

Original Paper

Outstanding Beauty: Study of Publicity Translation and Cultural Diplomatic Value in the Internationalization of Domestic Cosmetic Brands

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Received: November 14, 2024 Accepted: December 20, 2024 Online Published: January 18, 2025

doi:10.22158/csm.v8n1p17

URL: <http://dx.doi.org/10.22158/csm.v8n1p17>

Abstract

This study delves into the translation strategies employed in the export process of Chinese-style cosmetics, with a primary focus on how these strategies facilitate cultural communication. Emphasis is placed on ensuring accurate and culturally adaptive translation of product packaging, which plays a pivotal role in establishing and maintaining brand cultural identity in international markets. In particular, the proposal of naming lipstick shades after literary works—linking both Chinese and Western literary traditions—demonstrates a novel approach to fostering cross-cultural exchange through product exports. Additionally, marketing strategies are explored, showcasing how this differentiation not only enhances cultural relevance but also strengthens consumer emotional connections. Case studies of TIMAGE and Proya serve to evaluate brand performance in cross-cultural communication, offering valuable insights for the international promotion of Chinese-style cosmetics. The findings of this study suggest innovative directions for combining translation and marketing strategies to further cultural exchange and brand growth globally.

Keywords

cosmetics, translation, Chinese style, literary works, cultural communication

1. Feasibility of Integrating Daily Chemical Brand Exports with Cultural Communication

In 2024, China's personal care industry demonstrated its robust growth potential. Reports indicate that the upward trend in 2023 was primarily driven by content-driven e-commerce on short video platforms like Douyin (China version of TikTok), where the integration of content and shelf display further accelerated the industry's expansion. At the same time, global acceptance of Chinese culture has significantly increased, with Chinese elements making their mark across various fields, including film, music, beauty, and fashion. Against this backdrop, the question arises whether domestic cosmetic brands can further penetrate international markets and serve as bridges for cultural exchange. In alignment with the nation's "dual circulation" strategy, the export of Chinese personal care products not only fuels industry growth but also paves a new path for global cultural dissemination, revealing promising potential for the future.

Daily chemical products permeate various aspects of life, serving as an important medium for individuals to express their lifestyle philosophies and showcase personal taste (Gan Hongwu et al., 2023). Consumers' aspirations for a "refined" life vary, driving comprehensive upgrades in the daily chemical industry. Currently, major international daily chemical enterprises, such as *L'Oréal*, *Procter & Gamble*, *Unilever*, and *Estée Lauder*, have established a presence in multiple countries and are widely praised by consumers. With the continuous evolution of consumer demand, new niches, brands, and products are emerging in the market, presenting numerous opportunities and challenges for industry development (Yinglan Yao, 2022). In the context of increasing competition and a growing variety of products, the substantive differences between offerings have become less apparent to the public. To stand out and gain consumer favor, effective marketing promotion and product repositioning are essential. Therefore, in the exploration of exporting domestic daily chemical products, the construction of a differentiated product image is crucial.

In recent years, "Eastern aesthetics" has gradually become a buzzword, capturing the attention of international audiences. An increasing number of individuals are beginning to explore Eastern aesthetics, with Chinese aesthetics as a key component, giving rise to various cultural products and concepts, such as Hanfu, Cheongsam (also known as Qipao), traditional Chinese medicine, "Chinese makeup", and Chinese philosophical concept "unity of heaven and humanity" (Guo Xin, 2022). The author argues that Eastern aesthetics and traditional Chinese aesthetics can serve as cultural concepts that, through the export of corporate brands, enter the international arena, thereby achieving cultural dissemination. Translation is one of the crucial elements in the marketing of product exports (A. A. Gureeva et al. 2017). Taking the successful experience of Shanghai Jahwa Group's brand *Herborist* in the European market as an example, the following analysis will be conducted:

Herborist opened its first overseas flagship store in Paris in 2015, having entered the French market as early as 2008. With its philosophy of herbal beauty based on traditional Chinese medicine, it became

the first Chinese beauty brand to enter the *Sephora* flagship store on the Champs-Élysées. The brand subsequently expanded into several European countries, establishing a presence in the mainstream skincare market overseas.

The Herborist flagship store in Paris faced challenges in promoting herbal skincare. To solve the problem, the brand downplayed the concept of traditional Chinese medicine and shifted its focus to emphasize philosophy and Chinese aesthetics, communicating with Western consumers through familiar cultural symbols while maintaining its core brand identity (Note 1).

This highlights that *Herborist*, as a successful Chinese cosmetics brand in the international market, has made substantial efforts in product marketing strategies and brand image construction. In its cultural outreach to Western consumers, *Herborist* adopted approaches that align with Western perspectives for product promotion and presentation. This strategy effectively reduced communication barriers stemming from cultural conflicts and stereotypes, thereby demonstrating the viability of personal care brands in facilitating cultural dissemination through overseas sales (Estrader Joaquin et al., 2024).

2. Brief Discussion on the Export Promotion Translation of Domestic Cosmetics and the Feasibility of Integrating Chinese Cosmetics Exports with Cultural Exchange

2.1 The Communication Function of Translation in Product Exports

Ideal translation is essential for the export of cosmetics, as it not only enables brands to convey their brand philosophy accurately in cross-cultural communication but also helps avoid misunderstandings and distortions of information. During the export process, the translation of packaging, concepts, and functionalities is indispensable, especially for specialized products, which must balance their original essence with the understanding and acceptance of the target market (Fu Binbin, 2015). Flawless translation allows consumers to better grasp the functions and benefits of products, thereby enhancing the purchasing experience. Cultural adaptability is particularly crucial in translation, as it helps brands resonate with consumers across different cultural contexts, creating the enhanced market acceptance and the increased market share subsequently (Catalin Mihail BARBU, 2011). Furthermore, cosmetics exports can serve as a means of promoting cultural exchange. This paper will briefly explore the relationship between the exchange of Eastern and Western literary arts and the packaging of cosmetic products, aiming to investigate the feasibility of facilitating cultural dissemination through product exports.

2.2 The Export Promotion Translation of Domestic Cosmetics and Skincare Products

2.2.1 Cosmetics Category

Cosmetics encompass various types of makeup, including base makeup, eye makeup, lip makeup, and facial cosmetics. Surveys indicate that many domestic makeup brands exhibit diverse naming styles for their product shades within their ranges of cosmetics, each showcasing unique characteristics.

1) Base Makeup Products

Taking the base makeup product “Four Elements Balance Foundation” (Note 2) from the Chinese cosmetic brand *Florasis* (Note 3) as an example, we can compare its product information descriptions on the Chinese Taobao flagship store and its English official website. The shade N20, named as “Warm Yujing”, is inspired by the traditional Chinese symbol “Jade Purity Vase” (which is called “Yujing Vase” in Chinese), conveying concepts such as “warm colors” and “smooth as jade”, skillfully highlights the advantages of the foundation product. The English website translates it as “Jade”, maintaining the jade imagery. Similarly, the shade L20, named “Cold, Moon and Clean” is translated to “Moon” in English.

2) Lip Makeup Products

Taking the lip product “Judydoll Water-light Lipstick” (Note 4) from the domestic youthful makeup brand *Judydoll* (Note 5) as an example, we can compare the shade descriptions on its Chinese Taobao flagship store and English official website. The shade number 09 is named “Chi Yu Hui” in Chinese, with a note stating “Hawthorn color”. In the context of traditional Chinese culture, “Chi” signifies a fiery red color, allowing local consumers to quickly associate it with the product’s hue and characteristics. To cater to the overseas market, the English website names it “Hawthorn”, referencing a familiar fruit in Western culture. This approach avoids the cultural barriers associated with a direct translation of “Chi” while preserving the natural imagery of the color.

By studying the color preferences of different countries and integrating cultural symbolism, brands can optimize product shade names and translation content. This approach preserves Chinese cultural elements while aligning with the aesthetics and values of local consumers. It is evident that brand translation must take into account the cultural perceptions of the target market.

2.2.2 Skincare Products with Traditional Herbal Ingredients as Translation Examples

The global demand for natural skincare products is on the rise, and traditional Chinese herbal skincare products are gaining attention in the international market. However, accurately translating herbal ingredients into English remains a challenge (Wang Tiantian, 2017). Descriptions of skincare ingredients should be concise and clear, highlighting their fundamental benefits while avoiding complex terminology. Additionally, the naming of herbal ingredients should minimize any sense of mystery, focusing on conveying positive meanings and cultural symbols to facilitate smoother exports and enhance public acceptance.

1) Case Study I

Taking *Florasis*’s “Four Elements Balance Foundation” (Note 3) as an example, the product contains herbal ingredients such as *Ganoderma*, *Ginseng*, and *Scutellaria Baicalensis*. *Ganoderma* is translated as “Reishi”, which, while accurate, lacks cultural context. *Ginseng*, known as the “King of Herbs”, symbolizes health and vitality, a meaning retained in its translation as “Panax Ginseng”. Overall,

Florasis has achieved a balance between maintaining the characteristics of traditional herbs and meeting the demands of the international market.

Emphasizing the efficacy of its herbal ingredients, *Florasis* integrates traditional Chinese medicine with modern skincare needs. The translation strategy highlights the concepts of nature and health, aligning with the international market's preference for natural skincare products. This illustrates that in the export process, translation must not only convey linguistic information but also consider the cultural practices of the target market (Lv Meizheng, 2023).

2) Case Study II

Inoherb (Note 6) focuses on herbal skincare, and its translation strategy is particularly crucial in promoting traditional Chinese herbal products. The brand widely incorporates herbs such as Angelica, Ganoderma, and White Peony. In translation, *Inoherb* combines literal translation with supplementary explanations. For example, Angelica is translated as “Angelica Sinensis”, with its beauty benefits explained in the description; Ganoderma is translated as “Ganoderma Lucidum”, emphasizing its antioxidant and immune-boosting properties. While this strategy enhances consumer understanding of the products, the cultural symbolism of White Peony (*Paeonia Lactiflora*) is not fully conveyed in English.

When we translate traditional herbs such as “Angelica”, functional descriptions are adopted to simplify complex cultural backgrounds while maintaining their traditional essence. This demonstrates that in cultural export translation, it is essential to simplify difficult-to-understand cultural terms while ensuring that the translation is accurate and precise.

2.3 Conception and Exploration of Connections between Makeup Shade Naming and Literary Arts

Currently, the naming of makeup shades has become increasingly diverse, surpassing traditional color classifications. Many brands infuse their shade names with rich cultural connotations (Wang Qian, 2023). For example, MAC's (Note 7) matte lipstick shade #646, named as “Marrakesh”, which derives from Arabic, meaning “reddish”, referencing the city's walls built from ochre-colored rock. This gives the shade a unique cultural background and regional symbolism, thus vividly illustrating its color characteristics.

Lip products, particularly lipsticks and lip glosses, have become essential for many women due to their portability and daily use (Xu Hao & Nie Wenjing, 2022). Using names from literary works for lipstick shades can add depth and uniqueness. By placing a shade name and a QR code on the packaging, consumers can scan to access summaries, analyses, and links to purchase or read the related works online. This strategy enhances the perception of lipsticks as cultural symbols, enriching them with significance and appealing to consumers' tastes.

By imbuing lipstick shades with cultural connotations from literary works and introducing a consumer feedback mechanism, product uniqueness and translation accuracy can be enhanced. A discussion

platform, such as a website or app, could be established for users to share connections between lipstick shades and literary works. Topics could revolve around color representation, such as “What color best represents this work?” This not only sparks consumer interest but also provides feedback on the quality of literary translations. Consumers’ associations reflect their understanding of the translations, aiding translators in reflecting and improving their work, thereby creating a cycle of “reading—feedback—improvement” that gradually enhances translation quality and optimizes literary and cultural exchange.

2.3.1 Selection of Literary Works

This exploration focuses on the international dissemination of Chinese culture and Sino-Western cultural exchange, selecting Chinese and Western literary works (specifically English and American literature) as research subjects. Given that the target market is primarily female and relates to everyday products like lipsticks, the chosen works should convey positive themes, including female independence, romanticism, and strong female protagonists. Below is a detailed analysis of examples and ideas for the selection of literary works.

1) Examples of Selected Western Works

The Scarlet Letter, a classic novel by Nathaniel Hawthorne, explores topics such as the female independence and struggles, etc. Hester Prynne, the protagonist, wears the scarlet letter “A” as a symbol of shame in a 17th-century Puritan society due to adultery. However, her resilience and courage lead to societal respect. The writers of the paper suggests naming a deep, rich burgundy shade after the novel, symbolizing stability and tension, reflecting Hester’s complex inner world and strength in an oppressive society. This color embodies her emotional turbulence and unwavering determination, transforming into a symbol of power and hope, showcasing her struggle and silent dignity.

2) Examples of Selected Chinese Literary Works

Half a Lifelong Romance is a classic novel by Chinese author Eileen Chang, telling the tangled love story between Gu Manzhen and Shen Shijun. The two deeply love each other but are cruelly separated by the pressures of reality. Years later, despite their lingering feelings, they cannot return to the past. Through this work, Chang explores the complexities of human nature, the helplessness of love, and the societal constraints on individuals, deeply examining the conflict between personal emotions and social environments.

The title “Half a Lifetime” can be used to name a soft and melancholic rose brown shade. This tone is gentle and deep, embodying warmth while exuding tranquility, which is much like the complex emotional entanglement between Gu Manzhen and Shen Shijun. Rose brown is neither too vibrant nor too cold, symbolizing the indescribable regrets and missed opportunities present in the novel. It hints at Manzhen’s deep affection and resilience, while also implying the story’s irretrievable sense of fate—subdued yet elegant, representing the tenderness in love and carrying the weight of time.

2.3.2 Specific Implementation Process Description

Firstly, assign literary titles to lipstick shades and attach a QR code. Consumers can scan the QR code to access a brief introduction of the literary work. Thus, consumers not only purchase lipstick but also become potential readers, actively engaging in online discussions. On the discussion platform, readers can share their interpretations and insights regarding the work. Subsequently, the brand collects readers' opinions or insights and provides them to the translator. The translator reflects on their translations based on readers' understanding of the work, assessing whether it faithfully conveys the original text. Following this, the translator revises the translation according to the feedback and uploads a new version for readers to review again, creating a virtuous cycle of "reading-feedback-improvement", thereby continually enhancing the quality of the translation (See Figure 1).

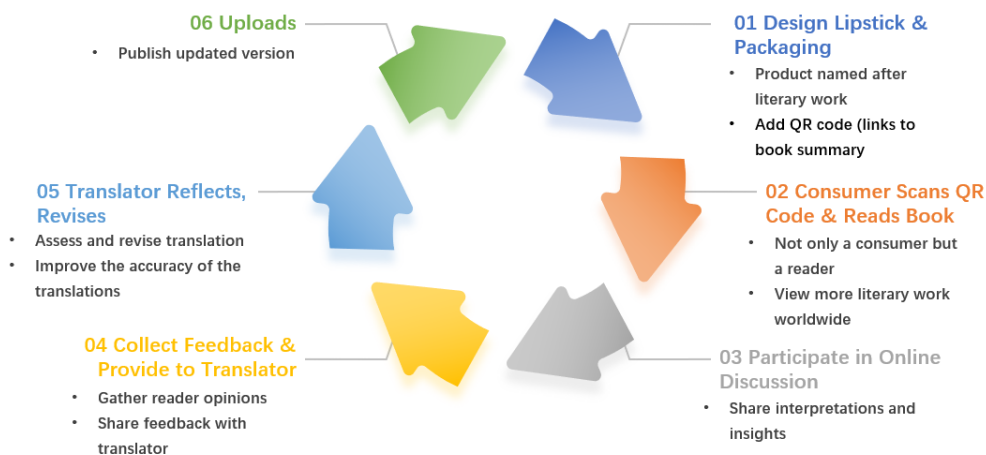


Figure 1. The “Reading—Feedback--Improvement” Cycle Flowchart

(This figure is a self-created cycle flowchart by the author, based on the specific implementation process regarding the connection between lipstick shade naming and Chinese and Western literary arts.)

3. Cultural Diplomacy in Marketing and Export: Case Study of Proya and TIMAGE

3.1 Introduction to Proya Group and its subsidiary brand TIMAGE

Proya, founded in 2003 and headquartered in Hangzhou, China, specializes in the research, production, and sales of skincare and cosmetics. Emphasizing “scientific skincare for natural beauty”, the brand integrates modern technology with natural ingredients, offering a diverse range of products including basic skincare, advanced treatments, and cosmetics. *Proya* actively pursues international expansion, continually entering overseas markets and enhancing brand visibility through international exhibitions

and cultural exchanges. The brand also adheres to green production practices, focusing on social responsibility and actively participating in environmental and philanthropic initiatives.

Proya's marine element skincare products focus on natural marine ingredients, offering deep nourishment and repair. Utilizing effective components such as deep-sea algae, marine minerals, and collagen, these products provide exceptional moisturizing, antioxidant, and anti-aging benefits. The range includes cleansers, serums, and creams, integrating marine essences into skincare through advanced extraction techniques, helping the skin regain health and vitality. This series is well-received by consumers, highlighting the brand's expertise in innovation and natural skincare.

TIMAGE is a high-end cosmetics brand under *Proya*, with the philosophy of "Artistic Makeup, Masterful Craftsmanship". It integrates Eastern aesthetics with modern technology to create fashionable and culturally rich makeup products. The product line includes foundations, eyeshadow palettes, and lipsticks, with designs that incorporate Eastern elements, featuring exquisite packaging and a high-quality feel. The brand emphasizes detail and user experience, actively promoting an international strategy to spread Eastern aesthetics globally through international beauty exhibitions and cross-border e-commerce.

3.2 Proposed Marketing Strategy

Recently, short videos showcasing overseas street experiences with Hanfu have gone viral, attracting widespread attention. Domestic viewers express pride and joy in witnessing Hanfu's presence on the international stage, feeling that traditional culture's charm is being rediscovered. International viewers are impressed by Hanfu's exquisite designs and rich cultural connotations, sparking significant interest in traditional Chinese clothing. Such Hanfu experiences not only help more people understand and appreciate Hanfu but also play a positive role in facilitating cultural exchange between China and other countries, promoting the global dissemination and recognition of Chinese traditional culture.

In these Hanfu experience events, many influencers cleverly integrated personal care product promotions through short videos, increasing awareness of these products' benefits. The author believes that combining experience with product endorsement can attract consumers and satisfy their curiosity while effectively promoting the products, achieving a dual effect.

For *Proya's* ocean-based skincare products to successfully enter the international market, a correct marketing strategy must be formulated. Currently, the international skincare market is flooded with products featuring natural oceanic ingredients, such as *Estée Lauder's* algae essence and *Lancôme's* deep-sea microbiome skincare series. Relying solely on scientific ingredients in products is insufficient to successfully attract customers. Therefore, referencing the successful international expansion of *Herborist*, creating differentiation is more likely to garner consumer favor.

This proposed strategy draws inspiration from overseas street Hanfu experiences, aiming to create a unique brand differentiation through concepts such as national style aesthetics, Hanfu, Qipao, Chinese

traditional culture, and Chinese makeup. By combining *Proya*'s distinctly national style cosmetic brand *TIMAGE* with Hanfu and other traditional clothing and makeup experiences, the strategy not only provides customers with a unique service experience but also promotes the products in the process. The service experience will be recorded as v-logs and published on short video platforms like YouTube and TikTok, accompanied by explanations of relevant Chinese culture, including historical anecdotes, to disseminate Chinese culture in a format appealing to Western audiences, while providing links for product purchases or contact information for further engagement.

The combination of online short videos and one-time offline experiences abroad allows foreign customers to engage with different cultures without incurring the high costs of airfare, capturing their curiosity and encouraging consumption. As the makeup experience line matures and gains popularity, *Proya* can gradually introduce its skincare product line into the experience promotions, further expanding brand influence and market reach.

3.2.1 Rationale and Purpose of Strategy Design

As a brand focused on Eastern makeup, *TIMAGE*'s products have lower daily practicality and usage frequency among Western customers. However, to create brand differentiation, one-time experiential consumption serves as a breakthrough. This novel experience attracts customers, generating interest while facilitating cultural exchange—such as explaining the origins of a particular Hanfu style and sharing related historical anecdotes.

Additionally, *TIMAGE* can enhance its cultural depth by combining lipstick shade names with literary works. Each lipstick shade can represent a unique color while resonating with characters, scenes, or imagery from classic Chinese or English literature. For example, the shade “*Dream of the Red Chamber*” can evoke imaginations of Chinese classical literature, while “*Jane Eyre*” may inspire reflections on female independence. Through this approach, *TIMAGE* not only provides beauty products but also sparks consumer interest in literary works, endowing colors with deeper cultural significance.

During the experiential service process, in addition to promoting *TIMAGE*'s makeup products, there can be an integration of *Proya*'s skincare promotions. While *TIMAGE* focuses on makeup, *Proya*'s skincare products can fill a market gap, and promoting both will not conflict. Although Eastern makeup is less frequently used in Western markets, skincare products have broader applicability.

For example, *Proya*'s ocean-based skincare products can be combined with Chinese traditional culture to emphasize the natural ocean ingredients contained in the products, such as deep-sea algae and marine collagen, which provide both hydration and antioxidant benefits. To enhance the selling points, narratives about ancient Chinese reverence for and utilization of the ocean can be integrated, including stories from ancient maritime culture and legends about beauty, such as the mermaid legend from the Loong Palace of the East China Sea, Da Ji and ocean pearls, and Xi Shi and river clam essence (Note 8).

Through this cultural association, the uniqueness and appeal of the products can be strengthened.

To ensure the effective dissemination of cultural output in overseas markets, corresponding translation strategies must be optimized simultaneously. For instance, during product promotion, precise cultural translation can preserve the essence of traditional Chinese culture while making it easily understandable and acceptable to foreign consumers (Yueying Wang & Juncheng Meng, 2024). Particularly for naming lipstick shades, referencing the cultural background and literary works of the target market allows for more resonant expressions in translation, ensuring the accurate conveyance and dissemination of cultural imagery.

Additionally, *Proya* needs to focus on external packaging design, transitioning from modern styles to more refined designs that embody Eastern aesthetics. Such packaging not only attracts customers' attention during the experience but also enhances visual appeal during daily use, increasing the product's shareability among consumers. Exquisite Eastern-style packaging can draw in more potential customers, boosting brand awareness and market competitiveness.

3.2.2 Online Marketing Strategy

1) TikTok Live Streaming Sales

Regular live streaming sales events will be conducted on TikTok, featuring hosts dressed in Hanfu or showcasing *TIMAGE*'s Chinese-style makeup. By demonstrating product effectiveness through live trials and explanations, viewers gain a direct understanding of the products (Wang Fangxian, 2024). During the livestream, the host will share stories from traditional Chinese culture, enriching the content and enhancing viewer interest and recognition of the products. Interactive segments will be included to answer audience questions and conduct prize-based quizzes or raffles, fostering viewer engagement. Additionally, exclusive offers and limited-time discounts will be provided during the livestream to encourage immediate purchases and boost sales conversion rates.

2) Vlog Release

Record the dressing experience of Hanfu and product usage process as a vlog, showcasing the entire experience, including makeup application, wearing Hanfu, and outdoor presentations to attract viewer interest. The vlog will incorporate explanations of the origins, historical background, and related stories of Hanfu styles, such as the mermaid legend from the East Sea Loong Palace. Through cultural sharing, viewers will gain a deeper understanding and appreciation of traditional Chinese culture. The vlog will be published on major video platforms like YouTube and TikTok, leveraging their extensive user bases to expand promotional reach. Purchase links and contact information for *TIMAGE* and *Proya* products will be included in the video description or comments section, facilitating direct purchases or inquiries.

Conclusion

This paper explores how translation and marketing strategies work together to achieve cultural diplomacy through the export of Chinese cosmetic brands. First, from the perspective of translation strategies, accuracy and cultural adaptability are crucial. In cross-cultural communication, brands must ensure that their product descriptions not only convey functional advantages but also skillfully incorporate Chinese cultural elements. Through precise language conversion, the cultural connotations embedded in product introductions are highlighted, thereby enhancing international consumers' recognition and interest in Chinese culture. Brands like *TIMAGE* and *Proya* have demonstrated innovation in this regard, successfully shaping a unique cultural identity through refined linguistic design and accurate conveyance of cultural symbols.

Moreover, marketing strategies further enhance the cultural communication effect of these brands. By integrating literary works, the brands not only strengthen their cultural positioning but also provide consumers with more diverse emotional connections. This differentiated market strategy elevates products beyond mere personal care items, turning them into mediums of cultural exchange, which further boosts their international competitiveness.

In conclusion, translation strategies play a leading role in cosmetic exports, not just by converting language but by ensuring the accuracy and effectiveness of cultural dissemination. The effective complement of marketing strategies enables brands to secure an advantageous position in the global market. Future research can explore how to more effectively combine translation and marketing strategies to enhance the impact of Chinese culture in international markets.

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Notes

Note 1. The content is a summary by the author, referencing the PR Newswire article “*Herborist: Embracing Eastern Aesthetics to Promote Global Expansion—Herborist’s First Overseas Flagship Store Opens in the Heart of Paris*”, published in 2015.

Note 2. The “Four Elements Balance Nourishing Foundation” from *Florasis* is a foundation that combines traditional herbal ingredients with modern technology, aiming to provide a natural and even skin tone while also offering skincare benefits.

Note 3. *Florasis*, a cosmetics brand under Hangzhou Yige Enterprise Management Group Co., Ltd., was established in 2017. It focuses on integrating traditional Chinese aesthetics with modern technology to create Chinese-style makeup products.

Note 4. The *Judydoll* Water-light Lipstick emphasizes a hydrating and luminous makeup finish, offering moisturizing benefits for the lips. It blends rich colors with moisturizing ingredients to provide long-lasting shine and comfort for the lips.

Note 5. *Judydoll*, a Chinese cosmetic brand established in 2011, focuses on youthful-style makeup products. The brand combines fashion trends with innovative design to offer affordable products that appeal to young women.

Note 6. *Inoherb*, a well-known Chinese herbal skincare brand established in 2000, focuses on combining traditional herbal medicine with modern skincare technology to create natural products suitable for various skin types. The brand upholds the philosophy of “herbal skincare”, striving to integrate traditional Chinese herbal culture into its skincare offerings.

Note 7. *MAC Cosmetics*, founded in 1984 in Toronto, is a leading professional makeup brand known for its diverse color range and commitment to inclusivity.

Note 8. The East Sea Loong King, Daji, and Xishi are all figures from ancient Chinese mythology and historical legends, representing ocean mythology, iconic female characters in classical literature, and historical figures, respectively.

Note 9. This thesis is the study result of the Project on “Outstanding Beauty: Study of Publicity Translation and Cultural Diplomatic Value in the Internationalization of Domestic Cosmetic Brands” in The China College Students’ Innovation and Entrepreneurship Program.