

**Company:** Qurio

**Company Description:** Qurio is a consumer product brand incubator founded in Singapore by Dr. Eugene He. Qurio's brands includes Invity, LYI, Xandro and CERM.

**Nomination Category:** Achievement Categories

**Nomination Sub Category:** Achievement in Product Innovation

**Nomination Title:** LYI - Redefining Beauty

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 178 words used.**

**LYI** is a luxury beauty brand founded in Singapore under the Qurio Group, a biotechnology-driven consumer brand incubator. Launched in 2023, LYI was conceived to challenge conventional norms of skincare by merging scientific breakthroughs with artistic expression. At its core lies **MMC75**, a proprietary exosome-based technology developed in-house at Qurio's R&D arm, Quvo Lab. MMC75 harnesses cell-signaling exosomes to stimulate dermal regeneration, positioning LYI as a biotech-forward brand in the luxury skincare segment.

LYI is also known for integrating **gemstone extracts** with documented antioxidant and healing properties, adding both sensorial and clinical dimensions to its formulas. Each product is housed in **singular, non-replicated packaging**, blending art and science into collectible beauty objects. This commitment to uniqueness is a hallmark of the brand.

Since its debut, LYI has launched in **Singapore, China, Hong Kong SAR, Czech Republic, and Slovakia**, with more markets planned. The brand has quickly gained traction among discerning consumers and industry insiders for its visionary approach and premium positioning. Collaborations with international creators—including master perfumer **Nathalie Feisthauer**—further cement its standing as a next-generation luxury beauty innovator.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 209 words used.**

Since its inception in 2023, LYI has made extraordinary strides in product innovation and market traction. Within six months of its **China launch**, LYI exceeded **USD \$2 million in sales**, establishing itself in one of the world's most competitive and saturated skincare markets. Few new luxury skincare brands—especially those emerging from Southeast Asia—have achieved this level of commercial and brand success in such a short time.

The launch of **MMC75**, LYI's in-house exosome technology, marks a major achievement in scientific formulation. Unlike many brands that license third-party technologies, LYI developed its MMC75 complex independently, allowing complete control over efficacy, IP, and scalability. It delivers skin renewal benefits previously seen only in in-clinic treatments.

LYI is also the first luxury beauty brand to **infuse rare gemstone extracts** (e.g., malachite, jade, ruby) for dual aesthetic and therapeutic effects—enhancing skin tone, calming inflammation, and improving oxidative resilience.

Moreover, its **one-of-a-kind packaging system**, where no two bottles are ever the same, is a world-first for scalable luxury skincare. This fusion of **art and biotech** elevates consumer experience and brand value well beyond functional skincare.

LYI's expansion into multiple countries within its first year, combined with critical acclaim and strategic artistic collaborations, makes it a standout innovator and market disruptor in luxury beauty.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 238 words used.**

LYI's achievements are exceptional because they **combine proprietary scientific innovation with experiential luxury at a scale and speed rarely seen** in the skincare industry. In contrast to many luxury brands that rely on legacy heritage or outsourced science, LYI is **science-first**, owning and operating its own **exosome R&D platform (MMC75)**. This positions it at the intersection of **aesthetic dermatology and high-performance skincare**, where very few brands compete effectively.

While global beauty giants often take years to gain traction in China, LYI **achieved over USD \$2M in sales in just six months** post-launch, despite being a new-to-market, non-Chinese brand. This rapid uptake is comparable only to the most viral or celebrity-backed launches—an extraordinary feat for a biotech brand from Singapore.

The “**one bottle, one design**” model is also virtually unmatched. While collectible packaging exists in fragrance, it is **unheard of in clinical skincare** due to production constraints. LYI has overcome this through proprietary design processes, setting a new benchmark in product presentation and consumer personalization.

Furthermore, the use of **gemstone therapeutics** not only brings sensorial novelty but is supported by dermatological benefits (e.g., malachite's copper content and antioxidant activity), giving LYI's formulations unique differentiators both visually and clinically.

In a global market flooded with sameness, LYI's ability to combine **IP-owned actives, luxurious rarity, and measurable skin outcomes** redefines what luxury skincare can be. No other brand in Asia is doing this with such scientific credibility and creative integrity.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 3 words used.**

[www.lyibeauty.com](http://www.lyibeauty.com)

## Attachments/Videos/Links:

[LYI - Redefining Beauty](#)



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