

The background features a light gray textured surface. A large white circle is positioned in the upper left, with a smaller brown circle overlapping its top edge. To the left of the white circle is a larger, semi-transparent brown circle. In the bottom right corner, a portion of a thick brown ring is visible.

Shenzhen Kedi Biotechnology Co., Ltd.

Company & Product Brochure

目录

CATALOGUE

01 Company Profile

02 Product Presentation

03 Segment and Trend

The background is a light gray with a fine, woven texture. It features several decorative elements: a large white circle on the left containing the number '01', a smaller brown circle overlapping its left side, a small brown dot at the top right of the white circle, and a large brown circular shape partially visible at the bottom right.

01

Company Profile

Company Overview

Date of Establishment

Shenzhen Kedi Biotechnology Co., Ltd.
was established in 2010.

Brands and Market

The company owns multiple proprietary brands with "Foretty" at its core. Its products have secured numerous patented technologies and won consumer favor immediately upon launch. The brands are now carried by major supermarket chains across China—including Pangdonglai, China Resources, and Yonghui—with products selling successfully nationwide.

Business Scope

Over the past 16 years, we have focused on the R&D, production and sales of natural and environmentally friendly glycerin soaps and toilet soaps.

Market Standing

A leading enterprise in a niche market with a high market share, ranked first among domestic premium soap brands.

Powerful Research Ability



R & D Ability

Our experienced R & D team focuses on innovating soap-production technologies and deploying them at commercial scale.

Industry Position

As the dominant player in China's soap manufacturing sector, we possess unparalleled scale, the industry's strongest R&D capabilities.

Innovation

Committed to the research of high-end soaps, successfully created the essential oil soap category. Our products have been exported to more than thirty countries worldwide.

Market Shares

The soap bases we produce have once occupied 80% of the market share in the Pearl River Delta region, and our market share in the international market has been continuously increasing.

GREEN



Brand Concept

Using natural plant oils and fats as the main ingredients, we are committed to providing consumers with natural, healthy, safe, and eco-friendly high-quality healthy soap.

The background is a light gray with a fine, woven texture. It features several decorative elements: a large white circle on the left, a smaller brown circle overlapping its bottom-left edge, a small brown dot at the top of the white circle, and a large brown circular shape on the right side, partially cut off by the edge.

02

Product Presentation

Product Advantage

Traditional soaps, criticized for their strong alkaline nature causing post-wash tightness, dryness, and skin irritation, have been redefined through our scientific research and rigorous formulation process, delivering a distinct sensory experience in soap products.



Natural ingredients

crafted with high-quality plant-based oils (e.g., palm oil and coconut oil) and free from synthetic surfactants.



Gentle & non-irritating

Unlike conventional soaps with harsh alkalinity, our formula eliminates free alkali, achieving a mildly alkaline pH for gentle, skin-friendly cleansing.



Added essential oils

Enriched with precious plant essential oils, it combines deep cleansing with skincare benefits, promoting relaxation, alleviating anxiety, and reducing stress.



No harsh chemicals

Hypoallergenic and residue-free, it ensures safe, comfortable use.



Excellent experience

Packed with glycerin and additional moisturizing/emollient agents to lock in hydration, leaving skin soft and nourished.



Eco-friendly&Sustainable

As a plant-based organic product, it biodegrades easily and leaves no environmental footprint, aligning with eco-conscious lifestyles.

3 Featured Product Series



Paper-wrapped Toilet Soap Serie

Environmentally friendly and convenient paper wrapped, clean in a gentle way



Paper-wrapped Glycerin Soap Serie

Enriched with essential oils for better moisturizing and skincare



Box-packed Glycerin Soap Serie

Delicate box packing, and deep nourishing



Paper-wrapped Toilet Soap Serie

Market Share

More popular in the market, currently ranked No.1 high-quality soap

Specification and Performance Cost Ratio

200g/bar, large size, more durable, cost-effective

Safety and Gentleness

Complies with national grade I soap standard, free from preservatives, free alkali, and animal fats, making it gentler and more effective

Eco-packaging

Uses plastic-free paper packaging for easy degradation , more eco-friendly.

Professional Reference

Trusted brand by Dr. Shuchang of the Chinese Academy of Medical Sciences. Safe for pregnant women and infants.

Petal-nourishing Bath Soap Serie

Barcode 6951000312249



- **Seire Features**

- real flower petals are added

- **Scents**

- Camellia, Calendula, Rose

- **Benefits**

- Gentle cleansing, soften skin texture, nourish skin

- **Ingredient Highlights**

- Crafted with selected natural plant oils, infused with real flower petals, free from preservatives, free alkali, and animal fats

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Plant-extract Fragrant Goat Milk Soap Serie

Barcode

6951000312287



- **Serie Features**

- Enriched with goat milk for enhanced moisture and a creamy fragrance

- **Scents**

- Bird of Paradise, Honeysuckle, Violet

- **Benefits**

- Gently cleanses while moisturizing skin, pH-balanced formula suits all skin types

- **Ingredient Highlights**

- Naturally crafted with pure botanical oils, goat milk-infused for nourishing properties, free from preservatives, free alkali, and animal fats

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Herbal Anti-mite Moisturizing Soap Serie

Barcode

6951000312294



- **Serie Features**

- Herbal mite removal & moisturizing

- **Scents**

- Hibiscus, Cherry Blossom, Verbena

- **Benefits**

- Gentle cleansing, mite removal & skin moisturizing

- **Ingredient Highlights**

- Crafted with refined natural plant oils, infused with tea tree essential oil and plant-derived mite-control agents. Effectively antibacterial and mite-removing. Free from preservatives, free alkali, and animal fats.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Men's Refreshing Bath Soap Serie

Barcode 6951000312263



- **Serie Features**

- Specialized formulation for men, long-lasting oil control

- **Scents**

- Sea salt sophora, orange blossom seaweed

- **Ingredient Highlights**

- Crafted with sophora essence and orange blossom essential oil, effectively controls oil and purifies skin. Free from preservatives, free alkali, and animal fats.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Shaving

Herbal Medicated Soap Serie Barcode 6951000312270



- **Serie Features**
- Chinese herbal formula
- **Benefits**
- Effective heat-clearing & acne removal, odor-neutralizing & itch relief
- **Ingredient Highlights**
- Plant-based Chinese herbal formula, effectively clears heat and removes acne, neutralizes odors, and relieves itching. Free from preservatives, free alkali, and animal fats.
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Laundry

Dandelion Antibacterial Soap

Barcode 6951000312256



- **Product Features**
- Dandelion antibacterial patented formula
- **Benefits**
- Antibacterial & cleaning
- **Ingredient Highlights**
- Infused with dandelion extract, known for its broad-spectrum bactericidal and antibacterial properties. Free from preservatives, free alkali, and animal fat.
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Fruit-extract Skin-beautifying Soap Serie

Barcode

6951000312232



- **Serie Features**

- Fresh fruit essence

- **Scents**

- Cherry, passion fruit

- **Benefits**

- Moisturizes skin, evens skin tone

- **Ingredient Highlights**

- Infused with fresh fruit extract, niacinamide, and vitamin C to enhance skin radiance. Free from preservatives, free alkali, and animal fats.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Amino Acid Sulfur Soap

Barcode 6951000312225



- **Product Features**

- Facial sulfur soap

- **Scents**

- Natural fresh scent

- **Benefits**

- Antibacterial & relieves itching

- **Ingredient Highlights**

- Infused with natural plant oils and amino acids for gentle, non-irritating cleansing. Contains natural sulfur powder to inhibit bacteria and relieve itching. Free from preservatives, free alkali, and animal fats.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Laundry soap

Paper-wrapped Glycerin Soap Series

Generous Size, More Cost-Effective & Durable

200g per bar, next-generation formula – effective & long-lasting.

Natural Ingredients, No Harmful Additives

Crafted from natural plant oils, free from preservatives, free alkali, and synthetic fragrances.

Skincare Benefits

Enriched with essential oils for deep cleansing and SPA-level skin care, delivering premium cleansing comfort.

Aesthetic & Practical Design

Transparent texture with intricate floral patterns or real flower inclusions – elegant yet durable.

Multi-functional Use

Suitable for showering, facial cleansing, and various daily skincare routines.

Pomegranate Detoxifying and Brightening Glycerin Soap

Barcode 6951000310368



- **Product Features**
- Added pomegranate juice
- **Benefits**
- Hydrating & detoxifying
- **Ingredient Highlights**
- Infused with pomegranate juice and multiple vitamins, leaving skin soft and radiant. Free from preservatives, free alkali, and industrial fragrances.
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash

Chamomile Health-caring Glycerin Soap

Barcode

6951000310313



- **Product Features**
- Added real chamomile petals, suitable even for sensitive types of skin
- **Benefits**
- Deep cleansing while soothing & caring for sensitive/problem-prone skin
- **Ingredient Highlights**
- Infused with chamomile petals, shea butter, grape seed oil, and other premium natural plant oils to cleanse while releasing nutrients from the petals themselves. Free from preservatives, free alkali, and industrial fragrances.
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash

Aromatherapy Rose Glycerin Soap Barcode 6951000310245



- **Product Features**
- Long-lasting fragrance, dual-purpose as solid fragrance for aromatherapy
- **Benefits**
- Nourishes & brightens skin
- **Ingredient Highlights**
- Infused with rose essential oil, shea butter, and other moisturizing ingredients for deep hydration. Free from preservatives, free alkali, and synthetic fragrances
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Natural Fruit Oil Glycerin Soap

Barcode 6951000310153



- **Product Features**
- Added fruit oil essence
- **Benefits**
- Nourishing & restorative care
- **Ingredient Highlights**
- Infused with fruit oil essence rich in vitamins and unsaturated fatty acids to hydrate and repair fragile, damaged skin. Free from preservatives, free alkali, and industrial fragrances.
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash

Men's Refreshing and Oil-control Glycerin Soap Barcode

6951000310412



- **Product Features**

- Men's professional formula, persistent oil control

- **Benefits**

- Refreshing & oil-regulating

- **Ingredient Highlights**

- Enriched with marine algae extract and vitamin E to alleviate dryness while repairing and nourishing, revealing luminous, supple skin. Free from preservatives, free alkali, and synthetic fragrances.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Shaving

Box-packed Glycerin Soap Serie

Natural Ingredients, No Harmful Additives

Crafted from natural plant oils, free from preservatives, free alkali, and synthetic fragrances.

Skincare Benefits

Enriched with essential oils for deep cleansing and SPA-level skin care, delivering premium cleansing comfort.

Aesthetic & Practical Design

Crystal-clear soap base with carved designs or real flower petals, enhancing aesthetics while elevating cleansing comfort—The ultimate choice for premium skincare.

Multi-functional Use

Suitable for showering, facial cleansing, and various daily skincare routines.

Natural Fruit-oil Glycerin Soap Serie (120g)



Barcode 6951000310139



Barcode 6951000310153



Barcode 6951000310146

- **Serie Features**

- "Aesthetically pleasing" handcrafted floral infusion with fruit oil essence

- **Scents**

- Rosehip oil, olive oil, wheat germ oil

- **Benefits**

- Nourishing & restorative care

- **Ingredient Highlights**

- Rich in vitamins and unsaturated fatty acids to hydrate and repair fragile, damaged skin. Free from preservatives, free alkali, and industrial fragrances.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash

Aromatherapy Glycerin Soap Serie (120g)

Barcode

6951000310245



- **Serie Features**

- Exquisite carved designs on soap surface, long-lasting fragrance with dual-purpose aromatherapy use

- **Scents**

- Rose, lavender

- **Benefits**

- Nourishes & hydrates skin

- **Ingredient Highlights**

- Infused with rose/lavender essential oil and multiple moisturizing ingredients for deep hydration and moisture lock. Free from preservatives, free alkali, and synthetic fragrances.

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Solid fragrance for aromatherapy

Chamomile Health-caring Glycerin Soap (110g) Barcode 6951000310313



- **Product Features**
- Infused with real chamomile petals, gentle enough for sensitive skin
- **Benefits**
- Purifies the skin while soothing and nurturing problem-prone skin
- **Ingredient Highlights**
- Enriched with chamomile petals, shea butter, grape seed oil, and other premium natural plant oils, this formula purifies the skin while releasing the natural nutrients from the petals. Free from preservatives, free alkali, synthetic fragrances
- **Multi-functional Use**
- Acts as: ① Body soap ② Facial cleanser ③ Hand wash

Men's Glycerin Soap Serie (120g)

Barcode

6951000310412



- **Serie Features**

- Exquisite carved designs on soap surface, men's professional formula, persistent oil control

- **Scents**

- Botanical freshness, Eau de Cologne

- **Benefits**

- Revitalizes the skin, refreshing oil control

- **Ingredient Highlights**

- Enriched with marine algae and ginseng extract, this formula alleviates dryness, nourishes and repairs the skin, leaving it radiant and supple. Free from preservatives, free alkali, and synthetic fragrances

- **Multi-functional Use**

- Acts as: ① Body soap ② Facial cleanser ③ Hand wash ④ Shaving

The background is a light gray with a fine, woven texture. It features several decorative elements: a large white circle on the left, a smaller brown circle overlapping its bottom-left edge, a small brown dot at the top of the white circle, and a large brown circular shape on the right side, partially cut off by the edge.

03

Segment and Trend

As a personal care essential, soap has undergone significant diversification, functional segmentation, and premiumization in recent years, characterized by:

(1) Rise of Natural Ingredients

- Plant-Based Formulations: Consumer concerns over chemical additives (e.g., SLS) have driven demand for botanical extracts, which now serve as key selling points.
- Cruelty-Free & Vegan: Strengthened environmental and animal welfare awareness has spurred brands to adopt vegan certifications and cruelty-free labeling.

(2) Functional Market Segmentation

- Skincare-Integrated: Formulas targeting hydration, oil control, and sensitive skin.
- Therapeutic: Revival of traditional ingredients like sulfur and herbal extracts for targeted skin issues.
- Men' s-Specific: Emphasis on deep cleansing with menthol or cologne-inspired fragrances.

(3) Sustainability & Eco-Friendly Practices

- Plastic-Free Packaging: Adoption of biodegradable paper boxes, minimalist "naked" packaging.
- Zero-Waste Movement: Solid soaps replacing liquid body washes to reduce plastic bottle usage.

(4) Innovative Formats & User Experience

- Multi-Purpose Soaps: Triple-action formulas combining bath, shaving, and facial cleansing for minimalist lifestyles.
- Artisanal Design: Handmade soaps featuring geometric patterns, layered colors, and custom engravings.
- Luxury Fragrance Integration: High-end perfume-inspired scent profiles marketed for mood-enhancing benefits.

Summary

The soap category is undergoing a transformation from basic cleansing to an integrated approach encompassing health, environmental sustainability, and enhanced user experience. Driven by the dual forces of consumer upgrade and sustainable development philosophy, brand competition has intensified into a fiercely contested market. Only precise differentiated positioning can secure a competitive edge.

Foretty has acutely identified market trends and consistently launched innovative soap products that align with health-conscious skincare needs, eco-friendly principles, and immersive experiences. With exceptional quality and forward-looking R&D, the brand has positioned itself as a trendsetter in the industry. Looking ahead, Hongbeitai will continue to prioritize consumer demands, deepen product innovation, and strengthen brand building. By doing so, it aims to stand out in the competitive landscape, earn greater consumer trust and affection, and expand into broader market territories.

THANKS

感谢观看