



YUE-SAI KAN

COSMETICS QUEEN / SHANGHAI

Kan was already a nationally known TV presenter when she founded Yue-Sai Kan Cosmetics in 1992. At the time, most Chinese women didn't use cosmetics. Western models dominated the covers of Chinese women's magazines, selling Western styles and standards of beauty. Kan, who grew up in a family of artists in Guilin, gambled that a cosmetics line better suited to Asian skin tones and hair color would change that.

It was a good bet: So many women were willing to spend \$6 on a lipstick or \$10 on powder cake that by 1996 her company was No. 1 in the Chinese market. In January, Kan agreed to sell her brand to L'Oréal for an undisclosed sum, though she continues to run the company. "My brand is personality-driven," Kan says. "The key to my success is my credibility. People trust me."