BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

BeauEver secures New Zealand's support to accelerate global skincare expansion

July 4, 2025 | News

Launch of a New Zealand-based Active Ingredient Innovation Center



At the 2025 China–New Zealand Trade Innovation Summit, New Zealand Prime Minister, Christopher Luxon, witnessed the official signing of a strategic partnership between high-end anti-ageing brand BeauEver and biotechnology leader The Beauty Lab Collective (TBLC).

This milestone partnership deepens economic cooperation between New Zealand and China while promoting the global development of responsible, science-driven skincare innovation.

The agreement includes the launch of a New Zealand-based Active Ingredient Innovation Center, dedicated to researching marine and botanical compounds native to New Zealand's pristine ecosystems. Through TBLC's certified cruelty-free infrastructure and intelligent manufacturing, BeauEver aims to enhance its capacity to meet the evolving needs of consumers in China and across Southeast Asia.

With a reported 300% year-on-year growth in 2024 in China market, BeauEver is rapidly expanding its global footprint in the premium skincare space — particularly among dermatology clinics, spa professionals, and wellness institutions across Asia-Pacific.

BeauEver's innovation is grounded in more than 40 years of research into bioactive ingredients and cell-level rejuvenation. With dual R&D centers in Switzerland and New Zealand, the brand focuses on holistic skin renewal by supporting mitochondrial vitality, collagen stimulation, and skin-barrier reinforcement.