

雪 肌 精

SEKKISEI
BRIGHTENING
ESSENCE LOTION

Available on KOSÉ's Official store on Shopee from 24 February 2024.

Available at all KOSÉ Department Store Counters at BHG, Isetan, Metro and OG, all Welcia-BHG stores and KOSÉ Official store on Lazada from 1 March 2024

Available at Guardian Online from 14 March 2024.

SEKKISEI's 40th year in May 2024 and its History

Since its launch in 1985,

**SEKKISEI has remained largely unchanged in formulation and design,
and will now welcome its 40th year thanks to the love it's earned from the users*.**

**Inheriting the mind from the initial development,
this lotion can be used for a long time of period because it is suitable for different
kinds of skins that continue changing, and it has been loved by many people
regardless of their generations, genders or countries.**

Origin of the name

The characters “肌” (kanji character for skin) and “精” (kanji character for spirit) were decided fairly quickly, but the first character remained undecided leading to the consideration for hundreds of suggestions.

The then-President Reijiro Kobayashi chose “雪,” the kanji character for snow, out of a desire to offer more beautiful skin that is as fresh and translucent as snow.

Design

The bottle is the SEKKISEI blue color of a medicine bottle, slightly transparent so as to show a hint of the white lotion inside. The bottle also has the hexagonal shape of a snowflake when viewed from directly below.

Recipe for translucency from approximately 100 carefully-selected Japanese and Chinese botanicals

The translucency recipe, which is our greatest focus, is based on the Japanese and Chinese concept of combining various ingredients to deal with a single symptom. The formula was determined based on the concept of the ancient Chinese recipe’s “four natures.” Depending on whether the body has been “warmed” or “cooled,” the ingredients are classified into five categories: “cold,” “cool,” “warm,” and “hot,” and “plain,” which has all of these natures. By skillfully combining these, the effects are produced without any burden on the body. SEKKISEI has researched, categorized and formulated more than 100 types of plant-derived beauty ingredients. From this, the carefully-selected translucency recipe is still used almost exactly as it was initially.

Molecular-level formula

Along with the translucency of the skin, the fresh feel has also gained huge support for SEKKISEI.

In order to achieve great absorption*1, the formulation with an ingenious oil-moisture balance is also known as a “molecular-level formula.” The balance is so exquisite that it is achieved by a technology that evenly disperses atomized oil in water. This “molecular-level formula” provides a unique feeling of freshness without stickiness on the skin surface, while getting absorbed into the skin quickly and bringing in moisture.

Sustainable Initiatives

Activities to conserve and protect the Earth’s environment as well as to raise awareness were initiated through SEKKISEI “SAVE the BLUE” project in 2009. Some of the sales revenue of the subjected products are donated to nature conservation and other activities. During the summer, we support coral cultivation activities in Okinawa while during the winter, we support the transition to renewable energy for electricity to protect snow.

“SEKKISEI SAVE the BLUE Project” Website

<https://www.kose.co.jp/sekkisei/savetheblue/>

Also, factories that make SEKKISEI are committed to the realization of a sustainable society through the introduction of clean electric energy, container collecting program, and other measures to pass on the natural environment of our beautiful blue planet to the next generation.

SEKKISEI melts in like snow and flows with fresh moisture each time of use. As KOSÉ’s No.1*2 lotion, it has been well received by many customers and has been a longtime best seller.

Aiming for even higher levels of translucency, SEKKISEI is taking a new step forward of challenge.

For 40 years, SEKKISEI has been conducting natural science research to achieve “beautiful, translucent, snow-like skin.”

As the culmination of the ingredient research and technology for commercialization,
SEKKISEI has renewed for the first time ever.

Aiming for a new dimension of translucency beyond brightening effects and preventing rough skin.

A new history of SEKKISEI begins.

What triggered the opening of a new history was an ingredient derived from “licorice,”

which is also known as the king of Japanese and Chinese botanicals.

After years of research, SEKKISEI discovered that it has both “brightening effects” and “effects of preventing rough skin.”

And for the first time in Japan, it was approved as a new active ingredient.

It took 16 years from the start of research to commercialize the product.

W-glycyrrhetic acid stearyl ester is a licorice-derived active ingredient for brightening and preventing rough skin which simultaneously treats dark spots and rough skin. “Buildup of melanin” which dulls the skin and “buildup of rough skin” are approached to increase translucency.

The highly concentrated *domestic job’s tears extract will lead to fresh skin filled with moisture.

The gentle comfort of the Japanese and Chinese botanicals and the proven effectiveness will give your skin
a lifetime of translucency.

New

雪肌精

SEKKISEI



First in Japan*

Licorice-Derived

Active Ingredients for Brightening x
Prevention of Rough Skin

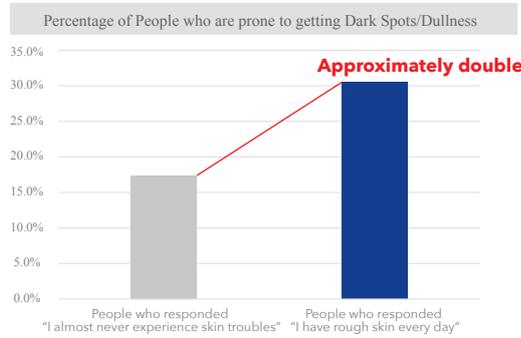
W-Glycyrrhetic acid stearyl ester

New Form of Brightening Begins.

Focused on Source of Dark Spots and Dullness: Inflammation

*KOSÉ Survey "Survey regarding Inflammation and Dark Spots" n=5,163

It has been discovered that those who experienced rough skin felt their skin was twice as likely to get dark spots and dullness. And occasional formation of acne/pimples, redness from UV ray exposure, and skin irritation from pollen. These are all "microinflammation" signs that inflammation has begun to appear on the skin surface.



People experiencing rough skin are also more likely to be struggling with dark spots/dullness. Inflammation which is the source of rough skin, can lead to skin symptoms such as dark spots and dullness if left untreated.

Skin Changes by Age

10s to 20s	30s	40s	50s
<ul style="list-style-type: none"> Recurring bouts of acne Acne's finally gone, but a brown mark is still there 	<ul style="list-style-type: none"> Looked in the mirror after work and my skin looks sort of dark—is this what they call "dullness"? I don't get acne anymore, but I feel like there's some pigmentation there, maybe a dark spot? 	<ul style="list-style-type: none"> The dark spot is concerning Dryness is concerning even after moisturizing 	<ul style="list-style-type: none"> The moisture does not retain even after moisturizing and dries out quickly Before I was worried about dark spots, but nowadays my whole face looks dull and it makes me look downright gloomy

Skin problems of inflammation-derived dark spots, dullness, and rough skin are a concern for any generation. "Inflammation", the key to resolving skin problems, must be treated quickly and continuously.

Mechanisms of Dark Spots, Dullness, and Rough Skin

Buildup of melanin

Dark spots and hyperpigmentation become more noticeable on the surface of the skin

External stimuli such as UV rays

Dark spots / Dullness

*Image

Buildup of inflammation

Inflammation emerges on the surface of the skin in the form of redness

The root cause of all skin problems is "inflammation." Inflammatory substance called "prostaglandins" are produced inside the skin when it is exposed to external stimuli, leading to melanin production signal and capillary dilation. This inflammatory substance produced inside the skin causes two types of buildup: "melanin" and "inflammation." These lead to dark spots, dullness, and rough skin. To achieve translucent and beautiful skin, it is important to approach "prostaglandins", which is the source of both melanin and inflammation.

Concept

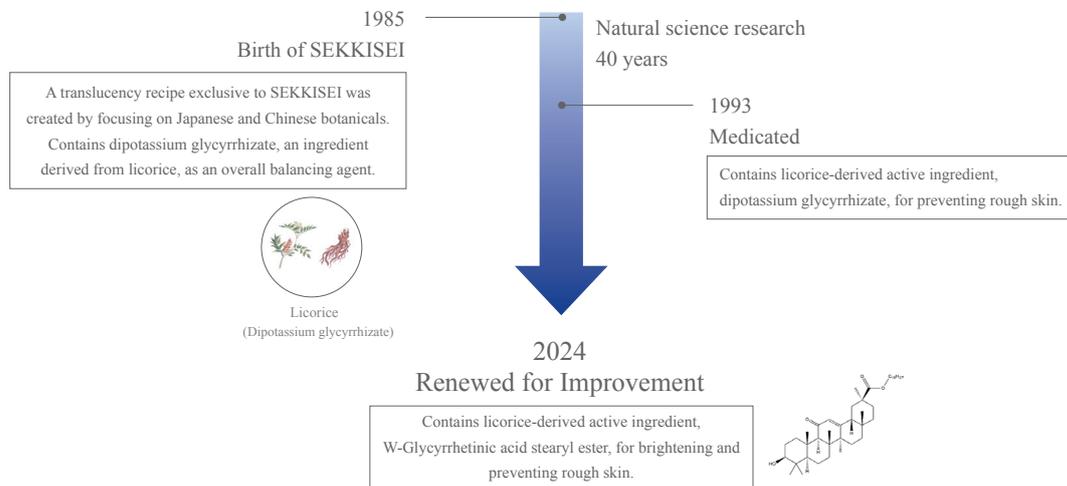
Removes buildups of melanin/inflammation, lets them circulate and increases the purity of the skin.

Pure brightening

Brings out the inherent beauty in each individual's skin using concepts in Chinese medicine, for skin that is as beautifully translucent as snow. Gives you moisturized skin with crystal-clear clarity.

40 years of research in the natural sciences. KOSÉ's proprietary active ingredient for brightening and preventing rough skin derived from licorice

SEKKISEI has been researching ingredients derived from Japanese and Chinese botanicals on the concept of Chinese medicine in order to achieve skin as fresh and translucent as snow. "Licorice", the king of herbal medicines, has been included in our products since our launch in 1985, and we have continued our research on it. And now, after 16 years, KOSÉ's proprietary active ingredient for brightening and preventing rough skin has been approved and commercialized.



Licorice-derived ingredients were newly proven to have brightening effects, and were approved for the first time in Japan as a proprietary active ingredient for brightening and preventing rough skin.

First in Japan! Newly approved active ingredient for double effect of brightening and preventing rough skin. Contains the active ingredient "W-glycyrrhetic acid stearyl ester" derived from licorice, the king of herbal medicines. We have succeeded in evolving the "translucency recipe inspired from Chinese medicine" with modern research findings.

Licorice (Scientific name: Glycyrrhiza glabra)



Licorice is used worldwide as a medicinal plant and is even known as the "king of herbal medicines." It is considered a very safe herbal medicine, with efficacy that allows it to be used by anyone on a daily basis.

What Are Prostaglandins

It is deeply intertwined with our experience of fevers and pain—physical symptoms that are caused by the phenomenon known as inflammation.

Prostaglandins are also called "inflammatory substance."

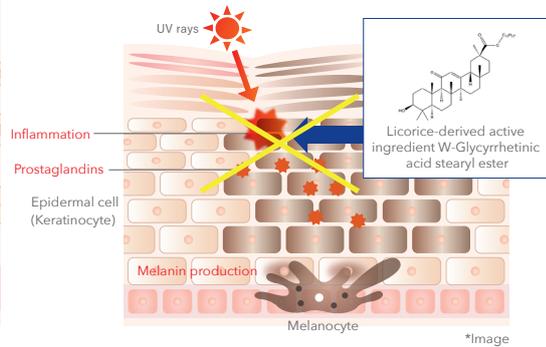
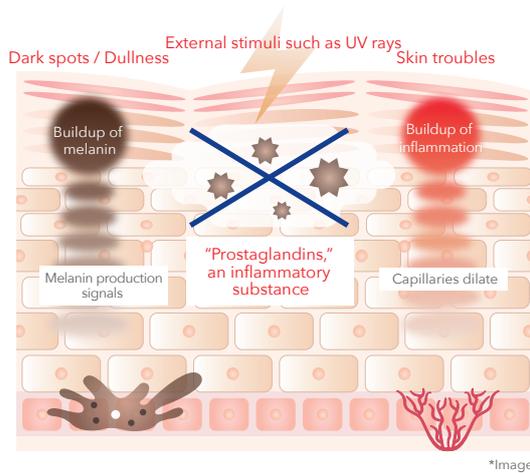
In the skin, external stimuli such as UV rays can induce melanin production, which later leads to dark spots and pigmentation on the skin. It also induces inflammation, which leads to skin redness and roughness.

In other words, it is important not to let prostaglandins run amok in the skin as well.

Approach of licorice-derived active ingredient W-Glycyrrhethinic acid stearyl ester

Brightening effect of active ingredients

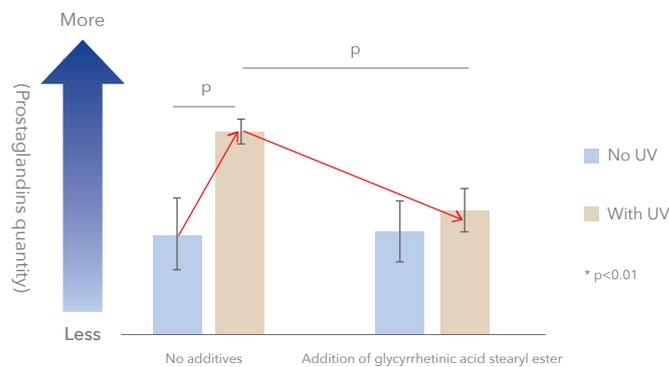
Melanin production is the initial stage within the mechanism of dark spots formation and it is stimulated by the inflammatory substance, prostaglandins. The active ingredients suppress the production of prostaglandins, preventing dark spots and freckles.



Inflammatory substance "prostaglandin" is the source of melanin buildup and inflammation buildup. By suppressing it with an active ingredient, it is possible to simultaneously care for dark spots, dullness and rough skin while preventing it from "surfacing" and to bring out an improved "translucent" effect.

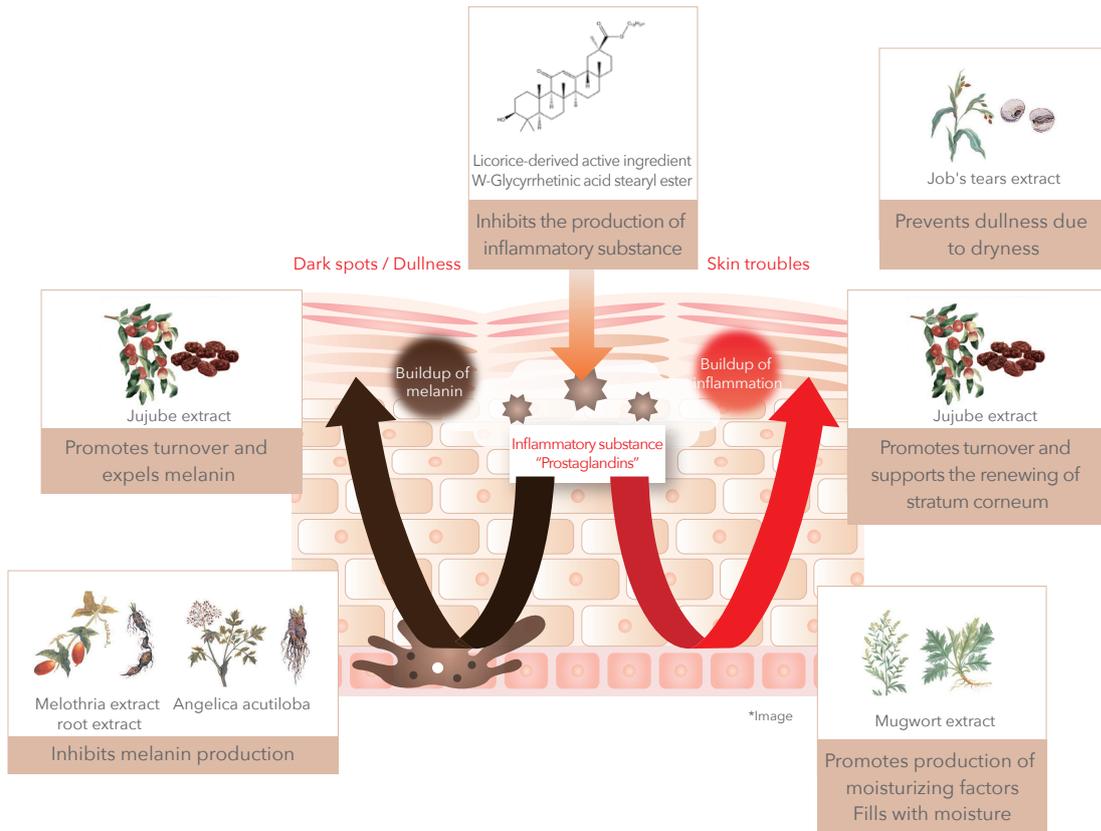
Inhibition of prostaglandins production

Cultured epidermal keratinocytes were exposed to UV radiation, after which the active ingredient was added, and the amount of prostaglandins produced was measured.



Exposure to UV radiation increased the amount of prostaglandins produced by the cells; this production was suppressed, however, in the condition in which the active ingredient was added.

Approach through Japanese/Chinese botanicals



Licorice-derived active ingredient W-glycyrrhetic acid stearyl inhibits the production of prostaglandins, an inflammatory substance. Furthermore, beauty ingredients of carefully selected Japanese and Chinese botanicals support the function of active ingredients and promote skin circulation.

In the case of melanin buildup, in order to resolve the root cause, the active ingredient suppresses the production of inflammatory substance, prostaglandins, which induces the buildup. Melothria extract and angelica acutiloba root extract inhibit melanin production, the cause of dark spot formation. Then, jujube extract expels melanin by promoting turnover.

In the case of "buildup of inflammation" as well, in order to resolve the root cause first, the production of inflammatory substance, prostaglandins, which induces buildup is suppressed by active ingredients. Also, in order to make a healthy skin not prone to inflammation, mugwort extract promotes the production of filaggrin*, an important natural moisturizing factor.

Then, jujube extract promotes turnover to form a normal stratum corneum.

In this way, the Japanese and Chinese botanical ingredients work on the buildup in their respective roles.

*Increases filaggrin gene expression

Patent pending

High-pressure phospholipid micro-emulsified bio-similar emulsion capsule

**Licorice-derived active ingredients, which have been difficult to formulate, have been made into a “refreshing lotion.”
Culmination of commercialization technology**

In addition to the clear and translucent skin, thanks to the effects of brightening and preventing of rough skin, the goal was for a quality design that focuses on immediate effects that are easy to feel, such as “freshness,” “absorption,” “moisturizing feel,” and “translucency that can be felt immediately after use.”

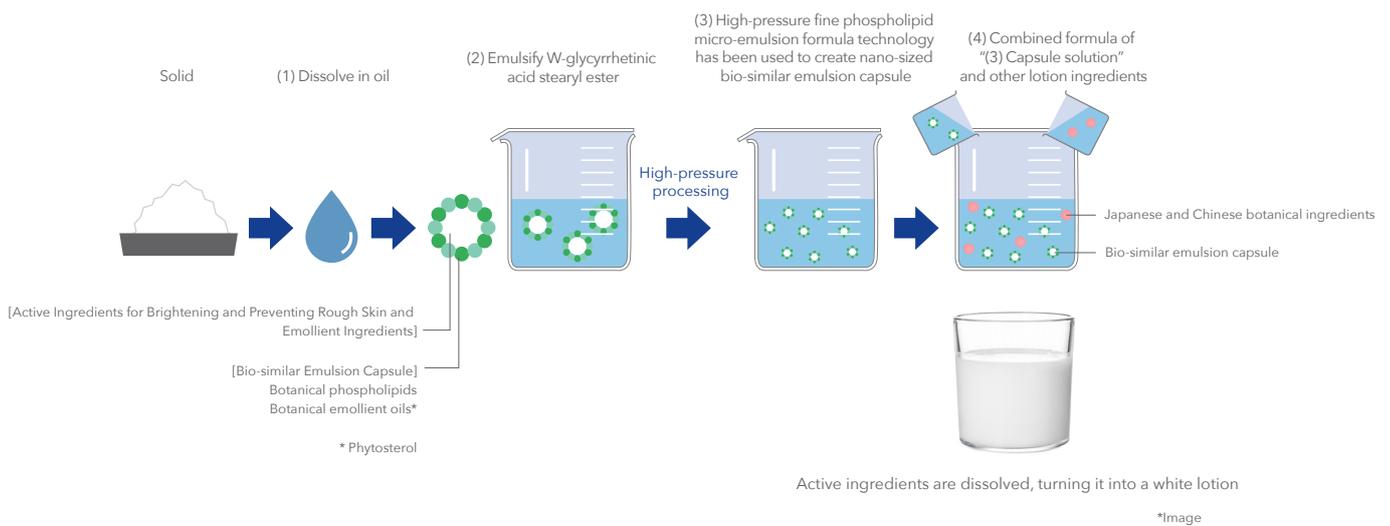
The active ingredient W-glycyrrhetic acid stearyl ester is an oil-based solid that does not easily dissolve in water, a property similar to butter, making it extremely difficult to create the fresh, highly absorbing lotion that only SEKKISEI can provide.

Therefore, the optimal combinations of oils were carefully selected to dissolve the active ingredients.

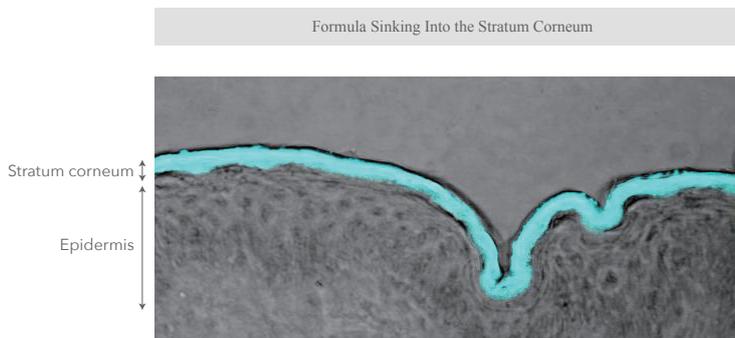
The first step was to dissolve the active ingredient thoroughly in a non-sticky botanical oil and etc. Then, using KOSÉ's proprietary new technology <patent pending>, high-pressure fine phospholipid micro-emulsion formula technology, a bio-similar emulsion capsule was created.

As a result, the active ingredients, together with other lotion ingredients, can be stably blended into a lotion in a watery liquid form. Also, the small size of the capsule allows it to sink deep into the stratum corneum.

After more than 60 formulation studies and more than 400 process studies, we have succeeded in commercializing as a fresh lotion. Bio-similar emulsion capsules deliver active ingredients deep into the skin.



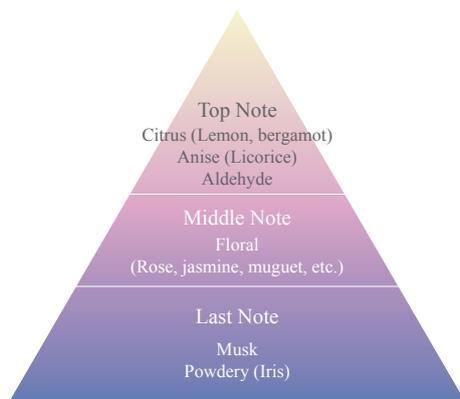
Moisture sinks deep into the stratum corneum. It leads to bright, fresh and translucent skin.



The product with fluorescent ingredients applied to human explanted skin. A resected section is created after a certain time and observed through confocal laser microscope.

It is apparent that it sunk in well into the stratum corneum.

A fragrance, proprietary of SEKKISEI, clears the mind with the added freshness



Refreshing and clear fragrance of natural floral.

The reassuring fragrance of SEKKISEI remains with the addition of refreshing and invigorating scent. This brings a finish with a fragrance that can seem to purify not only the dullness of the skin but even that of the mind.

The top notes of lemon, bergamot, and other citrus scents give a fresh impression. The middle note contains floral notes such as rose and jasmine, which are the core of the fragrance unique of SEKKISEI, and the last note gives a powdery impression with iris and musk delivering a sense of reassurance and warmth.

Japanese and Chinese botanical extracts for fresh translucency

Domestic job's tears (*Coix lacryma-jobi*) extract [Care of dullness and moisturizing]

Job's tears is an annual herbaceous grain of the grass family that is native to China and South Asia.

This product contains domestic job's tears extract.

It is expected to moisturize and smoothen the skin.

This product contains a high concentration of job's tears extract to treat dullness caused by dryness, maintain skin condition, and lead to smooth, clear skin.

Job's tears (*Coix lacryma-jobi*) water [moisturizing]

Job's tear water (*Coix lacryma-jobi*) is obtained by steam distillation of coix seeds without the seeds of job's tears.

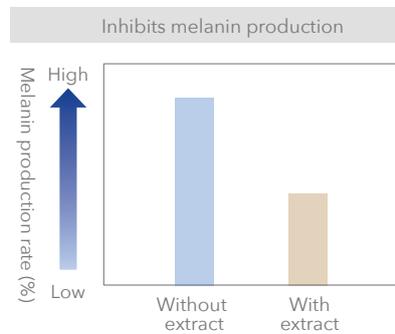
This product provides moisture to the skin and keeps it fresh and moist.

Angelica (*angelica acutiloba*) root extract [Brightening (Inhibition of melanin production) and moisturizing]

Angelica is a perennial herb of the Apiaceae family that grows wild in mountainous areas. Angelica acutiloba root extract, an extract from angelica root, is expected to have a brightening effect by inhibiting melanin production.

Melothria (*melothria heterophylla*) extract [Brightening (Inhibition of melanin production) and moisturizing]

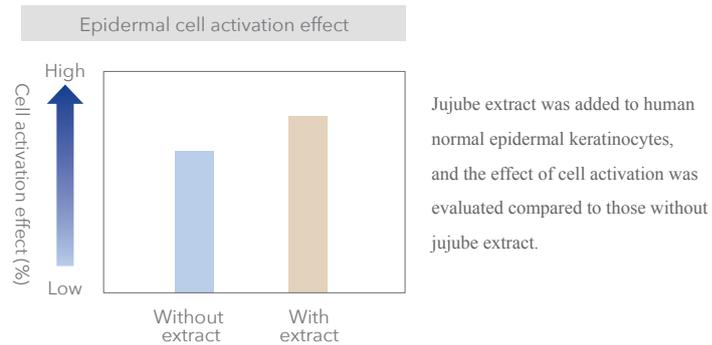
Melothria, also known as bai lian in China, is a perennial herb in the melothria genus of the neoachmandra family. Melothria extract, extracted from the root of melothria, is expected to have a brightening effect by inhibiting melanin production.



By adding melothria extract, the effect of melanin production inhibition was confirmed.

Jujube (*date*) extract [Promotes turnover (activates epidermal cells) and moisturizing]

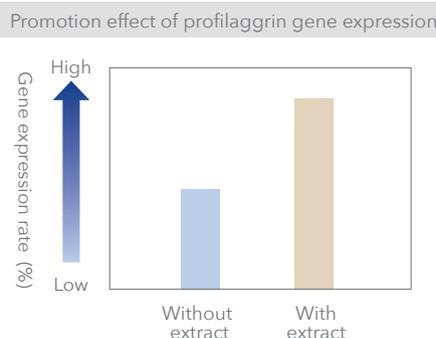
Date is a member of the buckthorn family and is known by the medicinal name, jujube. Jujube extract is an extract from the fruit of the date. It has been confirmed to have an epidermal cell activation effect, which promotes turnover and helps the stratum corneum, including melanin, to drain smoothly.



Addition of jujube extract was confirmed to have a cellular activating effect

Mugwort (*artemisia princeps*) extract [Moisturizing factor filaggrin production and moisturizing]

Mugwort is a plant of artemisia genus from the asteraceae family. It is commonly found in mountainous areas throughout Japan. Mugwort extract is an extract from the leaves of the mugwort plant. It has the effect of gene appearance of protein (filaggrin), the source of natural moisturizing factor (NMF), which helps keep skin moist and hydrated.

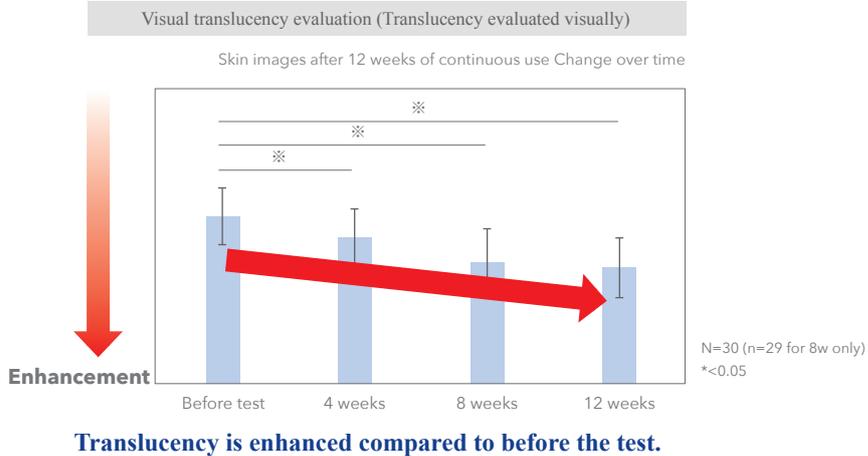
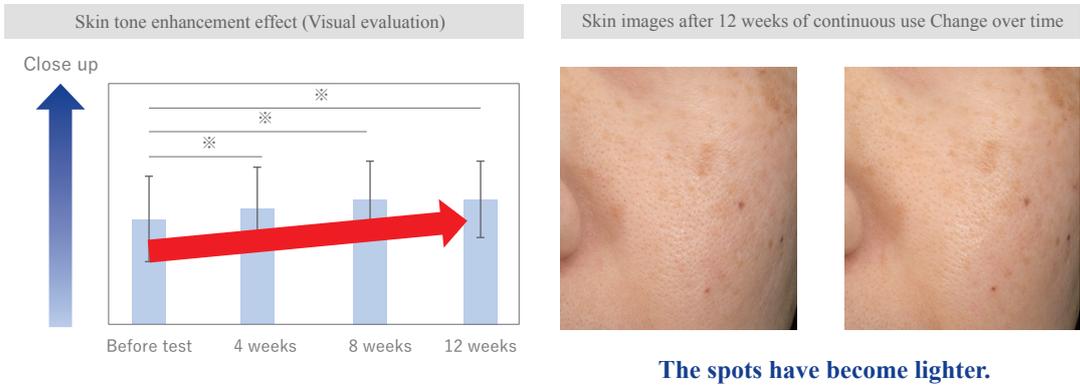


Addition of mugwort extract was found to promote the production of moisturizing factor (filaggrin)

Data on Skin Tone Change



With continued use, the gradual reduction of skin redness and brightness are apparent. Redness on the cheeks is reduced and less noticeable after 12 weeks compared to before the product was used (0 weeks) After 12 weeks, the skin is about one tone brighter when expressed in terms of foundation.



Sustainability

- Reduction of CO₂ emissions through use of plant-derived bottles (Biomass PET)
- Container resin volume reduced through design and molding
- FSC certified paper (mixed type) used
- Eliminating of packaging film

First in Japan! *1 Dual effect of brightening and preventing rough skin

Licorice-derived Active Ingredients Thoroughly Prevent Dark Spots
and Care Rough Skin.

Brightening Lotion for Fresh Translucent Bare Skin.

*1 First in Japan to receive approval for the use of glycyrrhetic acid stearyl ester SW for "brightening" and preventing "rough skin/sensitivity."



SEKKISEI Brightening Essence Lotion

200ml, \$50

350ml, \$80

<Product Features>

- The first renewed improvement of SEKKISEI for the brand's 40th year. *May 2024 will mark the 40th anniversary.
- As the culmination of 40 years of natural science research, SEKKISEI has evolved for skin that is concerned about dark spots, dullness*², and roughness. The "translucency" that SEKKISEI has been pursuing since its launch has changed.
- It took 16 years to obtain the approval and commercialize the licorice-derived active ingredient W- glycyrrhetic acid stearyl ester. Contains KOSÉ's proprietary active ingredient for brightening and preventing rough skin which was approved for the first time in Japan. Focuses on two internal skin buildups that inhibit transparency: "Buildup of melanin" and "buildup of rough skin." The active ingredient prevent the two buildups and lead to snow-like, fresh, translucent skin.
- The active ingredient is oil-based solid that does not dissolve easily in water, a property similar to butter. In order to stably blend it into a fresh lotion, proprietary technology of high-pressure phospholipid micro-emulsified bio-similar emulsion capsule was adopted. The small-sized capsule allows for a fresh feel and absorbing feel deep into the stratum corneum, a feature only SEKKISEI can provide.
- It is refreshing to use, and blends into the skin with an absorbing feel*⁴ like snow melting on the skin. It is non-sticky and spreads moisture deep into the stratum corneum. It maintains the skin's freshness and leads to a fresh, bright skin.
- Contains a high concentration*³ of domestic job's tears extract for dullness care*². Brings out the skin's natural translucency.
- The sensation of effects have improved. The "high absorbing feel*⁴" has been maintained, while the "moist feeling of the skin after use," "moisture retention effect," and "translucency of the skin" have been improved.
- It also prevents acne, hot flashes from sunburns, rough skin and razor rash.
- Refreshing and clear fragrance of natural floral. It is an endlessly clear fragrance that purifies not only the dullness of the skin but even that of the mind.
- Natural origin index 88%*⁵
- Adopted environmentally friendly packaging. FSC-approved paper is used for the exterior packaging and conventional packaging film is eliminated. CO₂ emissions reduced by the use of plant-derived bottles (Biomass PET). The amount of resin is reduced with the design and molding.
- Renovated to a modern bottle design. While inheriting SEKKISEI's iconic blue color and medicine bottle shape, the slanted cap and curves of the container add a modern touch. The design has been updated to be more stylish.
- Licorice-derived active ingredient W- glycyrrhetic acid stearyl ester suppresses melanin production and prevents dark spots and freckles while preventing rough skin.

<Ingredients>

Licorice-derived active ingredient (W-Glycyrrhetic acid stearyl ester) [Brightening and preventing rough skin]

Domestic job's tears (Coix lacryma-jobi), Angelica (Angelica acutiloba) root extract, Melothria (Melothria heterophylla) extract, Job's tears (Coix lacryma-jobi) water, Jujube (date) extract, Mugwort (Artemisia princeps) extract, glycerin (moisturizer)

W-glycyrrhetic acid stearyl ester is glycyrrhetic acid stearyl SW.

<Directions for Use>

- Apply on clean skin after washing.
- Take an appropriate amount (about the size of a large coin) in the palm of your hand or cotton pad and gently blend it into the skin.

*² Caused by dryness

*³ Comparison ratio within the brand

*⁴ Down to the stratum corneum

*⁵ Including water; according to ISO 16128

- Suppresses melanin production and prevents the formation of dark spots and freckles.

For more information, please contact:

Lim Yi Fang
Brand Manager
yifang.lim@kose.com.sg

Joyce Lim
Marketing Executive
joyce.lim@kose.com.sg