

## 2023-J2611

Senate Resolution No. 2611

BY: Senator MARTINS

COMMENDING KISS Products Inc. upon the occasion of  
its designation for special recognition by Residents  
Forward at their Gala on June 7, 2024

WHEREAS, It is the sense of this Legislative Body to honor those  
businesses within the State of New York which distinguish themselves  
through outstanding professional behavior, corporate innovation, and  
enduring commitment to the community; and

WHEREAS, Attendant to such concern, and in full accord with its  
long-standing traditions, this Legislative Body is justly proud to  
commend KISS Products Inc. upon the occasion of its designation for  
special recognition by Residents Forward at their Gala on Friday, June  
7, 2024, at the North Hempstead Beach Park Pavilion in Port Washington,  
New York; and

WHEREAS, Based in Port Washington, New York, KISS Products is a  
global leader in beauty solutions, catering to consumers in over 100  
countries; renowned for its extensive lineup spanning fashion nails,  
false eyelashes, color cosmetics, hair styling tools, and accessories,  
KISS is committed to delivering accessible, innovative, top-tier beauty  
solutions that empower individuals worldwide; and

WHEREAS, In 1989, John Y. Chang, Sung Yong Chang, and Won Shik Kang  
formed a small startup company named Dae do in Flushing, NY, creating a

unique niche in the artificial nail market; three years later, under the brand name KISS, a line of 18 nail products was introduced in Walgreens Stores across the U.S.; and

WHEREAS, In 2005, Kiss Products relocated to Port Washington, New York, occupying a larger facility to accommodate the company's newfound growth and expansion; in 2014, the company upgraded to a 60,000 square foot facility, a testament to its ever-growing and impressive success; and

WHEREAS, Ultimately becoming a globally renowned business, KISS moved the company to a new global headquarters in 2018; the magnificent, ultra-modern, 272,000-square foot business complex in Port Washington, NY, includes an on-site state of the art Research and Development Center; KISS currently secures strongholds in key countries to establish the KISS dominance in Europe, allowing the company to flourish even further in the cosmetic and beauty market; and

WHEREAS, Throughout their many years in business, KISS Products Inc. has worked to develop and introduce new products to the market, such as product lines that include color cosmetics, hair care, grooming implements, and beauty appliances; another example is their Broadway Nails imPRESS Press-ON Manicure which has become a staple in many well-known retailers; and

WHEREAS, Today, as the foremost manufacturer and distributor of fashion nails globally and the dominant market leader in both fashion nails and false eyelashes in the U.S., their portfolio boasts a

versatile array of salon-quality products, ensuring effortless self-care accessible to all; and

WHEREAS, Through sponsorships and active involvement, KISS Products contributes to community events and revitalization projects, such as the restoration of Blumenfeld Family Park's gardens and support for the Annual Main Street Planter Program; and

WHEREAS, Beyond local outreach, KISS Products extends its influence to support diverse causes encompassing health, women and youth empowerment, and environmental sustainability; by aligning their philanthropic efforts with their core values, KISS Products amplifies their impact, fostering positive change both locally and globally; and

WHEREAS, The success of KISS Products Inc. is in direct correlation to the efforts of its dedicated leadership and staff, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the businesses and the communities they serve; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges this exceptional business, its contributions to the local and state economies, and its vibrant role in improving the quality of life in its community, fully confident it will continue to enjoy the same sparkling successes it has experienced thus far; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend KISS Products Inc. upon the occasion of its designation for special recognition by Residents Forward at their Gala on June 7, 2024; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to KISS Products Inc.

