

Méthode
BEAUTÉ

REFIN
MOISTUR
MASQUE HYDR

 **Méthode SWISS**
BEAUTY CARE

BALANCING
SKIN TONER
TONIQUE EQUILIBRANT

 **Méthode SWISS**
BEAUTY CARE
AQUA HYDRATING DAY CREAM
AQUA-CREME HYDRATANTE JOUR





de SWISS
Y CARE

ING
E MASK
RO-LISSANT



Methode SWISS
BEAUTY CARE

HYDRATING
CLEANSING MILK
LAIT DEMAQUILLANT
HYDRATANT



Methode SWISS
BEAUTY CARE

PURIFYING FRESH
LOTION
LOTION FRAICHE
PURIFIANTE



Social Responsibility

關懷社群

As a well-recognised and expanding company in the Asia Pacific region with an excellent brand name and profile, Sa Sa is fully aware of its responsibilities as a good corporate citizen. We believe that a reputation for integrity and social awareness is one of the most important assets that a company can possess.

Building Ties with Society

In line with our corporate mission to “make life beautiful”, we offer more than cosmetic retailing and beauty services to our customers. We aim to make their life more rewarding and the society in which they live more harmonious and healthy by contributing to community programmes, sponsorships and donations; in particular those targeted at women, young people and children. In addition to donations in kind and the devotion of our staff's resources and energy, last year's total cash contribution amounted to HK\$1.2 million.

Supporting Education and Youth Development

During the year, we sponsored and made donations to various local institutional programmes in order to support education in both Hong Kong and Mainland China, such as those of University of Hong Kong, the Chinese University of Hong Kong, the Polytechnic University and Sheen Hok Charitable Foundation. Sa Sa also sponsored “The Long March for Education”, a fund-raising event for the Sowers Action, which is dedicated to improving basic education in China. We also set up a counter to provide complimentary make-up consultation at the “Hong Kong & Macau Skill Contest for Youths” organised by the Labour Affairs Bureau of Macau SAR.

Care for the Community

Sa Sa has long participated in the activities of the Community Chest of Hong Kong. During the year, Sa Sa was the sole sponsor of the “Mark Lui & Friends Charity Concert” at the Hong Kong Coliseum. The event raised over HK\$2 million for the Community Chest. More than 12 artists including Leon Lai and Kelly Chan participated in the charity show. Sa Sa also participated in “The World's Biggest Donation Box” programme to sell mini donation boxes to raise funds for the Community Chest's child and youth services.

In addition to being a full-year sponsor of the Po Leung Kuk in Hong Kong, we continued to support the organisation's various fund-raising activities. Other beneficiaries included Caritas-Hong Kong, the Hong Kong Girl Guides Association, the Rotary Club of Hong Kong and the Playright Children's Play Association.

憑藉卓越品牌及形象，莎莎在亞太區廣受認同，擴展迅速，同時亦深明擔當良好企業公民的責任。集團相信，剛正不阿的營商態度及對社群的關懷乃公司最重要資產之一。

連繫社會

為了達成「美麗人生」的集團使命，除向顧客提供化粧品零售和美容服務外，集團更向公益活動捐款、提供贊助及捐贈物品（特別是以婦女、青少年及兒童為對象者），使人生更富意義，所處社會更和諧健康。除捐贈物品和動員員工投入參與外，集團年內的現金捐贈達一百二十萬港元。

支援教育及青少年發展

年內，集團曾贊助多個本地教育機構活動及作出捐贈，以支持香港和內地的教育，受惠機構包括香港大學、香港中文大學、香港理工大學和善學慈善基金。莎莎並贊助苗圃行動「助學長征」籌款活動；該組織致力改善中國基本教育。莎莎更在澳門勞工事務局所舉辦的「港澳青年技能大賽」中設立攤位，提供免費化粧品指導。

熱心公益

莎莎參與香港公益金活動已有悠久歷史。年內，莎莎擔任在香港體育館舉行的「雷頌德公益金音樂會」的獨家贊助商。活動為公益金籌得逾二百萬港元的善款，參與藝人超過十二位，包括黎明及陳慧琳等。莎莎更參與「舉世最大公益箱-愛心小錢罌」義賣計劃，為公益金的兒童及青年服務籌款。

除了擔任香港保良局的全年贊助機構外，莎莎繼續支持保良局的其他籌款活動。其他受惠機構包括香港明愛、香港女童軍總會、香港扶輪社及智樂兒童遊樂協會。

Encourage Employee Participation

Sa Sa's commitment to making a positive difference to society involves everyone in the Company. We encourage senior management's participation in both community service and the development of the industry, while mobilising staff participation in charity and community activities. During the year, our Chairman and CEO, Mr. Simon Kwok shared his experiences with students of the City University of Hong Kong and took a pro-active role in contributing to industry associations, local institutions and charity organisations. Mr. Kwok was Co-chairman, 2005-2006 Community for the Chest Organising Committee. Our Vice-Chairman, Mrs. Eleanor Kwok, was appointed a Director of the Board of Directors 2006-07 of Po Leung Kuk.

A team of staff and their families participated in the Walk for Millions to raise funds for the Community Chest and the Heart Health Carnival and Walkathon in Hong Kong by the World Heart Federation. Other caring initiatives included the 'Heart to Heart Project' of the Hong Kong Federation of Youth Groups, whereby a group of Sa Sa staff joined a team of students to organise and participate in voluntary work in 2006.

Sa Sa colleagues in Hong Kong showed their kindness and compassion by participating in the Lunar New Year Gift Collection Programme organised by the People's Food Bank for gift donation to families and children in poverty. Sa Sa also sponsored the charitable sales by Miss Hong Kong in Hong Kong, with all donations being made to UNICEF.

Supporting Social Development in China

Sa Sa's support for the community and society as a whole extends beyond the confines of Hong Kong to the motherland as a whole. During the year, Sa Sa acted as the title sponsor for a major fund raising activity of the China AIDS Initiative to support its HIV/AIDS projects in the Mainland. Sa Sa also sponsored various fund-raising activities of Lifeline Express to support its cataract operations in remote parts of China.

鼓勵僱員參與

莎莎致力回饋社會，並鼓勵公司員工參與。集團亦支持管理層參與公益服務及行業發展，同時亦動員旗下員工參與各種慈善活動。年內，集團主席及行政總裁郭少明與香港城市大學學生分享經驗，更從多方面積極支持行業商會、本地教育機構與慈善組織。郭先生乃二零零五/零六年度「萬眾同心公益金」籌劃委員會聯席主席。集團副主席郭羅桂珍女士則獲委任為保良局二零零六/零七年度總理。

莎莎員工及家庭成員組隊參加公益金百萬行及世界心臟聯合會在香港舉辦的心臟健康嘉年華及馬拉松步行活動。其他活動包括二零零六年香港青年協會「心連心計劃」，莎莎員工在活動中與一組學生攜手合作組織及參與義務工作。

香港莎莎同事積極參與「眾膳坊」所舉辦的農曆新年禮物收集計劃，捐贈禮物予貧困家庭及兒童。莎莎並贊助香港小姐義賣活動，所得捐款均送交聯合國兒童基金會。

支持國內發展

莎莎對社群的支持並不局限於香港，亦將範圍伸延至祖國。年內，莎莎擔任中國愛滋病防治行動大型籌款活動冠名贊助商，支持在中國內地的愛滋病防治項目。莎莎亦贊助健康快車多項籌款活動，支持該組織在中國偏遠地區提供白內障切除手術。

