

FOR IMMEDIATE RELEASE

**THE 《MOST EXCITING ZERO DISTANT》**

**WITH ASIA BEAUTY GURU “NIU ER” – AN EXCLUSIVE TOUR**

Date : 19 MAY 2013 (Sunday)  
Time : 4.00pm – 5.30pm  
Venue : Main Stage, Hall 1, KL Convention Centre  
Admission : FREE

KUALA LUMPUR, FEBRUARY: International Beauty Expo (IBE) 2013 which is returning in this coming 18 – 21 MAY 2013, is ready to bring our audiences on an exclusive tour to meet with the Asia's Beauty Guru “Niu Er”!

Niu Er, who is so well-known not only in his origin country, Taiwan, but his name spread vigorously in other Asian countries for his expertise in skin care and beauty for decades.

IBE is opening up an exclusive opportunity for audiences to meet up with Niu Er during his one and only tour to Malaysia! Niu Er vows to share his most valuable and exclusive TIPS on skin care and beauty, and to share his passionate insights gathered throughout his 20 years.

He has taken up the beauty and skincare industry in Asian countries by storm. Niu Er is not all about making it big in the beauty industry, but he aims to leave behind a legacy of the knowledge he has gained while putting heart into all his efforts. He has written books that have since become bestsellers and one of them stayed on the top 100 bestseller's list for five straight years.

Devoted to achieving a strong reputation for real skincare, Niu Er devotes countless hours and travel time to research and to study the latest ingredients that can be used to tender Asian skin and to improve skin problems.

Now that you know more about Niu Er, the man behind the story of 'Beauty', you have no more reason losing the chance to meet him up in zero distance in this coming MAY, only at IBE 2013!

For enquiries, kindly contact The Organizer at T: (603) 5891 1157; E: [info@eliteexpo.com.my](mailto:info@eliteexpo.com.my);  
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