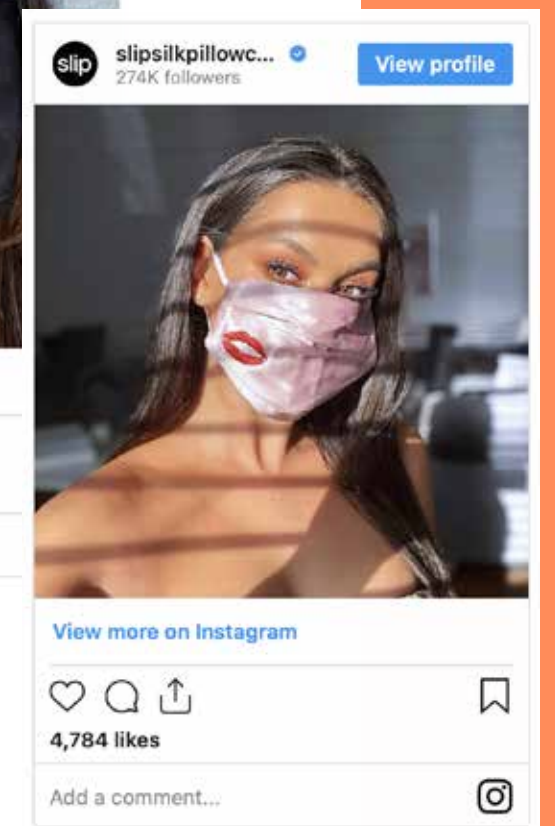
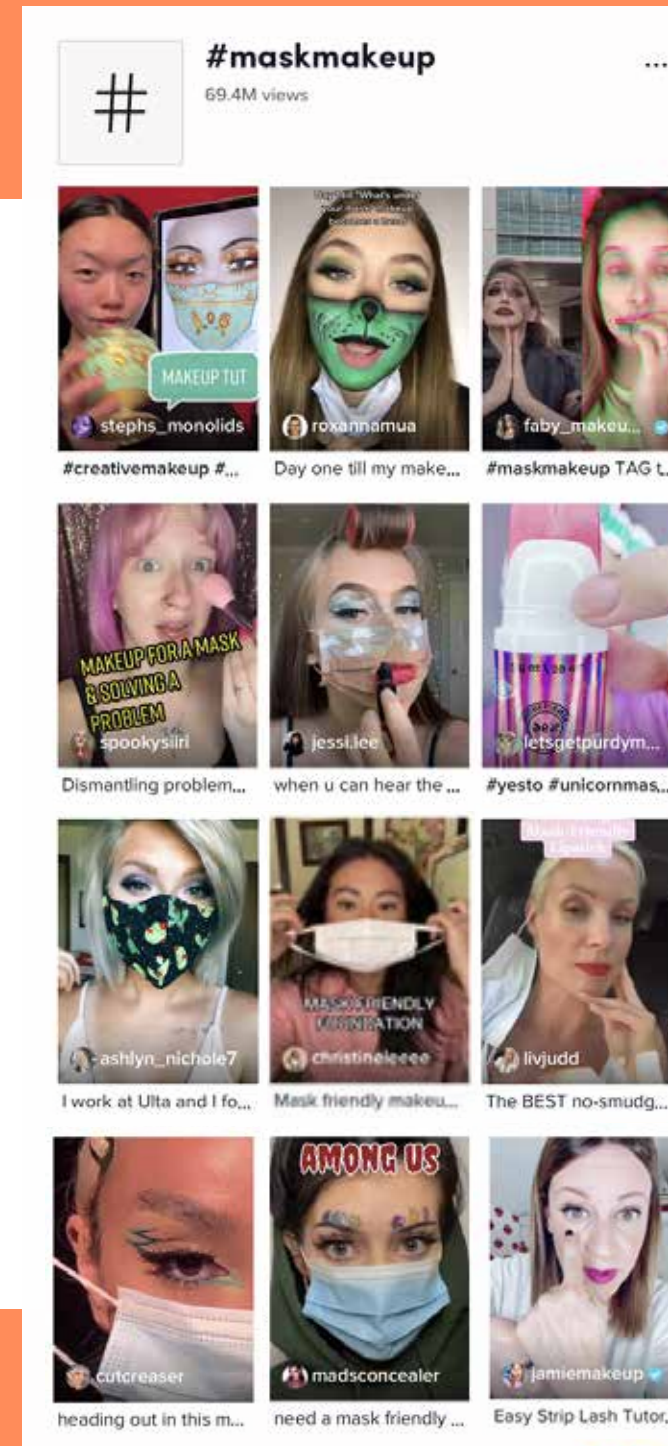
copyright © 2022 by Tairjiuh Enterprise

Trend: Consumers plays with "above the mask" beauty.

#MaskMakeup attracts 69.2M views on TikTok.

“It’s about having fun with makeup around your eyes because that’s how we can express ourselves now.”

Julee Wilson, Cosmopolitan’s beauty director



More people are buying eye makeup than lipstick or foundation.

Eye makeup sales are up 204% during April~June compared with the same period last year.

The Telegraph, Aug. 2020

Huda's eyeshadow palettes that launched in March on Chinese e-commerce site Tmall sold out in a single second.

Allure, Aug. 2020



L'Oréal doubles down on eye makeup

“Obviously, when you can't see the lips, eyes are super important, and so we want to develop very strongly the makeup for eyes”

Jean-Paul Agon, L'Oreal CEO



We believe
Multi-sensory fun
Is key.

3 steps to creating a unique eyeshadow

STEP 1 Choose formulas to lead the trend.

STEP 2 Make your packaging stand out.

STEP 3 Push details for complete differentiation.

3 steps to creating a unique eyeshadow

STEP 1 Choose formulas to lead the trend.

STEP 2 Make your packaging stand out.

STEP 3 Push details for complete differentiation.

FLORA

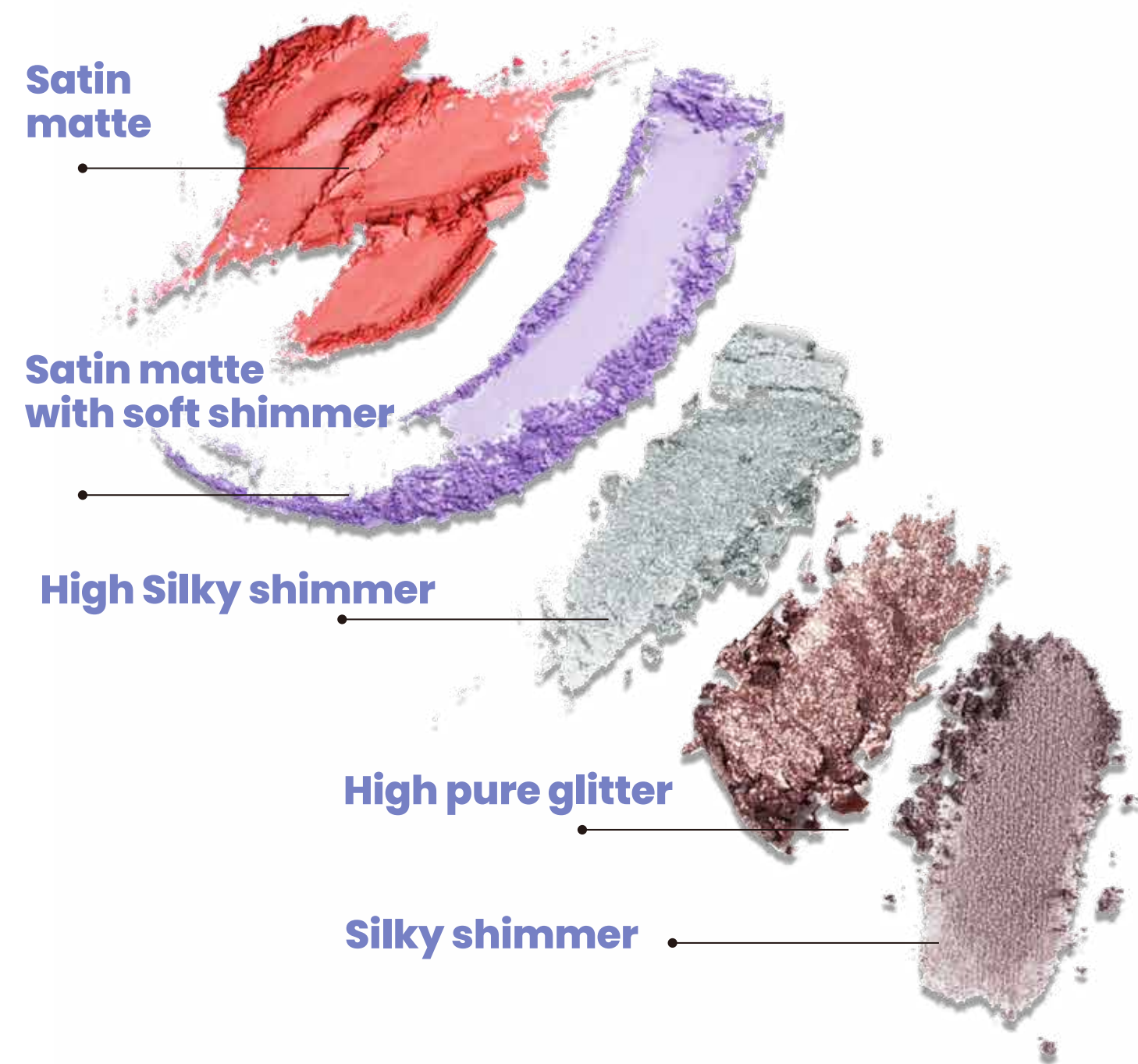
Eyeshadow color :

- The return of lavender and blues, both matte and pearly.
- Enhanced by a range of new pinks.



FLORA

Tj's new **eyeshadow** colors developed to match trend ideas.



FLORA

TJ's sample : **eyeshadow** colors and packaging design.



Note: These products are developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

JOYFULLY

Eyeshadow color : Expressive,
full colors seen in a new hippie chic vibe.



CARLIN
CREATIVE TREND BUREAU

Source : Carlin's trend books



TJ ENTERPRISE

STEP 1

JOYFULLY

TJ's new **eyeshadow** colors developed to match trend ideas.



STEP 1

JOYFULLY

TJ's sample : **eyeshadow** colors and packaging design.



Note: These products are developed by TJ.

Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

TJ ENTERPRISE

beauté

Eyeshadow color :

Eco-awareness gives clues to emulate beautiful salines and oxides.



Source : Carlin's trend books

TJ ENTERPRISE

beauté

TJ's new **eyeshadow** colors developed to match trend ideas.



beauté

TJ's sample : **eyeshadow** colors and packaging design.



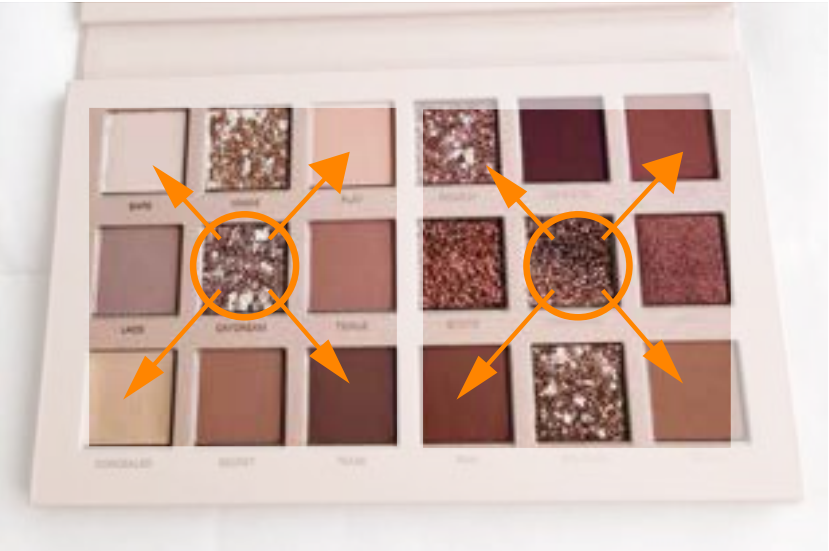
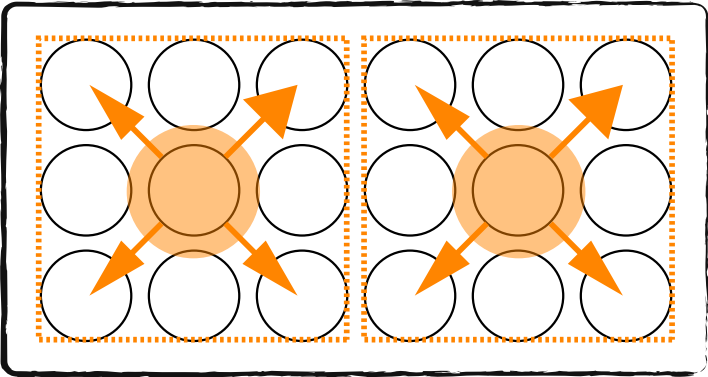
Note: These products are developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

STEP 1

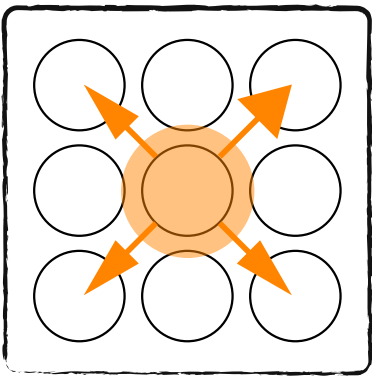
Place your best colors in the center, where consumer first look at. Then layout the other colors around them.

Be Different!

bold



HUDABEAUTY



HUDABEAUTY

VS

Classic layout by light to dark color gradation.

classic



NATASHA DENONA



DIOR

Color story has a golden ratio.

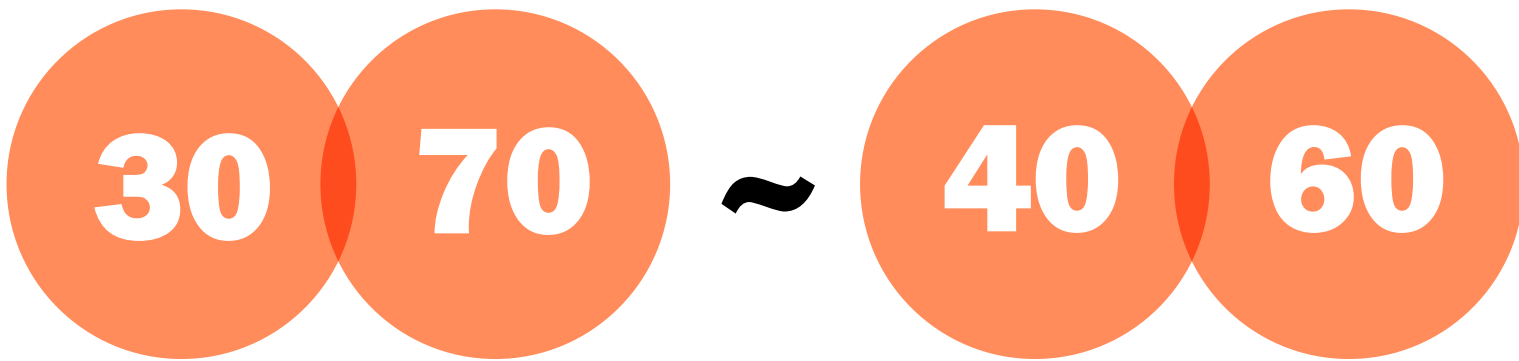


For 4, 6, 9-color palettes :



- ½ colors should be base colors.
- The other ½ should be pointers and top coats.

For 12,18-color palettes or bigger



- 30~40% colors should be base colors.
- The other colors should be pointers and top coats.



Add a branding touch on the powder.
The product instantly gets a custom-made,
exclusive look.



Embossing



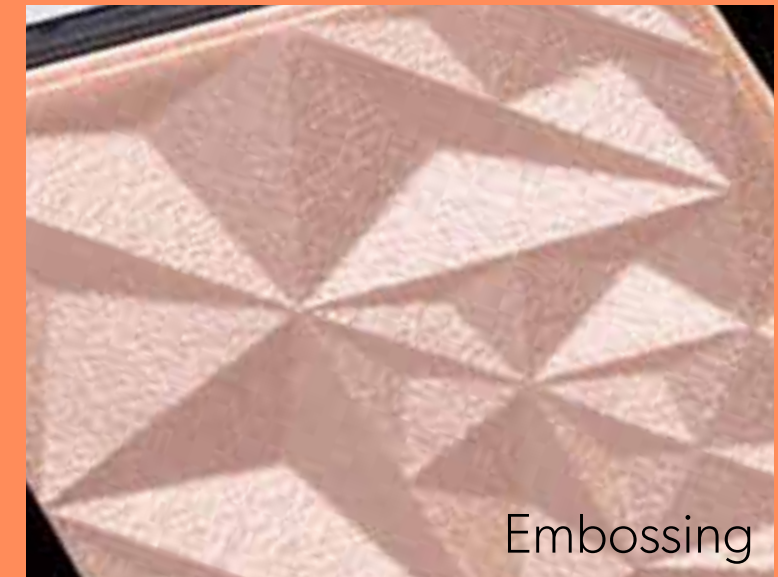
Laser engraving



Molding 3D shapes



Molding 3D shapes



Embossing



Molding 3D shapes

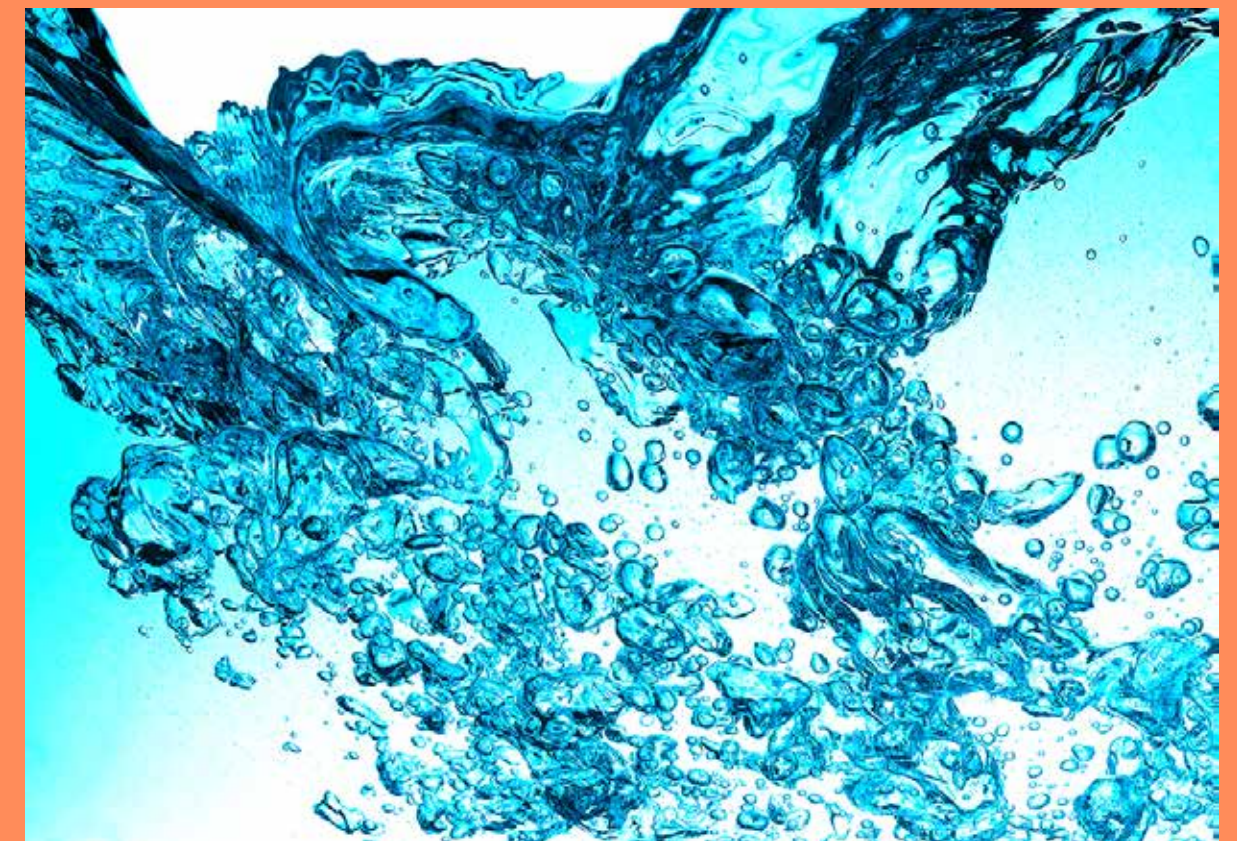


Making it clean

**TJ's clean principle :
Start with less for
healthier skin.**

TJ is a super clean eyeshadow expert manufacturer.
Its formulas and operation will add depth to your brand's "clean story" :

- All factories are 100% talc free
- 100% RSPO palm oil
- "Clean" Compliant with 8 governments 、 6 organizations
- 100% vegan and certified cruelty free
- TJ's ingredient blacklist excludes over 3,000 ingredients
- Solar energy powers 50% of the electricity need



Note: 8 government regulations includes US's Food and Drug Administration, Canada, Australia, Japan, UK, ASEAN, EU Reach, California Proposition 65. 6 organizations include Sephora, LVMH, A.S. Watson Group, HwaHae, Credo List, EWG.

3 steps to creating a unique eyeshadow

STEP 1 Choose formulas to lead the trend.

STEP 2 Make your packaging stand out.

STEP 3 Push details for complete differentiation.

Packaging as an elegant expression of clean beauty

100% clear.

Minimal lines and details.

No aluminum pans needed.

Uses eco-friendly PET.



Note: This packaging is developed by TJ.

Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

TJ ENTERPRISE

Embrace the trend of colorful transparency to communicate your clean product concept



Color-transparent packaging that brings trend idea to sample stage.



Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

Refillable, changeable inner tray



Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

STEP 2

- **Refillable, changeable inner components. Easy to separate and recycle.**
- **Silicon outer casing : translucent and soft-touch, adding chic visual and tactile experience to the consumers.**
- **Can be designed with refills.**



100% PCR plastic is ready.



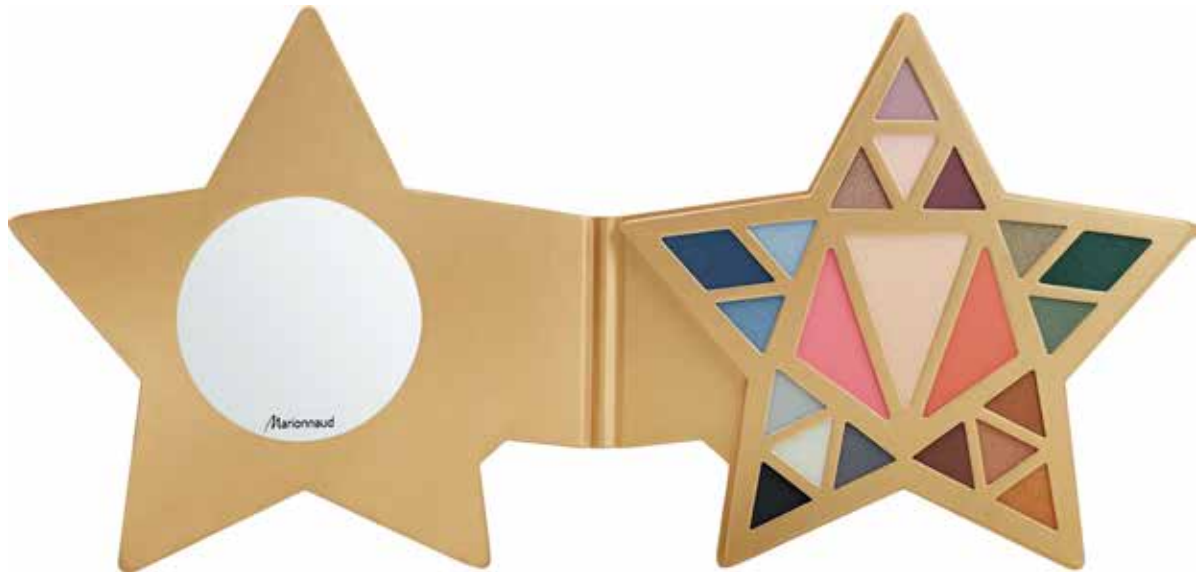
Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

Paper palettes using FSC paper: Green and offer endless possibilities.



Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

Paper palettes using FSC paper : Green and offer endless possibilities.



Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

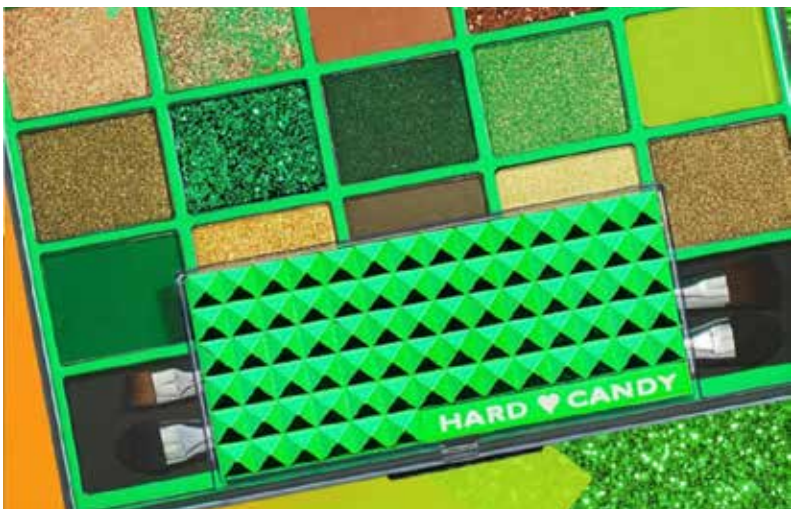
3 steps to creating a unique eyeshadow

STEP 1 Choose formulas to lead the trend.

STEP 2 Make your packaging stand out.

STEP 3 Push details for complete differentiation.

Go further with design details inside and outside of the eyeshadow palette : adding fun, exotic materials



ABS with electro-plating



Bubble wrap made by metallic paper

Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

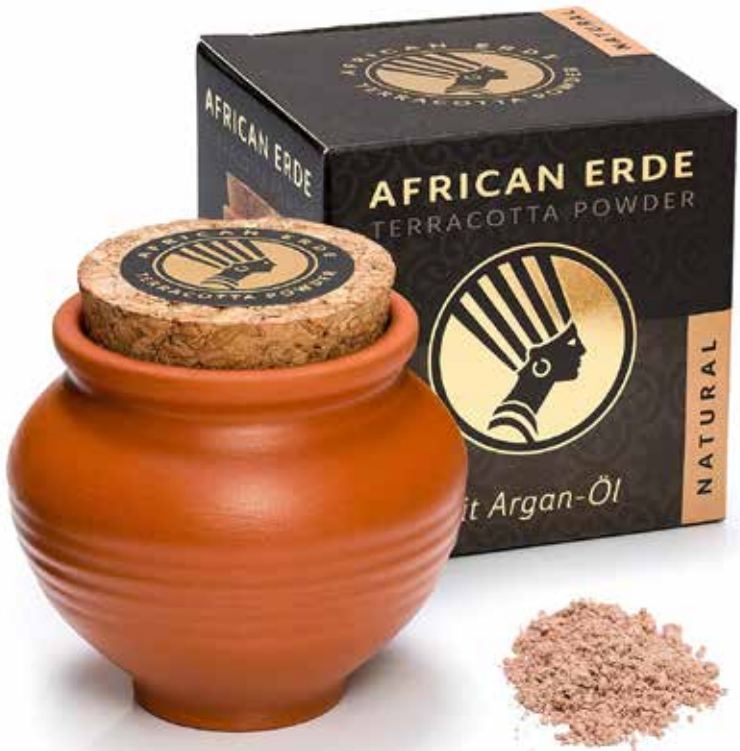
Go further with design



Palette made of bamboo



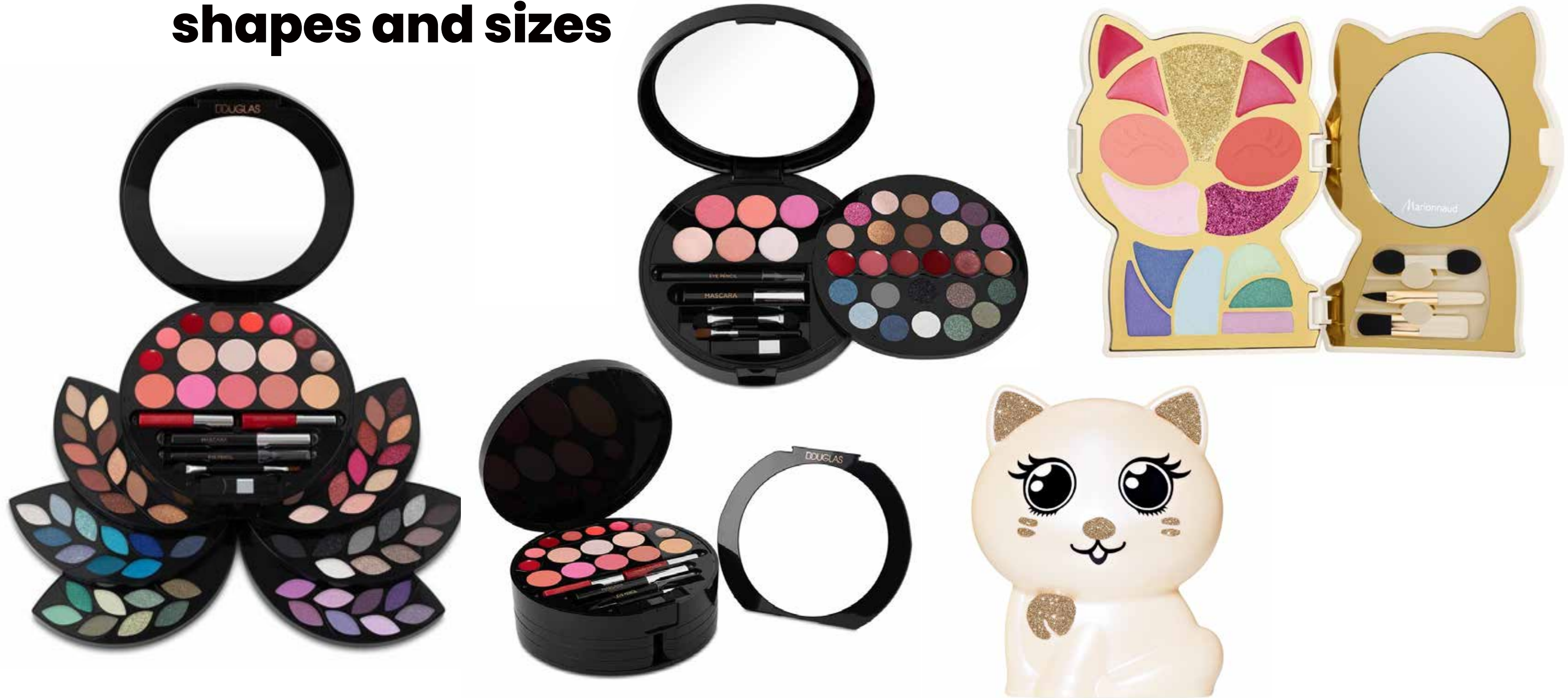
Clutch-shaped design



Jar made of ceramic

Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

TJ is highly capable and experienced with customized shapes and sizes



Note: This packaging is developed by TJ.
Please contact us for a **free consultation for product development**. A **concept drawing** will be included.

Consider us
Not only as your supplier,
But also as your
Thought partner
In product innovation.

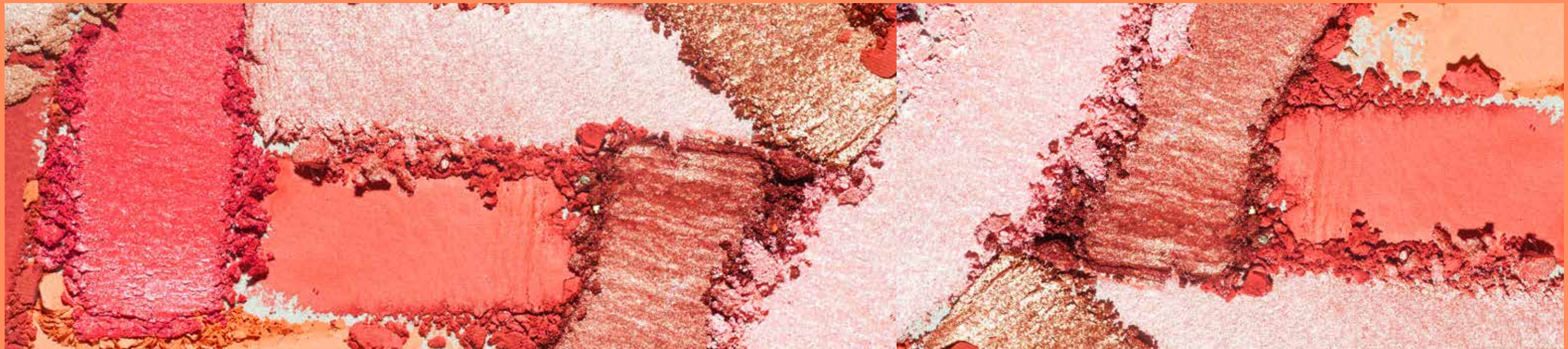
TJ Enterprise is a Taiwan-based cosmetics manufacturer that focuses on 3 competencies to help brands create highly differentiated makeup products :

- **Clean beauty**
- **New, creative visual effect**
- **Unmatched collection of decorative materials**



To further strengthen the clients' brands, the whole company is focused on bringing both

- **Unique makeup colors.**
- **Exciting new decorations on the outer packaging.**



For both its own laboratories and factories, TJ has been investing heavily on :

Powder Technologies

(Eyeshadow, foundation, blush,
highlighter, bronzer)

Wide Range **Special Color Effects**

10's of thousands **Stock Colors** Quick To Market

Large Library Of **Decorative Materials**

Multi-Sensory

Modularized Service Innovation

Low MOQ

Trend-Leading R&D

claire's

I ♥
REVOLUTION

pixi!
by
petra

pop
beauty

NOCIBÉ

PARISAX
PROFESSIONAL

DOUGLAS



PS... β

VICE

April
PARIS

MALU WILZ

ICING smashbox



HERSHEY'S
Licensed Product

MISS COP
MAKE-UP

Barbie

Angel Heart

TASTE
beauty

★ CORAL®
COLOURS

lottie
LONDON

✠ RIMMEL

kiki®



gratis

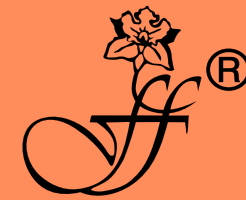
TJ ENTERPRISE



BYS®

Malibu Beauty

youstar



Luvia

Luvia
COSMETICS

ONLY
YOU

SAX®
NEW YORK

LAHAYE

SAVVY by DB

Joli (X) Joli

Gloss!
PARIS®

LORENAY

bebe

PAMELAGRANT

JIVAGO

MISS EUROPE
PARIS

Dolce
cosmetic

ELIXIR
MAKE-UP

ETIENNE
expert

KIREI FACTORY
Kireiso Monogatari

Amara

HONEY
BUNNY
MISS

Martinelia



SIGNATURE
CLUB A

SHEGLAM

ZIN BEAUTY

SULTRY

TRU
BEAUTY

Zepii (X) Cosmetics

GWA LONDON
GIRLS WITH ATTITUDE

LASH ETIENNE
expert

SUNKISSED



STATIONERYCOSME&COUPY

LOHACELL

Natasha
BEAUTY

TJ+

EDGE



FOREVER 21



CAMEO®

CITY COLOR®

HARD♥
CANDY

TJ ENTERPRISE

Quick facts

Business type

Private label manufacturing.

Key products

Eyeshadow, foundation, highlighter, blush, bronzer, lipstick.

Founded in year

1981

Headquarter location

Tainan, Taiwan

Number of employees

1000

Number of R&D staffs

50

Factory location

1 in Taiwan, 2 in China

**Please contact us for a free consultation for product development.
A product concept drawing will be included.**

Contact person : Ms. Angel Hsieh

Email : sales@tairjiuh.com.tw

Phone : +886910577179

Address :

No. 7 Dafa Road,

Rende District, Tainan City 71720

Taiwan (R.O.C.)

