

YOUR STORY DESERVES THE SPOTLIGHT

MEMBER INTERVIEW

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Director

Beauty Treasures



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY



Q. Beauty Treasures Ltd. offers a wide range of luxury skincare, haircare, perfumes, and cosmetics. Could you share the inspiration behind establishing the company and its mission in Myanmar's beauty industry?

A. My journey began with a deep passion for beauty and wellness, and my focus has always been on effective and luxurious beauty solution to the needs of our local market.

I'm passionate to creating impact – empowering people to feel confident in their carrier development

I Lead a passionate team and together. we've grown Beauty Treasures into a brand know not just for products, but for experience and education and care for both consumer, partner and the industry. I've built strong partnership with premium international brands and developed a trusted reputation in the market for quality and authenticity.



Q. With boutiques and distribution centers in locations like Yangon and Mandalay, how does Beauty Treasures ensure consistent quality and customer experience across all outlets?

A. At Beauty Treasures, consistency is a core value- both in product quality and the customer experience, with our presence in key location like Yangon and Mandalay, we've developed a strong operational frame work that every touch point, from boutique to distribution, reflects the same level of excellence.

First, we maintain direct relationships with our international brand partners, which guarantees authenticity and quality control from the source.,

Second, we invest heavily in team training, every staff member from Beauty consultants to logistics personnel goes through and in-depth onboarding and ongoing development program, they are trained not only on product knowledge but also on customer care, services etiquette and how to offer personalized recommendations tailored to local skin types and concerns not with over promises.

Q. The beauty industry is rapidly evolving with new trends and consumer preferences. How does Beauty Treasures bring luxury brands that constantly meet premium quality? Could you please introduce some of the premium brands you want to highlight?

A. At Beauty Treasures, we understand that the beauty industry moves fast- with new trends, technologies, and consumer expectation emerging constantly, we stay ahead of beauty industry trends by consistently seeking out brands that not only embody luxury but are also backed by science , safety and proven results. Our customers in Myanmar are becoming increasingly knowledgeable – they are looking for high-performance, medically recommended products that also deliver a luxurious experience.

To meet this demand, we maintain strong relationships with global houses and carefully select each brand based on its clinical credibility, innovation and international reputation, our team does continuous research and market evaluation to ensure every brand we bring into our portfolio align with our commitment to quality, safety and long-term partnership.

Some of the premium brands we're proud to offer and continue expanding – include:

Uriage - A renowned French dermo cosmetic brand that uses thermal water from the French Alps. Its I deal for sensitive and medically treated skin, combining dermatological expertise with hydration and protection.

Valmont – A Prestigious Swiss skincare brand know for anti-aging excellence and cellular cosmetic science, with ingredients sourced from the Swiss Alps, Valmont delivers visible results and an indulgent skincare ritual.

In addition to skincare and hair care, we are also proud to lead the niche fragrance movement in Myanmar. Our perfume collection includes some of the most exclusive and artistic fragrance houses in the world, such as:

Parfums de marly – French elegance and royal heritage bottle into rich – long- lasting perfumes

Juliette Has a Gun – A bold, modern brand redefining femineity through fragrance with an edge

Xerjoff – Italian luxury at its finest, combining rare ingredients with opulent presentation.

Nasomatto – Avant- grade, potent, and intentionally mysterious, each scent is a statement

Orto Parisi – A creative, raw exploration of the human body and nature through perfume, created by Alessandro Gualtieri.

Each of these brands brings something unique – whether it's clinical efficacy, artisanal craftsmanship or olfactory artistry. Together they help us fulfill our mission of raising the standard of luxury beauty in Myanmar while offering our customers a global-quality experience they can trust and enjoy.



Q. As a member of CCI France Myanmar, how does this partnership support Beauty Treasures' growth and networking opportunities?

A. Being a member of CCI France Myanmar has been a strategic and rewarding partnership for Beauty Treasures Ltd. It aligns perfectly with our commitment to bringing premium, authentic and high-quality French brands – particularly in skin care, hair care and perfumery to the Myanmar market.

Business Networking – Through CCI France Myanmar, we've built strong relationships with French companies and other professionals who share our standards for quality and innovation. These connections help us stay ahead in sourcing and representing the best in luxury beauty.

We benefit from CCI's access to market intelligence, industry updates and business development forums that keep us informed about changes in consumer behavior, import/export trends and regulatory shifts in both France and Myanmar.

Credibility & Trust: Being affiliated with such a respected chamber adds credibility to our brand and reassures both our international partners and local clients that Beauty Treasures is operating at a global standard. It reinforces our identity as a trusted gateway for French and European luxury brands entering Myanmar.



Q. Could you share any success stories or milestones that Beauty Treasures has achieved since its inception?

A. “Since the founding of Beauty Treasures Ltd, we’ve experienced several meaningful milestones that reflect both growth of our business and the trust we’ve earned in Myanmar.

We are incredibly proud to be the official distributor for international dermo cosmetic brands like Uriage and premium lines such as Valmont.

These partnerships are a strong testament to our credibility, professionalism and ability to represent global brands with integrity in Myanmar.

In the perfumes segment, our curated collection of niche fragrance houses- such as Perfume de Marly, Xerjoff , NISHANE , Nasomatto and Orto parisi has attracted a loyal , sophisticated clientele .Being a pioneer in this niche segment has helped build a new appreciation for artistic perfumery in Myanmar.



Q. What has been the most rewarding part of your journey with Beauty Treasures, and what message would you like to share with young people in Myanmar who dream of building something of their own?

A. The most rewarding part of my journey with Beauty Treasures has been something that impacts people. Seeing our customers place their trust in Beauty Treasures as their trusted partner has been incredibly fulfilling.

Equally rewarding is the growth of my team. I've had the privilege of mentoring and working alongside passionate, hardworking individuals – many of whom have grown with company, building a business that not only offer products but also create opportunities for people has been a deeply meaningful experience.

To young people in Myanmar who dream of building something of their own, I want to say this Start with what you believe in. what matter most is staying true to your values, being willing to learn and having the courage to take the first step-even when the market isn't ready or the timing isn't perfect.

There will be challenges, but if you lead with integrity, if you care about your customer and your people if you stay committed to your best, your work will speak for itself. Building something that reflect too, your story and your purpose. That's what makes it special “

Distribution Coverage

Sales and Distribution Channels



Beauty Treasures



- Q. What's next for Beauty Treasures? Are there any exciting new launches, partnerships, or plans on the horizon that you can share with us?
- A. Ultimately, our goal is to keep raising the bar for the beauty industry in Myanmar. From growing our education-based customer service model to introducing wellness-focused product lines, we're moving toward a more holistic beauty and self-care experience. It's a new chapter—and it's just the beginning."