



# King NewsWire

## Follow Us

 Google News

 Facebook

 Twitter

 Instagram

 LinkedIn

 Pinterest

# Press Release Distribution Report

April 9, 2026

#### Company Name

HODM INC

#### Address 1

1199 Fairway Dr Ste 112, City of Industry, CA, 91789

#### phone

8615521392684

#### Email

admin@hairodm.com

#### Country

United States

#### Website

<https://www.hairodm.com/about-us>

# Distribution Report

## Three Core Patents Fuel 2.8% Market Share Growth: The Ascent of a Natural Beauty Tech Pioneer

Date Submitted: 2026-04-09

Recorded Full Page Placements\*

1

Potential Audience Reach

371 k

King NewsWire Pickup



**King NewsWire**

[See Your Release](#)

Google Pickup



[See Your Release](#)

Google News Pickup



[See Your Release](#)

Yahoo Pickup



[See your release](#)

Bing Pickup



[See your release](#)

## Your Submitted Press Release

In a global beauty market long dominated by established giants, the natural hair care segment has long grappled with a critical dilemma: effective formulas often irritate the scalp, while gentle alternatives lack potency. For niche brands, carving out a sustainable position has been an uphill battle. Yet one tech-driven leader, with over 12 years of industry expertise, has cracked this code. Through three targeted invention patents, Chunhua Zhu has not only broken this deadlock but also brought her innovative formulations to mainstream retail channels worldwide, serving over 1,000 brands. Her efforts have steadily boosted the market share of the natural beauty niche from 0.3% to 2.8%, with annual export revenue reaching \$2.3 million. Zhu stands as a trailblazer who turned lab breakthroughs into a distinct competitive edge in the cutthroat beauty industry.

### Addressing Industry Pain Points with Precision Patents

“Powerful cleansing often comes at the cost of scalp irritation, while mild formulas tend to underdeliver—this has been a persistent trade-off in hair care,” notes Mark White, an analyst specializing in beauty tech trends. “Many brands have tried to bridge this gap, but few have succeeded in striking a true balance. Zhu’s team’s technologies finally offer a viable solution.”

An independent investigation confirms that Zhu’s three core patents each target specific industry pain points with surgical precision:

1) Granted in 2021, her anti-aging composition patent (Patent No.: ZL202111552828.4) combines plant extracts with bioactive peptides to enhance both anti-aging efficacy and skin compatibility—all without harsh chemicals. The technology has been cited in the international authoritative journal *Journal of Cosmetic Science*, serving as a reference for formula innovation across the sector.

2) Authorized in late 2022, the hair growth and thickening serum composition patent (Patent No.: ZL202211525832.6) features a hybrid system of plant extracts and biotin, addressing the longstanding issues of slow results and high irritation in traditional hair growth products. Third-party test data shows that after 8 weeks of use, products incorporating this patent increase hair density by an average of 12.3%, while scalp sensitivity rates drop to 1.2%—well below the industry average of 8.7%.

3) Officially licensed in 2025, the volumizing and oil-controlling composition patent (Patent No.: ZL202510875127.6) achieves a dual win by eliminating sulfates entirely. Through the precise blending of amino acid surfactants and dandelion extracts, the technology reduces scalp irritation by 62% while boosting 72-hour oil control by 38%. “We conducted blind tests with 1,200 sensitive-scalp consumers across North America, Europe, and the Middle East,” shares Sofia Costa, head of a beauty market research firm. “The product achieved a 92% satisfaction rate, outperforming major international brands’ 78%.” Today, this

formulation is widely recognized as a practical benchmark in natural hair care, with several enterprises adapting its core principles.

## **End-to-End Ecosystem Supports Steady Tech Translation**

Translating patent potential into market success requires robust industrialization capabilities. At Zhu's production facility in Yingde, a fully integrated "R&D-Production-Cross-Border" ecosystem is in full swing. Spanning 12,204 square meters, the GMP-certified plant operates 7 dedicated hair care production lines, equipped with specialized R&D tools such as biochemical incubators and clean benches. Its 7 core R&D team members all hold bachelor's degrees or higher, ensuring seamless alignment between lab innovations and mass production.

"This volumizing and oil-controlling formula demands extreme precision in raw material mixing," explains the facility's manager. "We invested in German-made homogenizing equipment that keeps margin of error below 0.1%." Complementing this hardware is Zhu's independently developed "Beauty R&D Formula Master" software system, which digitizes the formulation process. As a result, the time-to-market for new products has been cut from the industry average of 12 months to 6, with small-batch custom orders delivered in as little as 15 days.

Strategic cross-border layout has further accelerated global reach. Zhu pioneered a dual-base model of "R&D & Production + Local Operations," establishing JBCA ENTERPRISE LLC in California in 2025. This setup adapts core patents to regional preferences—fine-tuning formula concentrations for diverse hair types—and builds local warehousing and logistics networks, slashing delivery times from 45 days to 7.

"This model not only reduces cross-border logistics costs by 20% but also resolves the key pain point of regulatory compliance for natural beauty products," says Thomas Lee, a cross-border beauty consultant. "Zhu's compliance framework, certified by FDA, CPNP, and other international authorities, is why her products are now available in 79 countries and regions."

## **Standard-Setting and Tech Dissemination Build Industry Clout**


"Success with a single product is just a milestone," Zhu has shared at industry forums. "To thrive long-term, core technologies must evolve into industry-recognized standards." Building on her three patents, she led the development of four enterprise standards, including *Specifications for Compliance Management of Natural and Organic Cosmetic Raw Material Procurement* and *Guidelines for End-to-End Visualization of Cross-Border Beauty Orders*. These standards—particularly the raw material procurement norms, which align closely with FDA and CPNP requirements—have been adopted by over 30 beauty enterprises.

To foster industry-wide growth, Zhu has licensed select non-core technologies, driving upgrades across more than 30 upstream and downstream partners. One raw material supplier improved product qualification rates from 85% to 98% using her plant extract screening technology, gaining entry into international supply chains. Another beauty brand boosted hair care revenue by 50% after licensing the hair growth patent, successfully penetrating Southeast Asian markets.

In her role as Chief Review Expert for Cosmetic Achievement Transformation at an international science and technology development center, Zhu has also turned her expertise into a public resource. She led the revision of the *Guidelines for Global Transformation Evaluation of Cosmetic Scientific and Technological Achievements (2025 Edition)*, integrating key patent metrics into the assessment framework. Her insights on “natural formula innovation and cross-border adaptation,” shared at forums like the International Society of Cosmetic Chemists, have become valuable practical references for peers worldwide.

“From lab trials to steady market share gains, Zhu’s journey proves that technological innovation is the ultimate driver for niche brand success,” remarks analyst Mark White. As her North American subsidiary expands, this patent-led revolution in natural beauty continues to gain momentum beyond niche boundaries. For this tech pioneer, the next goal is to further grow the natural beauty segment’s market share—using innovative formulations to keep fueling the industry’s evolution.

---

Logo	Link	Type	Industry	Top 3 Visiting Countries	Potential Audience
 <b>openPR</b> <small>Worldwide Public Relations</small>	<a href="#">View Release</a>	News	Business	US, UK, CA	313000 visit/month