



Fact Sheet

Beauty industry in selected places

Research Office
Legislative Council Secretariat

FS03/18-19

1. Introduction

1.1 The beauty industry in Hong Kong comprises various parts of beauty services ranging from hairdressing, skincare to manicure. In recent years, the rising consumer demand for skin and body care services has fuelled the growth of the industry. In 2017, there were about 10 200 establishments in the beauty industry, increasing by 26% compared to 10 years ago.¹ Amidst the favourable growth, there has been public calls for the Government to strengthen safeguards for beauty services and promote the industry's development, including enhancing qualification frameworks for practitioners and setting out the requirements on the use of beauty treatment devices.²

1.2 At the request of the Joint Subcommittee on Issues Relating to the Regulation of Devices and Development of the Beauty Industry ("Joint Subcommittee"), the Research Office has prepared this fact sheet on beauty industry in selected places, namely Japan, South Korea, Singapore and Taiwan, for Members' deliberation at the Joint Subcommittee meeting to be held on 25 January 2019. This fact sheet will first give an overview on the beauty industry in selected places, followed by a discussion on their regulation of the beauty treatment devices, qualification framework for beauty practitioners, and support measures to promote the industry, enhance industry standards and protect consumers. A summary table on the salient features of the beauty industry in the places studied is set out in the **Appendix**.

2. Overview of the beauty industry in selected places

2.1 In **Hong Kong**, the beauty industry comprises hairdressing, skincare, manicure, slimming services and other services involving the use of beauty

¹ See Census and Statistics Department (2009 & 2018).

² See Food and Health Bureau (2017) and 美容專業發展委員會 (2013).

treatment devices. There is no dedicated law or regulation governing the beauty industry.³ As at 2017, the beauty industry employed about 38 800 persons and comprised 10 200 establishments. According to a market study, the total revenue of the industry reached HK\$7.3 billion in 2015.⁴ Among the places studied, the beauty industry in Japan and South Korea is larger in size in terms of the number of businesses and/or revenue generated. While consumers in the beauty industry are mainly female, men's beauty services such as waxing and facial have seen some growth in Asia.⁵

2.2 In **Japan**, there are **two regimes** for the beauty industry, one is for (a) beauty salons providing conventional beauty services through hairdressing, perming and make-up ("**hairdressing and beauty salons segment**"), which are governed by the Beautician's Act (美容師法); and the other is for (b) aesthetic salons⁶ which provide "beautifying services for the human skin and physique through manual techniques, cosmetics and/or equipment" ("**aesthetic segment**").⁷ Based on the latest available statistics in 2014, there were about 462 700 persons employed and 175 500 establishments in Japan's hairdressing and beauty salons segment.⁸ For the aesthetic segment, it is estimated that there are currently some 40 000 employed persons and a total revenue of ¥358 billion (HK\$24.9 billion) was generated in 2017.⁹

2.3 For the **hairdressing and beauty salons segment** in Japan, the Beautician's Act sets out the requirements for the businesses. Beauticians are licensed by the **Ministry of Health, Labour and Welfare** ("MHLW"). **Owners of beauty salons** are required to **observe sanitation requirements**, as well as inform the local government of the **location, facilities and staffing details** of the establishment before commencing business.

³ Various aspects of beauty services, such as professional conduct of the personnel (including registered medical practitioners) providing the services, advertising and sales practices are regulated under different pieces of legislation.

⁴ See Miricor Enterprises Holdings Limited (2016).

⁵ In recent years, there have been men's only aesthetic salons established in different places like Japan, Singapore and Taiwan.

⁶ In Japan, the word "esthetic" is used by most industry bodies as a variant for the word "aesthetic". For the purpose of this fact sheet, the word "aesthetic" will be adopted unless when naming the specific industry bodies.

⁷ Both sectors belong to the major group "laundry, beauty and bath services" under the Japan Standard Industrial Classification. However, the former is classified as "hair-dressing and beauty salon", whereas the latter is classified as "aesthetic salon service".

⁸ See e-Stat Japan (2019).

⁹ See 日本エステティック振興協議会 (2019) and 矢野経済研究所 (2018).

2.4 On the other hand, there is no dedicated law regulating the **aesthetic segment** in Japan. Aestheticians and aesthetic salons are accredited by an independent certification body. In 2002, the **Ministry of Economy, Trade and Industry** ("METI") appointed a working group to establish a common qualification system for the aesthetic segment. METI published a set of guidelines, guiding the formation of a **standardized industry certification framework for aesthetic salons, aestheticians, and beauty treatment devices**. Voluntary in nature, the certification programmes are presently administered by the non-profit third party organization, Japan Esthetic Organization ("JEO"),¹⁰ in collaboration with major industry bodies such as the Japan Esthetic Promote Association ("JEPA") and All Nippon Esthetic Association ("AEA").

2.5 In **South Korea, beauty salons may only provide conventional beauty services** set out in the Public Health Control Act, such as analysis of skin condition, skincare, hair removal, eyebrow care and other hairdressing services without using medical devices or medicine.¹¹ As at 2016, there were about 212 500 persons employed and 139 700 establishments in the industry, generating a total revenue of 6.68 trillion won (HK\$45 billion).¹² The Public Health Control Act sets out the **licensing, qualification and health control requirements** for the beauty industry.¹³ Under the Act, beauty salons should only be opened by certified beauticians. Furthermore, beauty salons should not employ unqualified beauticians,¹⁴ and are required to observe **health control obligations** such as displaying beauticians' certificate within the establishment, and observing sterilization standards prescribed by the **Ministry of Health and Welfare**.

2.6 In **Taiwan**, the beauty industry comprises hairdressing, skincare, body care, make-up, manicure and other non-medical beautifying services.¹⁵ Based on the latest available information in 2011,¹⁶ there were about

¹⁰ JEO's board of directors include medical professionals, academics, and representatives from major industry bodies.

¹¹ See Ministry of Health and Welfare (2016a).

¹² The industry is classified as "hairs, nails and skin cares" under the Korean Standard Industrial Classification. See Korean Statistical Information Service (2019).

¹³ The Act defines "beauty art business" as the "business of making the appearance of customers beautiful by taking good care of their faces, hair and skin".

¹⁴ Exemption is given to a person working as an assistant under the supervision of a beautician.

¹⁵ This definition is set out in Taiwan's Standard Industrial Classification for the "hairdressing, beauty and body care industry".

¹⁶ According to the email reply of Taiwan's Directorate General of Budget, Accounting and Statistics, the statistical survey in 2011 is the latest available figure.

60 100 persons employed and 34 400 establishments in the industry, generating a total revenue of NT\$59 billion (HK\$16.2 billion).¹⁷ While Taiwan does not have dedicated law for the beauty industry, the **Ministry of Health and Welfare has issued the "瘦身美容業管理規範"** for beauty and body care businesses, outlining key requirements in company registration, sanitation, and employment of qualified beauticians. Furthermore, beauty businesses are required to observe the disclosure, sales and marketing requirements set out by Taiwan's **Fair Trade Commission**.¹⁸

2.7 In **Singapore**, the beauty industry covers hairdressing, facial massage, skincare, make-up, manicure, and slimming services.¹⁹ As at 2016, there were about 6 000 establishments generating a total revenue of S\$1.9 billion (HK\$10.4 billion) in the industry.²⁰ Singapore is similar to Hong Kong insofar as there is **no overarching law or regulation** governing the industry. However, if a beauty salon provides treatments involving massage services, it is required to obtain a massage establishment licence under the Massage Establishment Act.

3. Regulation of beauty treatment devices

3.1 While there is no specific legislation regulating provision of beauty services in Hong Kong, beauticians who are not registered medical practitioners are prohibited from performing certain aesthetic procedures because of the inherent risk involved, namely those treatments involving injections, mechanical/chemical exfoliation of skin below the epidermis, hyperbaric oxygen therapy, and dental bleaching or whitening.²¹

¹⁷ See 行政院主計總處 (2013).

¹⁸ The requirements are set out under the guideline, namely "公平交易委員會對於瘦身美容案件之處理原則".

¹⁹ This definition is adapted from the Singapore Standard Industrial Classification for the "hairdressing, beauty and other personal care services".

²⁰ See Department of Statistics Singapore (2019).

²¹ The Government set up the Working Group on Differentiation between Medical Procedures and Beauty Services in 2012 to provide a clearer distinction between medical treatments and ordinary beauty services. See Department of Health (2013b).

3.2 As to the procedures involving external application of energy using devices, performance by beauticians is not restricted in Hong Kong. Currently, there is no specific legislation for the import, distribution, sales or use of beauty treatment devices, except for devices which contain pharmaceutical products or emit ionising radiation.²² Recently, the Government has announced plans to introduce a regulatory framework for pre- and post-market control of medical devices.²³ However, user control of cosmetic-related medical devices is pending further deliberation and will not be included. At present, the Vocational Training Council runs a voluntary trade test for the assessment of intense pulsed light ("IPL") equipment operators. As at 2016, the beauty industry directly employed 128 qualified IPL equipment operators.²⁴

3.3 Similar to Hong Kong, beauty practitioners in all the places studied are not allowed to perform invasive/high-risk aesthetic procedures that are considered as medical procedures such as injection treatments and liposuction.²⁵ Yet regulation of beauty treatment devices varies among the places studied.

3.4 **South Korea** has in place a strict regime insofar as **beauticians are prohibited from utilizing medical devices** when providing beauty services.²⁶ Medical devices cover high-power devices, including lasers and IPL, which may only be utilized by medical practitioners. Similarly, in **Taiwan**, beauticians are **not allowed to perform beauty treatment services which utilize laser, IPL, electric current and/or ultrasound devices.**²⁷ As for other beauty treatment devices used in the beauty industry, both South Korea and Taiwan do not have specific requirements on their import, distribution and use.

²² The manufacture, sales and possession of high-power lasers are regulated under the Radiation Ordinance (Cap. 303).

²³ This includes the introduction of a transitional listing system for non-invasive active medical devices, e.g. high-power lasers and IPL devices, which may be used by the beauty industry for cosmetic purposes. In 2014, it was estimated that there were some 6 000 to 8 000 Class 3B and Class 4 laser equipment and IPL devices used by 5 000 beauty salons in Hong Kong. See Food and Health Bureau (2018) and Legislative Council Secretariat (2018).

²⁴ See Vocational Training Council (2017).

²⁵ Japan, Singapore and Taiwan have respectively issued notice/guidelines specifying the types of aesthetic procedures that should be performed by medical practitioners.

²⁶ See Ministry of Health and Welfare (2016b).

²⁷ See 衛生福利部 (2018).

3.5 In **Japan**, beauty treatment devices which do not contain pharmaceutical products, and/or the use of which do not affect the structure or functioning of the human body are not specifically regulated as medical devices.²⁸ However, aestheticians are **not allowed to use laser or other light beam with strong energy to perform medical hair removal that may damage a person's hair follicle stem cells between the dermal papilla and sebaceous glands, regardless of whether the equipment is for medical purpose or not.**^{29, 30} Currently, JEPA administers a voluntary certification scheme for "beauty light hair removal devices" (美容ライト脱毛機器)³¹, which restricts the fluence (i.e. radiant exposure), wavelength and pulse interval of the devices used.³² JEPA provides voluntary training for aestheticians to become **certified hair removal technicians**, covering safety precautions, device operation, and maintenance. Providers of these devices may obtain certification by submitting relevant product information for JEPA's review and **a product test conducted by designated testing institutions.**³³

²⁸ Medical devices, cosmetic and/or pharmaceutical products are regulated by the Act on Securing Quality, Efficacy and Safety of Products including Pharmaceuticals and Medical Devices. See Japanese Law Translation (2015) and 薬事法マーケティングの教科書 (2018).

²⁹ In Japan, only medical professionals can perform "permanent hair removal" procedure (永久脱毛行為). See 厚生労働省 (2001 & 2005), 《日本エステティック振興協議会が推進する美容ライト脱毛のあり方》 (2015) and 独立行政法人国民生活センター (2017).

³⁰ The Research Office has sent emails to JEO and the Consulate-General of Japan in Hong Kong respectively to ascertain whether aestheticians can use high-power devices such as lasers to perform non-permanent hair removal procedure. As at the publication of this fact sheet, they have not given a reply. Based on available information, it is observed that JEPA's list of certified hair removal devices includes IPL devices, whereas no laser devices can be identified.

³¹ These devices are for aestheticians to perform temporary "beauty light hair removal" (美容ライト脱毛), which refers to "light depilation performed in an aesthetic salon within a range not destroying hair stem cells without burdening the skin". See 日本エステティック振興協議会 (2019).

³² Specifically, a beauty light hair removal device should have a maximum fluence below 15 joules/cm², and a filter which blocks light sources below a wavelength of 380nm. See 《日本エステティック振興協議会が推進する美容ライト脱毛のあり方》 (2015).

³³ The voluntary certification scheme for other beauty treatment devices such as ultrasonic instruments and ultraviolet irradiation devices is administered by JEO. As part of the scheme, JEO has issued safety specifications covering areas such as temperature and output limits, leakage prevention, use of material, and timer and display functions. See 日本エステティック機構 (2014).

3.6 In **Singapore**, **beauty treatment devices are not specifically regulated**, unless they are high-power devices or intended for aesthetic medical purposes which will be subject to manufacture, import and distribution requirements under its medical device regulation.³⁴ High-power lasers are also subject to licensing for possession and operation under the Radiation Protection (Non-ionising Radiation) Regulations. Beauticians who have received appropriate training may utilize Class 3B lasers.³⁵ Qualified practitioners are required to submit a licence application to the National Environment Agency, with documents proving that relevant training on laser safety has been obtained.³⁶ However, beauticians may not use lasers to perform minimally-invasive procedures such as skin rejuvenation.

4. **Qualification framework for beauty practitioners**

4.1 At present, Hong Kong does not have a mandatory training/qualification framework for beauty practitioners. Under Hong Kong's Qualifications Framework,³⁷ the beauty industry has developed a voluntary Specification of Competency Standards under the support of the Education Bureau. The Standards set out the learning pathways and competency requirements for beauty practitioners, including areas of make-up, beauty care, body care and operation management. A Recognition of Prior Learning mechanism has also been developed to provide formal recognition for the knowledge and skills acquired in the workplace by practitioners in the beauty industry, particularly those who do not possess high academic attainment. Yet adoption of the recognition mechanism is voluntary.

4.2 Amongst the places studied, **South Korea, Taiwan and Japan** have in place **standardized qualification frameworks**. It is mandatory for beauticians or beauty practitioners to obtain the qualification. **South Korea's** Public Health Control Act stipulates **three main pathways** for a person to obtain a beautician's licence, namely (a) graduate from an accredited beauty art school;

³⁴ Beauty treatment devices may be regulated as medical devices if they are intended by the product owner for medical purposes, or if they fall under the Health Sciences Authority's positive list of high-risk aesthetic-related devices. See Health Sciences Authority (2018).

³⁵ Class 4 medical lasers may only be utilized by registered medical professionals.

³⁶ The applicant may also be required to sit for a qualifying test to demonstrate his/her knowledge in laser safety. See Legislative Council Secretariat (2014).

³⁷ The Qualifications Framework is a seven-level hierarchy of qualifications covering the academic, vocational and continuing education sectors.

(b) obtain a beauty art degree from recognized colleges or universities; and
(c) acquire beautician qualification under the National Technical Qualifications. The above pathways are recognized by the Ministry of Employment and Labor and/or Ministry of Education, and a typical training programme covers hair design, skincare, make-up, and nail care.

4.3 In **Taiwan**, beauticians are qualified through the skills certification framework administered by the **Ministry of Labor** under the Vocational Training Act. According to the Ministry of Health and Welfare's "瘦身美容業管理規範", beauty businesses should employ beauticians with the requisite skills certification. At present, **certification for beauticians comprises two levels of expertise**. High school graduates with appropriate training may sit for the lower-tier Class C Technician for Beauty examination, covering areas of skincare, use of cosmetics, facial and body treatment. The higher-tier Class B Technician for Beauty examination is open to individuals who have met additional training requirements,³⁸ and covers beauty physiology, business management, professional skincare and design.

4.4 In **Japan**, **beauticians are recognized as a national qualification** under the Beautician's Act. A person may become a qualified beautician if he/she completes vocational and practical training at a school designated by MHLW and passes a national qualifying examination.³⁹ The training covers knowledge in hair care, perming and weaving, facial, make-up and other beauty techniques. On the other hand, **aestheticians** in the aesthetic segment are **qualified through voluntary certification programmes operated by industry bodies**.⁴⁰ Individuals who have received adequate training at designated schools may sit for a qualifying examination.⁴¹ The training typically covers knowledge in dermatology, physiology, relevant laws and standards, as well as practical training in beauty treatment. Moreover, aestheticians may become **certified hair removal technicians** after receiving training provided by JEPA. According to AEA, aestheticians with recognized

³⁸ The training requirement includes skills certification and/or on-the-job training as stipulated in the Regulations on Technician Skills Certification and Issuance of Certificates.

³⁹ In addition, the management beautician qualification is granted to licensed beauticians who have obtained three years of practical experience and attended additional training seminars.

⁴⁰ At present, JEO has accredited four industry bodies affiliated with JEPA to administer training programmes and qualifying examinations for aestheticians in Japan.

⁴¹ Individuals who have attended 300 hours or 1 000 hours of training may sit for the aesthetician or senior aesthetician examination respectively.

qualifications will be given priority consideration for employment at aesthetic salons.⁴²

4.5 Similar to Hong Kong, at present, **Singapore has no mandatory training/qualification framework for beauty practitioners.** A statutory board (SkillsFuture Singapore) under the Ministry of Education has developed a voluntary qualification framework for practitioners in spa services covering beauty treatments. The Institute of Technical Education, a public vocational school, provides training programmes in beauty and wellness management. There are also training and certification programmes for beauticians that are run by private education institutions. Some of the courses offered are certified by international industry bodies such as the Comité International d'Esthétique et de Cosmétologie ("CIDESCO") and Confederation of International Beauty Therapy and Cosmetology ("CIBTAC").

5. Measures to promote the industry, enhance industry standards and strengthen consumer protection

5.1 Providing quality services and maintaining good business practices are considered conducive to healthy development of the beauty industry. In order to promote industrialization of Hong Kong's beauty industry, some representatives in the beauty sector have worked to enhance service standards and strengthen consumer protection.⁴³ In December 2015, eight beauty industry associations pledged to sign the Beauty Industry Professional Development Charter with aims to strengthen industry standards and promote professionalism. In parallel, the industry body, Beauty Industry Standardisation Organisation, has introduced the accreditation scheme, namely Quality Beauty Services Scheme. Customers of accredited beauty salons may be given prepayment protection, as well as mediation services for adverse incidents and/or complaints.⁴⁴

⁴² See 日本エステティック業協会 (2019).

⁴³ More recently, the Government has released public consultation documents on statutory cooling-off period for beauty and fitness services consumer contracts.

⁴⁴ There are some 660 beauty salons participating in Beauty Industry Standardisation Organisation's accreditation schemes.

5.2 All places studied have put in place measures to support growth of the industry, enhance services standards and/or strengthen consumer confidence in beauty services, which are elaborated in the ensuing paragraphs.

Measures to support the industry and facilitate trade

5.3 In **Japan**, MHLW issued a policy guideline in 2014 to support the development of the hairdressing and beauty salons segment. Specifically, the guideline included measures to enhance hygiene standards, counter the challenge of population ageing, and provide low-interest loans to the sector which comprises mainly small-sized businesses. Through the **Japan Finance Corporation**⁴⁵, about ¥65.6 billion (HK\$4.6 billion) **low-interest loans were made to beauty salons** for store remodelling and other purposes as at 2017.⁴⁶

5.4 In **South Korea**, its government has proactively promoted its beauty industry to the world through various trade and tourism facilitation measures. For example, the Korea Health Industry Development Institute, tasked to promote healthcare services including beauty cosmetics, has supported the development of the beauty industry by **hosting beauty fairs** and **providing marketing support** through its overseas offices. More recently, the Korean Tourism Organization has helped **promote beauty facilities as key tourist attractions**. This includes actively promoting Skin Anniversary Beauty Town in Paju, Korea's largest beauty complex which accommodates up to 2 000 persons and boasts a one-stop service of skin diagnosis, make-up, facial, dining and entertainment.⁴⁷

Measures to enhance service standards and protect consumers

5.5 To enhance the quality and transparency of beauty services, Japan, Singapore and Taiwan have in place accreditation schemes and/or consumer protection measures for the industry. In **Japan**, JEO and other industry bodies administer **voluntary certification schemes** for aestheticians and aesthetic salons, based on the guidelines developed by METI. The certification criteria cover areas such as salon management, safety and

⁴⁵ Japan Finance Corporation is a government-owned corporation founded in 2008.

⁴⁶ See 日本政策金融公庫 (n.d.).

⁴⁷ See Gyeonggi Tourism Organization (2013) and VisitKorea (2019).

hygiene, and ethical sales and marketing.⁴⁸ To qualify for the certification, aesthetic salons are subject to **on-site compliance reviews** every three years, and are required to **submit internal audits and documentary proof of compliance** every year.⁴⁹

5.6 In **Singapore**, in order to promote consumer confidence and good business practices, CaseTrust under the Consumer Association of Singapore has implemented the **voluntary CaseTrust Accreditation scheme** for spa and wellness businesses including beauty services.⁵⁰ Under the scheme, CaseTrust certifies businesses with clear fee policies, ethical business practices and well-trained personnel. As part of the accreditation scheme, businesses are required to **grant customers a cooling-off period** and **offer prepayment protection** to their customers.

5.7 In **Taiwan**, the Fair Trade Commission has issued a **guideline** (公平交易委員會對於瘦身美容案件之處理原則) governing the **transparent disclosure, sales and marketing of beauty and slimming services**. Prior to a transaction, beauty salons should disclose to the customer in writing details of the treatments, products and devices offered. Furthermore, the Commission prohibits beauty salons from engaging in aggressive sales practices, and/or issuing advertisements that exaggerate or falsify the efficacy of the services offered.

6. Concluding remarks

6.1 In recent years, with the rising consumer demand on skin and body care services, the beauty industry has grown in size. There have been calls for the Government to promote the industry and enhance the service standards. Among the places studied, Japan and South Korea have dedicated legislation in place for conventional beauty services, setting out the licensing and mandatory qualification framework for beauty salons and beauticians. In

⁴⁸ The criteria on ethical sales and marketing are developed in accordance with the requirements under the Act on Specified Commercial Transactions. See Japanese Law Translation (2009).

⁴⁹ Industry bodies maintain a registry which currently lists some 900 certified aesthetic salons.

⁵⁰ The Consumer Association of Singapore is a non-profit and non-governmental organization which safeguards consumer interests by promoting fair and ethical trade practices in Singapore. It is the first point of contact for handling complaints from local consumers and works with enforcement bodies such as the Competition and Consumer Commission. CaseTrust is the accreditation arm of the Consumer Association of Singapore.

Japan, on the other hand, its regulatory framework covers hairdressing and make-up related services only. A separate regime is provided for the aesthetic segment. Without dedicated law governing this segment, the Japan government and industry bodies have collaborated to develop a voluntary standardized certification and qualification framework for it.

6.2 While Taiwan does not have dedicated law governing beauty services, its government has issued the "瘦身美容業管理規範" setting out the requirements in respect of sanitation and employment of qualified beauticians, etc. Different from Hong Kong, Taiwan does not allow beauticians to use energy-emitting devices, whereas in South Korea, use of devices in the beauty industry is limited to non-medical devices. Singapore is more similar to Hong Kong in that it does not have dedicated law and mandatory qualification framework for the industry. However, use of high-power lasers is subject to training, and beauticians may not use them for performing minimally-invasive procedures such as skin rejuvenation. To enhance the standards of beauty services, Singapore has in place a voluntary accreditation scheme for beauty salons which is developed by its consumer association.

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Salient features of the beauty industry in selected places

	Hong Kong	Taiwan	Japan	Singapore	South Korea
(a) Background information					
No. of establishments	• 10 200 in 2017.	• 34 400 in 2011.	• 175 500 in 2014 for the hairdressing and beauty salons segment. ⁽¹⁾ • Information not available for the aesthetic segment. ⁽²⁾	• 6 000 in 2016.	• 139 700 in 2016.
No. of persons employed	• 38 800 in 2017.	• 60 100 in 2011.	• 462 700 in 2014 for the hairdressing and beauty salons segment. • Around 40 000 currently for the aesthetic segment.	• Information not available.	• 212 500 in 2016.
Specific law regulating the beauty industry	• No.	• No, but there is the "瘦身美容業管理規範".	• Hairdressing and beauty salons segment – Beautician's Act. • Aesthetic segment – no dedicated law.	• No.	• Public Health Control Act.
Licensing requirement for beauty salons	• No.	• No.	• Hairdressing and beauty salons segment – No. • Aesthetic segment – No.	• No.	• No, but beauty salons must be opened by certified beauticians. ⁽³⁾
Licensing requirement for beauticians	• No.	• No.	• Hairdressing and beauty salons segment – Yes. • Aesthetic segment – No.	• No.	• Yes.
Overseeing authority under the specific law/guideline	• N.A.	• Ministry of Health and Welfare.	• Ministry of Health, Labour and Welfare.	• N.A.	• Ministry of Health and Welfare.

Notes: (1) The hairdressing and beauty salons segment provides conventional beauty services including hairdressing, perming and make-up.

(2) The aesthetic segment provides beauty services for skin and body through manual techniques, cosmetics and/or equipment.

(3) Certified beauticians possess the beauty art qualification obtained from recognized schools/institutes.

Salient features of the beauty industry in selected places

	Hong Kong	Taiwan	Japan	Singapore	South Korea
(b) Restriction on beauty treatment procedures and regulation of devices					
Performance of injection treatments, invasive procedures (e.g. liposuction) or other aesthetic procedures defined as medical practice by beauticians who are not medical professionals	<ul style="list-style-type: none"> Restricted. 	<ul style="list-style-type: none"> Restricted. 	<ul style="list-style-type: none"> Restricted. Beauty practitioners are not allowed to use laser or other light beam with strong energy to perform medical hair removal that may cause damage to a person's hair follicle stem cells, regardless of whether the equipment is for medical use or not.⁽⁴⁾ 	<ul style="list-style-type: none"> Restricted. 	<ul style="list-style-type: none"> Restricted.
Use of beauty treatment devices	<ul style="list-style-type: none"> No specific restriction. 	<ul style="list-style-type: none"> Beauticians are not allowed to utilize laser, IPL, electric current and/or ultrasound devices. 	<ul style="list-style-type: none"> No specified list of restricted devices promulgated.⁽⁵⁾ Based on the list of devices certified by JEPA, hair removal devices are termed as "beauty light hair removal devices" (美容ライト脱毛機器). 	<ul style="list-style-type: none"> Beauticians are required to receive training on the use of high-power lasers and they may not use these devices for minimally-invasive procedures such as skin rejuvenation. 	<ul style="list-style-type: none"> Beauticians are not allowed to use medical devices including high-power lasers and IPL.
Import and distribution requirements on beauty treatment devices used by beauticians	<ul style="list-style-type: none"> No specific regulation. 	<ul style="list-style-type: none"> No specific regulation unless they fall under medical devices. 	<ul style="list-style-type: none"> No specific regulation unless they fall under medical devices. 	<ul style="list-style-type: none"> No specific regulation unless they fall under medical devices. 	<ul style="list-style-type: none"> No specific regulation.

Notes: (4) Only medical doctors can perform "permanent hair removal" procedure (永久脱毛行為).

(5) The Research Office has sent emails to JEO and the Consulate-General of Japan in Hong Kong respectively to ascertain whether aestheticians can use high-power devices such as lasers to perform non-permanent hair removal procedure. As at the publication of this fact sheet, they have not given a reply. Based on available information, it is observed that JEPA's list of certified hair removal devices includes IPL devices, whereas no laser devices can be identified.

Salient features of the beauty industry in selected places

	Hong Kong	Taiwan	Japan	Singapore	South Korea
(b) Restriction on beauty treatment procedures and regulation of devices (cont'd)					
Certification scheme for beauty treatment devices	<ul style="list-style-type: none"> No. 	<ul style="list-style-type: none"> No. 	<ul style="list-style-type: none"> Yes. The industry body JEO administers a voluntary certification scheme for beauty treatment devices; and has promulgated the safety standards for a list of devices for industry adoption. 	<ul style="list-style-type: none"> No. 	<ul style="list-style-type: none"> No.
(c) Qualification framework for beauty practitioners					
Qualification framework provided /supported by the government	<ul style="list-style-type: none"> Yes. 	<ul style="list-style-type: none"> Yes. 	<ul style="list-style-type: none"> Yes. 	<ul style="list-style-type: none"> Yes. 	<ul style="list-style-type: none"> Yes.
Launching/ supporting authority	<ul style="list-style-type: none"> Education Bureau. 	<ul style="list-style-type: none"> Ministry of Labor. 	<ul style="list-style-type: none"> Ministry of Health, Labor and Welfare for the hairdressing and beauty salons segment. Ministry of Economy, Trade and Industry for the aesthetic segment. 	<ul style="list-style-type: none"> SkillsFuture Singapore under the Ministry of Education. 	<ul style="list-style-type: none"> Ministry of Education and Ministry of Employment and Labor.
Mandatory/ voluntary for beauticians	<ul style="list-style-type: none"> Voluntary. 	<ul style="list-style-type: none"> Mandatory as stipulated in the management guideline. 	<ul style="list-style-type: none"> Mandatory under the Beautician's Act in the hairdressing and beauty salons segment. Voluntary in the aesthetic segment. 	<ul style="list-style-type: none"> Voluntary. 	<ul style="list-style-type: none"> Mandatory under the Public Health Control Act.

Salient features of the beauty industry in selected places

	Hong Kong	Taiwan	Japan	Singapore	South Korea
(d) Measures to promote the industry, enhance industry standards and protect consumers					
Support measures introduced by the government/ industry bodies	<ul style="list-style-type: none"> Introducing the Beauty Industry Professional Development Charter by beauty industry associations. Introducing the voluntary Quality Beauty Services Scheme by the Beauty Industry Standardisation Organisation. 	<ul style="list-style-type: none"> Issuing a guideline by the Fair Trade Commission for the beauty industry on transparent disclosure, sales and marketing practices. 	<ul style="list-style-type: none"> Providing low-interest loans to beauty salons. Introducing voluntary certification schemes for aesthetic salons by industry bodies with the support of the government. 	<ul style="list-style-type: none"> Introducing voluntary accreditation scheme for wellness businesses (including beauty services) by CaseTrust. 	<ul style="list-style-type: none"> Hosting beauty fairs and providing marketing support by the Korea Health Industry Development Institute. Promoting beauty facilities as key tourist attractions by the Korean Tourism Organization.

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