

Ozone Mixer, another creative health product of Hitop.

For the Well Being of Mankind

Hitop contributes to provide quality ozone and negative ion device for a healthier life of all

By Erin Pan

Since its establishment in 1989, Hitop Electric Co., Ltd. has been dedicating to the development and research of negative ion and ozone related electric products for different application. Under the company's motto in making people's life better and healthier, Hitop never ceases to devote itself in the development of new health products. The company markets its products under the brand "MISAN", with its major export markets including Southeast Asia, the US and Europe.

Shown is Hitop's well received BeautyU Ozone Cleansing Device which is especially created for facial cleansing and massage.



A Conscious Company Dedicating to Raise the Quality of Life

Under the worrying environmental situation nowadays, reducing the amount of toxins to be taken by people has become a necessary take to keep themselves away from modern disease, food poisoning, poor skin condition, etc. "We are not simply doing a business but providing people a healthy living environment," stated Jack Lai, Hitop's sales manager. Having its own R and D team, the company is capable to continuously develop innovative and unique designs and it spends 25% of its revenue every year on product development.

Creative Products by a Creative Company

The creativity of the company can be revealed in all aspects of its products. A lot of them have been patent-registered or

patent-pending in certain countries, proving the pioneering position it takes. Ozone Mixer is the company's new product this year, which is said to be a breakthrough in design of the same kind product in the market. Applied as a highly reliable water sterilizer, its sterilizing effect has been proven by SGS and Taiwan's Food Industry Research and Development Institute.

Another prominent example is the crossover between traditional Chinese therapy and modern technology. As introduced, BeautyU Ozone Cleansing Device is one of the company's popular designs especially for facial cleansing and massage. The device is created based on both traditional Chinese point percussion therapy and Transcutaneous Electrical Nerve Stimulation (TENS) in massaging and is said to be effective in enhancing the firmness of skin. "With the cleansing done with ozone, germs can be got rid of without applying any cleansing lotion that may not be 100% beneficial to our body," said Mr Lai.

In Pursuit of User's Convenience by Quality Products

Hitop also sees the great room for development in the field of home-use beauty and health products to cut off the hassle going to the beauty consultant. These products are said to be favoured for their user-friendliness and safe design. One of the good examples is the Personal Photodynamic Therapy Device. Catching up with the trend of using photodynamic therapy no matter for the purpose of medical or beauty treatment, the company has lately developed this easy-to-use device for improving skin condition. Besides user's convenience, the company is also researching on different negative ion and ozone related electric products for an easier and better way to do facial treatment.

For the sake of product quality,



Shown is Hitop's Personal Photodynamic Therapy Device.



A large variety of health products are available at Hitop.

Hitop's quality control team strictly performs quality checks at every production stage and before delivery. It also conducts a final quality check to ensure that the final products meet the requirement of customers. "It is our strategy to maintain our competitiveness in the market by offering quality products at a reasonable price," Mr Lai stressed.

Beyond the Products

While its hardware and software are all ready for a blooming business, effective promotion is definitely a booster for that. For the purpose of advertising, details and pictures of new products will be uploaded on the company's website as an easy reference for customers anytime and anywhere. There is also informative reference material on the web for the purpose of attracting potential customers and letting them know more about the theories used behind the products.

On top of its company website, the company also utilizes every opportunity to maximize the exposure of its products by placing advertisements on trade magazines as well as trade portal.

With the ultimate goal of developing innovative designs in order to enhance people's health and their living environment, the company will continue to improve the existing products and develop new technology. "I am confident that our company will successfully create more innovative designs in future. Needless to say, we'll always strive to maintain ourselves as a sincere and responsible supplier to our customers," remarked Mr Lai. ■

Contact Information:

Tel: 886-4-853 1690

Fax: 886-4-853 1590

E-mail: service@beautyu.com.tw

<http://www.tradesources.com/hitop>

<http://www.beautyu.com.tw>

Company Profile

Hitop Electric Co., Ltd.

Year Established: 1991

Products: Ozone and negative ion device

Brand Name: MISAN

Workforce: 10

Factory Location: Changhua, Taiwan

Factory Size: 1,000 sq. m.