

GLOBAL · VALUE · CREATIVE

# SISA UNITED PROFILE 2019

시사국제미용연합회 소개서 ( ENGLISH )



# PART 1 ABOUT SISA UNITED

시사국제미용연합회 소개



# FOUNDER'S MESSAGE

**With drastic changes and innovations, we will grow into a global association loved and respected around the world!**

The past history of SISA was a journey of challenge to promote Korea's K-beauty culture to the world, and a time of passion for fostering beauty professionals. Poetry has not stopped the journey toward dreams as a driving force for challenge and success. Through continuous efforts, we have continued to grow in various fields such as semi-permanent makeup, skincare, eyelash extension, makeup, and nail art, and actively explored overseas markets to establish the status of the global beauty association in name and reality.



**SISA UNITED FOUNDER**

KEVIN KWAK



# OUR BRANDS



시사국제미용연합회  
SISA UNITED  
(Korea main branch)



시사 말레이시아지사  
SISA UNITED  
(Malaysia branch)



시사 베트남지사  
SISA UNITED  
(Vietnam Branch)



케이뷰티올림픽  
K-BEAUTY OLYMPIC



케이뷰티올림픽  
K-BEAUTY OLYMPIC  
Seoul, Korea  
(Change Destiny)



케이뷰티올림픽  
K-BEAUTY OLYMPIC  
Kuala Lumpur, Malaysia  
(The Next Universe)



케이뷰티올림픽  
K-BEAUTY OLYMPIC  
Bangkok, Thailand  
(Beyond Infinite)



시사 오스카어워드  
SISA OSCAR AWARD



시사코스메틱  
SISA COSMETIC



브이 이미지 아카데미  
V IMAGE DESIGN ACADEMY  
(Malaysia / Guangzhou /  
Shenzhen / Indonesia )



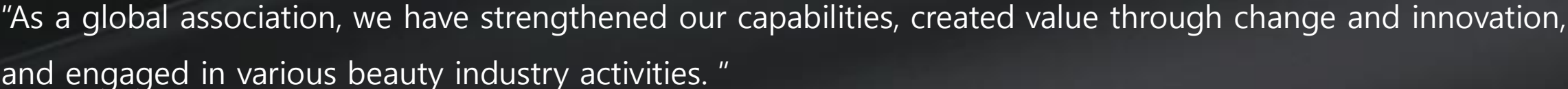


# WORLDWIDE MEMBER



“As the largest international beauty association in Asia, SISA has 3,000 more members in different countries.”





# PART 2    ADVANCED & EXPAND

연합회발전, 전세계로의 확장





# SISA UNITED PROFILE



As the largest international beauty association in Asia, SISA has overseas branches in Korea, Malaysia, China, and 3,000 more members of the Beauty Federation in Korea, China, Malaysia, Vietnam, Singapore and other many countries. To spread technical beauty industry to the world, it holds the annual K-Beauty Olympic International Beauty Contest, which is hosted by Asian countries such as Korea, Malaysia, Thailand and it has the highest rate of overseas students with a participation rate of 94.8% in Korea, China, Thailand, Malaysia, Vietnam, Philippines, and Indonesia..





# VISION OF SISA UNITED

VISION

GLOBAL ·  
**VALUE** · CREATIVE

글로벌 · 가치 · 창조

As a global association, we have strengthened our capabilities, created value through change and innovation, and engaged in various beauty industry activities. We will contribute to the co-growth and development of the beauty industry in Korea with our members.



# SISA MANAGEMENT PRINCIPLE

## MANAGEMENT PRINCIPLE

핵심역량  
강화

Strengthening  
core competencies

가치  
경영

Value-based  
management

현장  
경영

On-site  
management

# PART 3 VALUE & BUSINESS

가치창조 및 사업연혁





# SISA GLOBAL BUSINESS



SISA UNITED organized K-BEAUTY OLYMPIC which is the biggest beauty competition with the 2000 participants from more than 20 countries. We are planning to have abroad branches in each country to further accelerate the safety and growth of global business.



# SISA GOVERNANCE STRUCTURE

## STRUCTURE

■ 협회부문   ■ 사업부문



The company strives to promote shared growth and the development of the beauty industry in various business sectors such as beauty competition, EXPO, conference, product development and distribution, education and service. In 2016, K-beauty industry was able to spread around the world and achieve sustainable quality growth, so it took the first step of K-BEAUTY OLYMPIC involving beauty artists from three different countries. It also established branches in Malaysia and China in 2018 to grow into a global company. In the future, SISA will expand its overseas branches and members and actively support and cooperate to increase the value of the association, creating future values for the beauty industry, and grow into a global association that is trusted by beauty artists through various beauty industry activities.



# SISA BUSINESS OVERVIEW

## BEAUTY COMPETITION | 미용대회

1ST SISA K-BEAUTY OLYMPIC (KOREA, 2016)

2ND K-BEAUTY OLYMPIC (THAILAND, 2017)

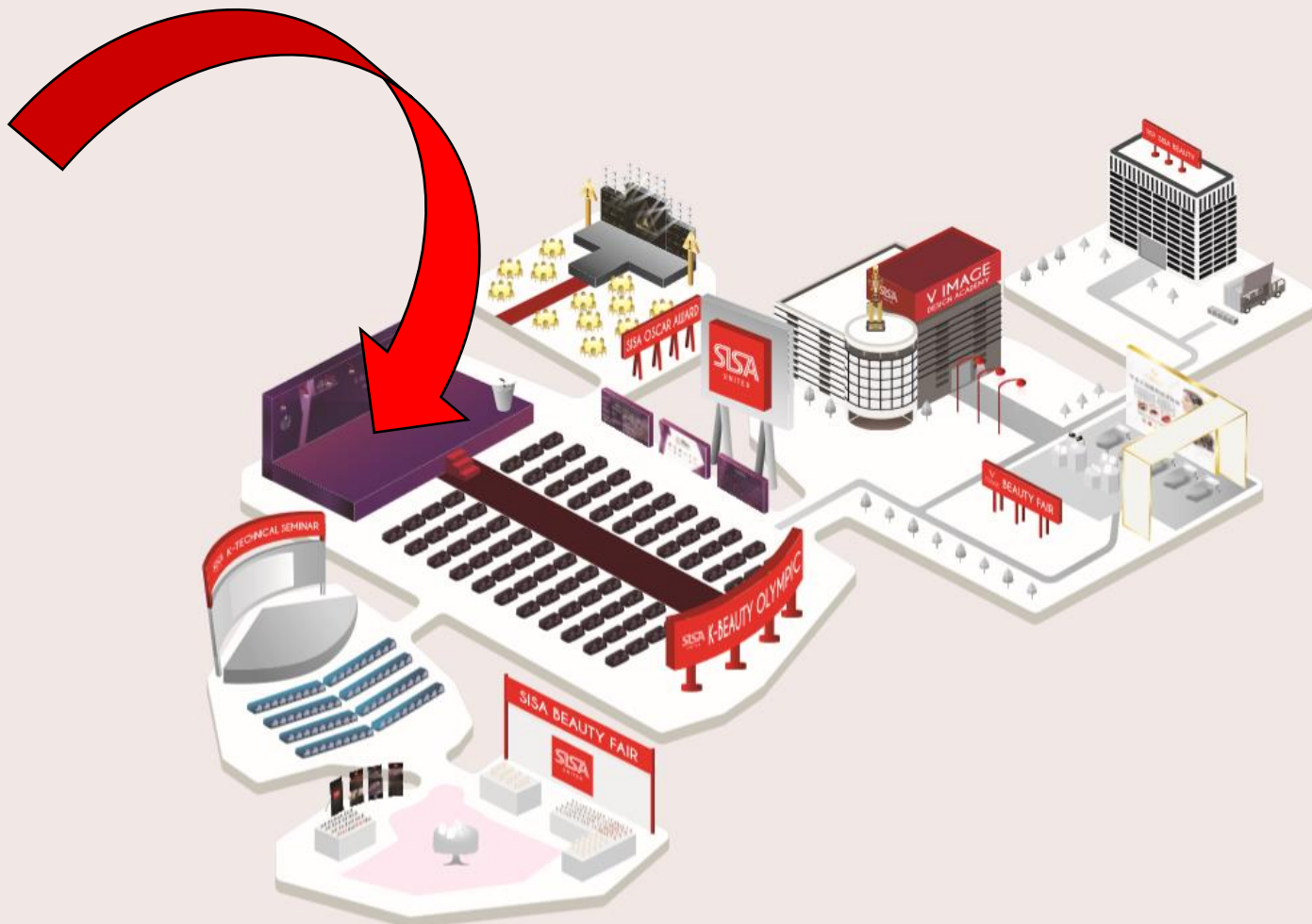
3RD K-BEAUTY OLYMPIC (KOREA, 2017)

4TH K-BEAUTY OLYMPIC (MALAYSIA, 2018)

5TH K-BEAUTY OLYMPIC (THAILAND, 2018)

6TH K-BEAUTY OLYMPIC (MALAYSIA, 2019)

7TH K-BEAUTY OLYMPIC (KOREA, 2019)







# K-BEAUTY OLYMPIC COMPETITION



BIGGEST BEAUTY COMPETITION IN THE WORLD  
94.8 of overseas participation rate

Host Country : Korea, Thailand, Malaysia

Participants : 2000+ (twice a year)

Participating countries : Korea, China, Malaysia, Thailand, Philipines, Indonesia, Canada(20 countries)





# SISA BUSINESS OVERVIEW

## BEAUTY CONFERENCE | 컨퍼런스

1ST SISA K-BEAUTY SEMINAR (KOREA, 2016)

2ND K-BEAUTY SEMINAR (KOREA, 2017)

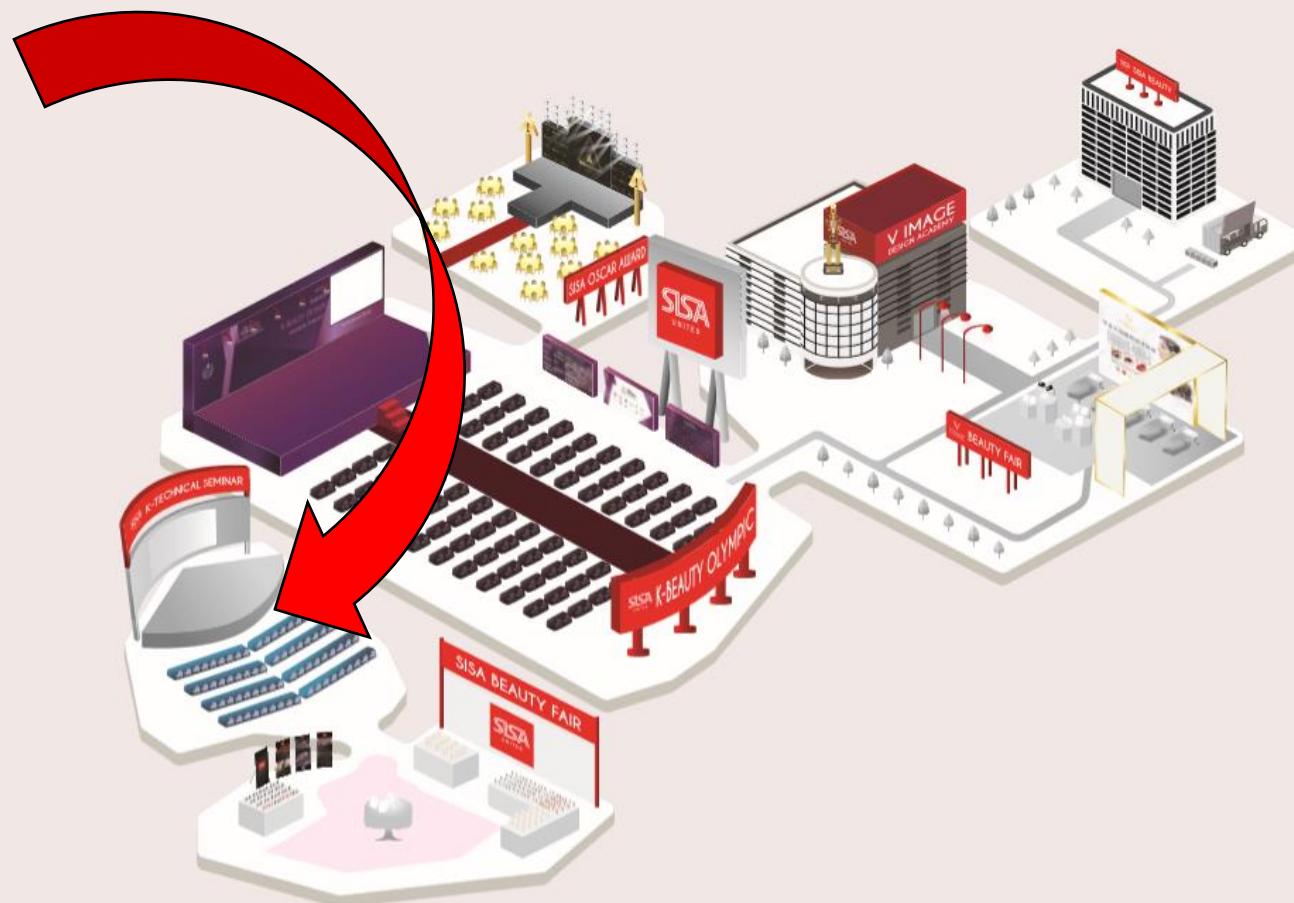
3RD K-BEAUTY SEMINAR (MALAYSIA, 2018)

4TH K-BEAUTY SEMINAR (THAILAND, 2018)

5TH K-BEAUTY SEMINAR (MALAYSIA, 2019)

6TH K-BEAUTY SEMINAR (KOREA, 2019)

1ST SISA CEO CONFERENCE (CHINA, 2017)



# K-BEAUTY TECHINICAL SEMINAR



LARGE-SCALE OF INTERNATIONAL BEAUTY SEMINAR  
KOREAN / ENGLISH / CHINESE / THAI  
INTERPRETATION

Host countries : Korea, China, Malaysia, Thailand Participants : 1000+ (3 times a year)  
Participating countries : Korea, China, Malaysia, Thailand, Philipines, Indonesia(10 countries)







# SISA CEO CONFERENCE



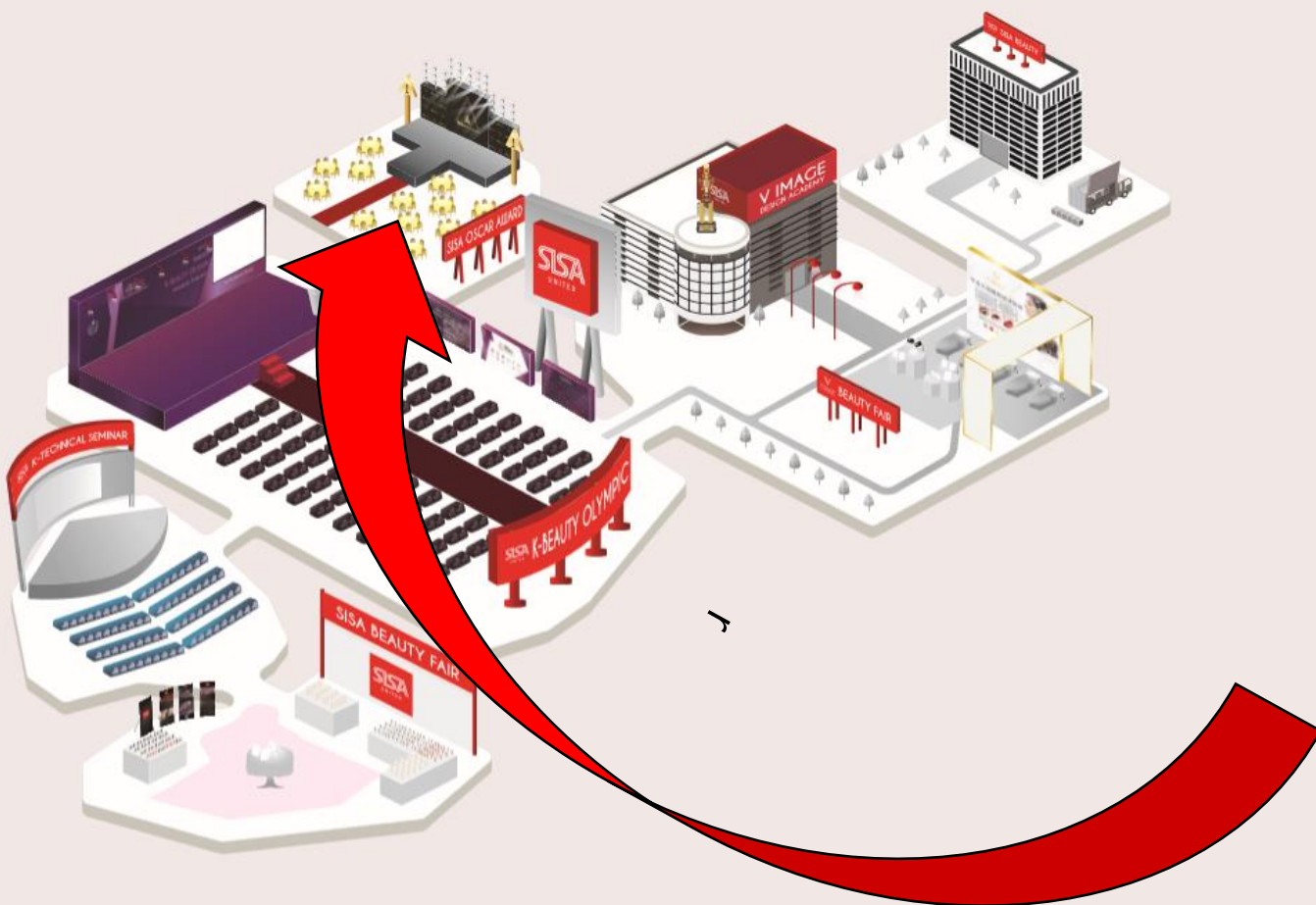
## SISA BEAUTY CEO TECHINICAL SEMINAR

Host countries : Korea, China Participants : 300+ (1 times a year)  
Company : CHRISTINA, ISOV, VITABRID, YS, QUEENSMAKER, MAGE, SUMI BEAUTY, FUXINGXI, CHFNKHI, JINDUOTAN etc





# SISA BUSINESS OVERVIEW



## EXPO · AWARD | 박람회, 어워드

1ST K-BEAUTY DINNER & AWARD (THAILAND, 2017)

2ST K-BEAUTY DINNER & AWARD (KOREA, 2017)

3RD K-BEAUTY DINNER & AWARD (MALAYSIA, 2018)

4TH K-BEAUTY DINNER & AWARD (THAILAND, 2018)

5TH K-BEAUTY DINNER & AWARD (MALAYSIA, 2019)

6TH K-BEAUTY DINNER & AWARD (KOREA, 2019)

1ST SISA OSCAR AWARD(CHINA, 2017)

1ST SISA OSCAR EXPO(CHINA, 2017)



# K-BEAUTY GALA DINNER & AWARD



## LARGE-SCALE OF GALA DINNER & AWARD

Host countries : Korea, China, Malaysia, Thailand Participants :  
1000+ (3 times a year) Participating countries : Korea, China,  
Malaysia, Thailand, Philipines, Indonesia(10 countries)







# SISA OSCAR AWARD



## THE LARGEST DINNER & AWARD FOR THE WORLDS BEAUTY ARTIST

Host countries : Korea, China Participants : 300+ (1 times a year)

Participating countries : Korea, China, Malaysia, Thailand, Singapore  
(10 countries)





# SISA BUSINESS OVERVIEW

INSTRUCTOR · SERVICE | 교육, 서비스

SISA UNITED (KOREA, 2015)

FIRST THE RAUM K-STAR SPA (KOREA, 2017)

RAMADA HOTEL K-STAR SPA&AESTHETIC (KOREA, 2017)

SISA UNITED MALAYSIA (MALAYSIA, 2018)

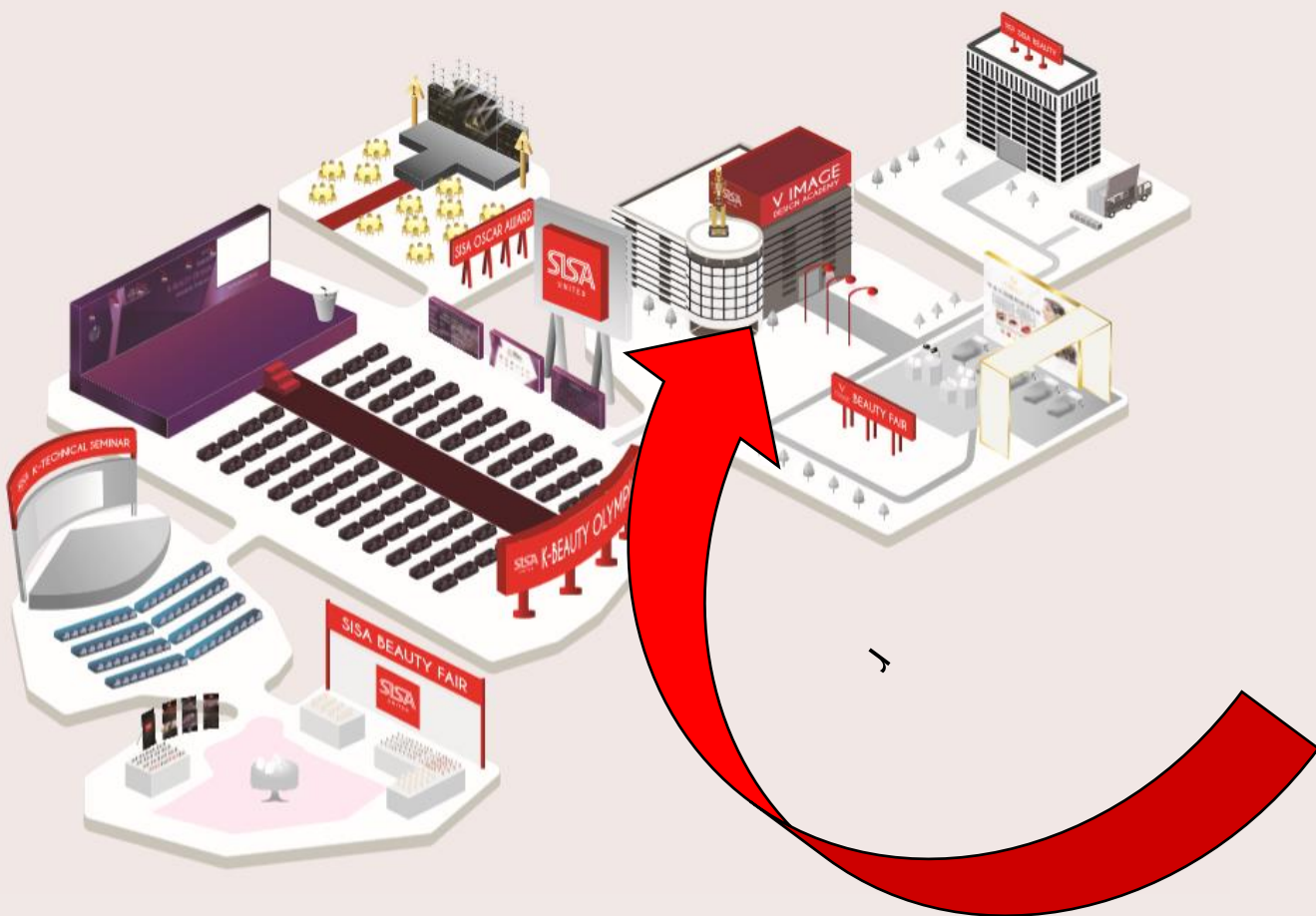
V IMAGE DESIGN ACADEMY (MALAYSIA, 2018)

V IMAGE DESIGN ACADEMY (CHINA · SHENZHEN, 2019)

V IMAGE DESIGN ACADEMY (CHINA · GUANGZHOU, 2019)

V IMAGE DESIGN ACADEMY (INDONESIA, 2019)

SISA UNITED VIETNAM (CHINA, 2019)







# V IMAGE DESIGN ACADEMY



## THE FRANCHISE BRAND OF SISA UNITED V IMAGE DESIGN ACADEMY

SALES AT HEADQUARTERS : 60000USD+  
FRANCHISE ACADEMY : MALAYSIA, KOREA, CHINA GUANGZHOU,  
CHINA SHENZHEN  
EDUCATION : Semi-permanent make up, Korea Skincare, Eyelash  
Extension, Nail art, Korea Mini Tattoo







# SISA INSTRUCTOR & SEMINAR



## SISA INSTRUCTOR CLASS & SISA TECHNICAL SEMINAR

CONTENTS : LAZOR PLASMA LIFTING, PLAZMA EYE LIFTING, BB BLUSH, MTS BB GLOW, LIP TINTING, BB CONTOUR MAKE UP, COOL SPOT SENSE, MICROBLADING etc





# SISA BUSINESS OVERVIEW



OEM · WHOLESALE | 상품개발, 유통

Semi-permanent · Skincare domestic wholesale(2015~)

Semi-permanent · Skincare abroad wholesale(2015~)

Pigment OEM & Distributor (2016~)

Cosmetic OEM & Distributor (2016~)

GOOCHIE Product international distributor (2018)

MUSES PIGMENT & MACHINE distributor(2018)

XY MICRO TECHNOLOGY distributor(2019)



# OEM & PRODUCT WHOLESALES



Semi-permanent machine/pigment/eyelash extension/Skincare machine/Cosmetics OEM & distributors

KOREA HEAD-QUARTER : SEOUL, KOREA MALAYSIA

BRANCH : PUCHONG KL CHINA

BRANCH : CHANGSHA CHINA





# PART 3 CREATIVE

혁신창조, 뷰티 산업의 기준



# CREATIVE SISA UNITED

**SISA UNITED has always pursued change and innovation to create new values.**



SISA is creating a new chapter in the beauty industry, continuing to make constant challenges and constant changes. We will promote the new trend and make transparency and fairness our top priority, which will be a trust-and-loved association of beauty artists from around the world. As a leader in the age-old global beauty industry, look forward to and support Sisa's challenge to tomorrow.