



Yearly Theme 2025

Concept development

November 13, 2023

Yokuandi 有快遞

All along, HR has been pursuing higher and
achieving higher,



Despite the turbulent macro environment.



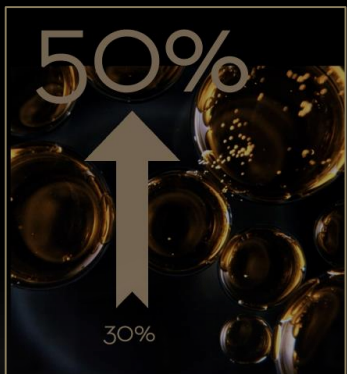
HR keeps up the momentum



How to make this succuss sustainable?

By keep exceeding limits of beauty power,
By keep re-inventing ourselves.

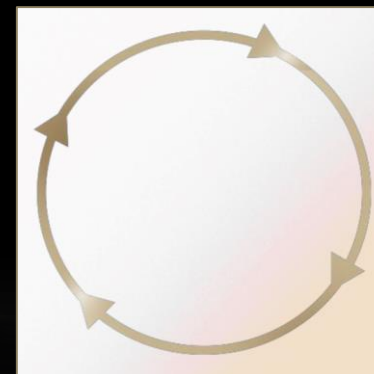
At the summit,
HR set the bar even higher.
We re-invent benchmarks.



As the leader,
HR extends the leadership to
bigger.
We re-invent women ambition.



Beauty should be sustainable
For you and for the planet.
We re-invent green luxury.



HR inspires the sustainable success to all HR ladies

Repair
Skin

Renew
Ambition

Reinven
t Oneself

To unleash infinite possibilities



It 's the spirit carried by HR ladies:

What didn' t kill me makes me s

Champion not just in games



I won' t stop here.

Ages are just numbers



What' s next?



I' m more than this

2025, at a year of re-invention

When the whole world says to a woman “It’s good
enough.”

HR ladies have all power to:

Achieve more success,

Unlock new life roles,

Cultivate new capabilities,

Enjoy longer-lasting youth,


Start over again at anytime,

.....



Opt 1

IGNITE THE INFINITY



Opt 2

LIVE THE INFINITY

激活 美之无限

青春是否能无尽绽放？
美丽是否可以超越时光？

在对持久之美的追寻中，HR持续探索科学的边界，
练就引发无限新机的肌肤炼金术。

真正的传承源于不断的自我再造，
而HR赋予女性修复自我、焕新自我和重新定义自我的力量。

正如皮肤能拥有新生一样，抱负和梦想也能。
人生是你的个人史诗，没有任何人可以定义你旅程的终点。

可能性之门为你敞开，
在任何时刻，都能踏入新的境界。

在至美力量的推动下，你即是可能性本身。
生命有限，人生之美无限。

Ignite the infinity

Can youth bloom endlessly?
Can beauty last forever?

In our quest for enduring beauty, we push the limits of
skin science. Crafting a narrative where HR becomes the
alchemy of limitless possibilities.

True legacy comes from constant self-reinvention,
and HR empowers women to repair, renew, and redefine.

Just as skin can find new life, so can ambition and dreams.
Life is your own odyssey, free from defined limits.
Doors are wide open; new realms await at any age.

Fueled by the HR power of beauty,
within you resides the infinite.

Embrace it, embody it.
Ignite the Infinity.



2025

LIVE THE INFINITY

2024

STAND HIGHER, SEE FURTHER

2023

LEAD WITH BEAUTY

2022

BEAUTY AHEAD OF TIME

2021

POWER OF CHANGE

2025

LIVE THE INFINITY

Alternative
options

IGNITE THE INFINITY

TIME TO REGENERATE

BORN AGAIN

The background of the entire image is a deep blue night sky filled with numerous stars of varying brightness. In the lower third of the image, there is a range of rugged mountains. The peaks and ridges are partially covered in snow, which appears as bright white and light grey patches against the darker, rocky terrain. The lighting suggests a low sun or moon, creating soft shadows and highlighting the textures of the snow and rock.

Thanks

November 13, 2023

Yokuaidi 有快递