



# INFINITY

## KOSÉ

Unlimited Key Serum

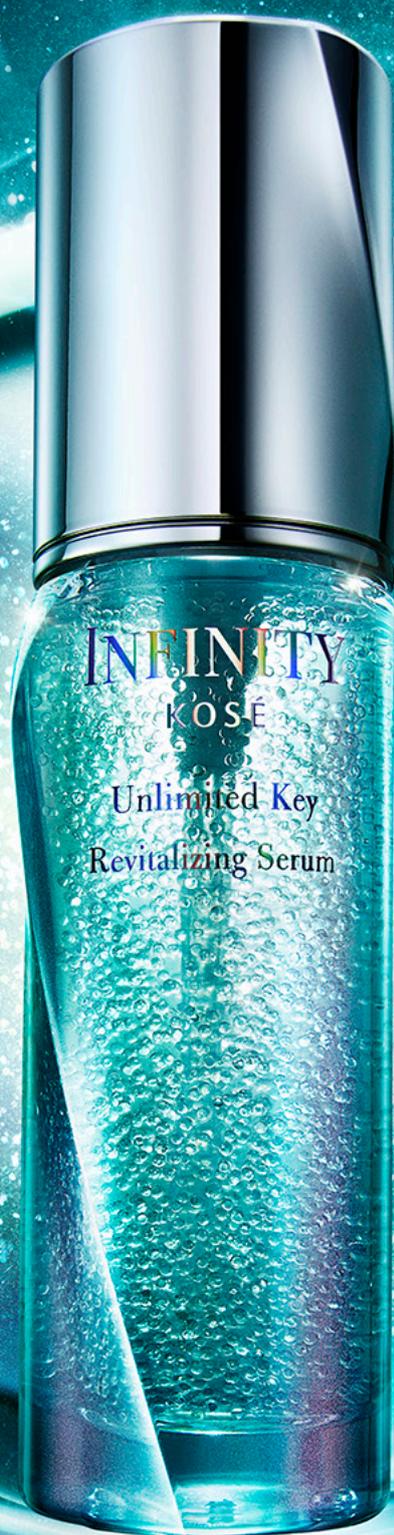
Available 15 September 2022

Awaken your instinct for beauty

# INFINITY

KOSÉ

Introducing our new anti-aging serum.



# The DNA of INFINITY in a single bottle.

Your skin is reborn every day.

And yet, 90% of its innate potential remains dormant.

That's why INFINITY has set its sights on utilizing the tremendous power  
the human body produces in critical circumstances.

It's what we use to try and escape danger when our body goes into "fight or flight" mode.

Unlock the door to beauty by awakening those instincts that lie dormant inside you.

Consolidating the wisdom cultivated over the past 20 years,  
INFINITY brings you the future your skin has been dreaming of.

## INFINITY Philosophy

### Reawaken your infinite beauty slumbering within.

The potential for beauty is ever present inside you.

It's waiting to release a beauty unlike ever before, to make you shine.

The word infinite represents a belief in unfulfilled potential.

Maximize the power for beauty found in skin,  
and let that power resonate throughout you.

With the aim of exploring new ways of beauty,  
we have researched the truth of the skin through the latest dermatological research,  
formulating our products with high concentrations of specially selected ingredients.

The effects of our unique technology unlock the infinite possibilities of skin.

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## In 2022, INFINITY is celebrating its 20<sup>th</sup> Anniversary.

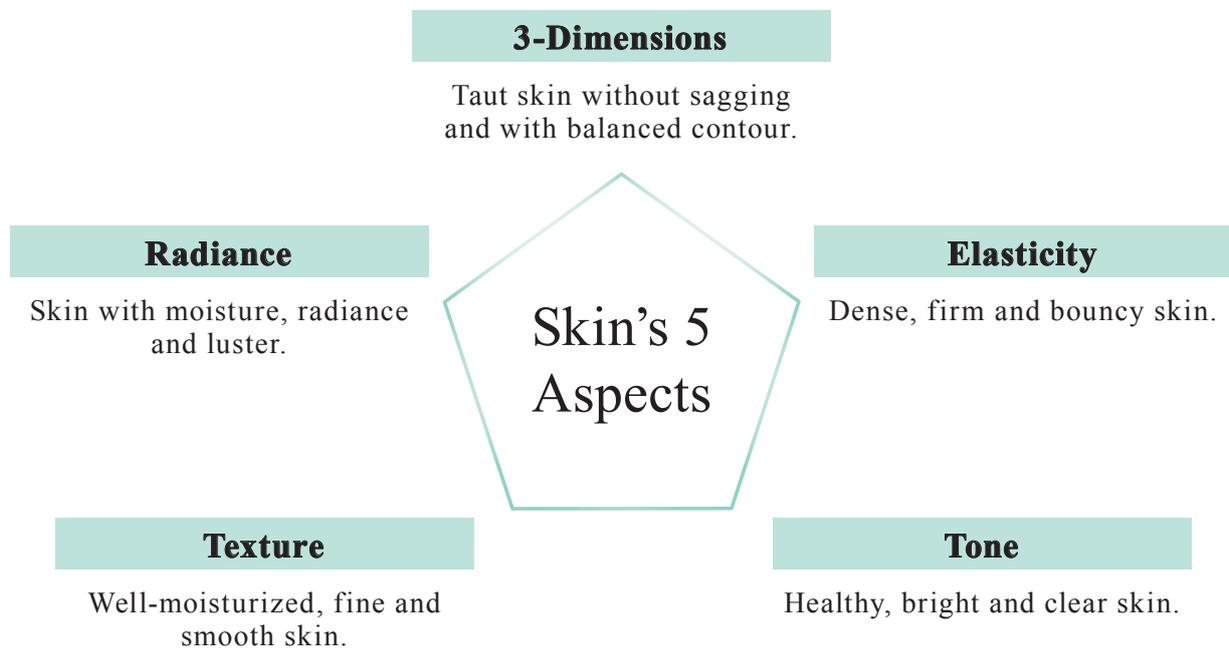
### The INFINITY Vision

It is said that we humans utilize as little as 10% of our potential. In other words, approximately 90% of the capacity that exists within you remains unused. INFINITY was created in November 2002 with the aim of maximizing the full power of beauty lying dormant in our skin.

With high concentrations of active ingredients and outcomes you can feel, this was a luxury product designed to embody the happiness of using something truly satisfying. INFINITY is and always has been a source of boundless joy and infinite beauty.

### Maximize Skin's 5 Aspects which determines skin beauty

When vitality flows and when skin's 5 aspects are at their peaks, boundless beauty is awakened.



## Key Focus

Every one of us has unlimited potential.  
It's said that the power held within our bodies is not fully used, remaining mostly hidden.  
The same is true for skin.  
Beautiful-looking skin is closely related to two types of power the skin has.

## Two types of Power in the skin

### The power to protect

Protects cells from phenomena like oxidation and stress.

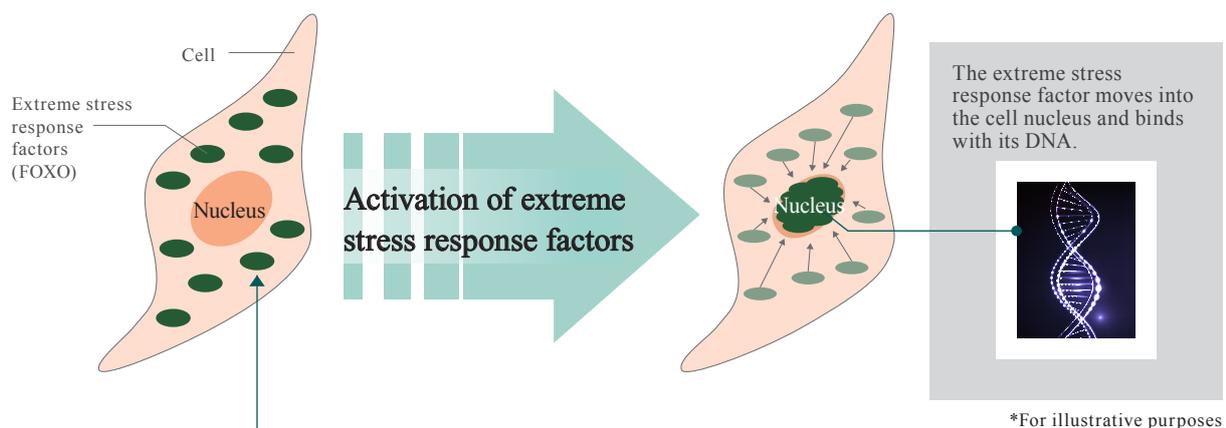
### The power to regenerate

Repairs and recycles damaged cells, and enhances production potential.

In addition to not functioning at 100%,  
the body also loses power through factors such as aging and stress.

## Extreme stress response factors (FOXO) awaken power.

This is the key to dramatically increasing skin's power to protect and create.  
It kick-starts the fight or flight responses in cells, awakening power that is usually unexpressed.



### ● Extreme stress response factors (FOXO)

Standing for 'forkhead box transcription factors', these are types of protein abundant outside the cell nucleus that are activated in extreme situations, such as starvation.  
Activated when the cell's life is in danger, they dramatically increase the cell's power to protect and create.

## Concept

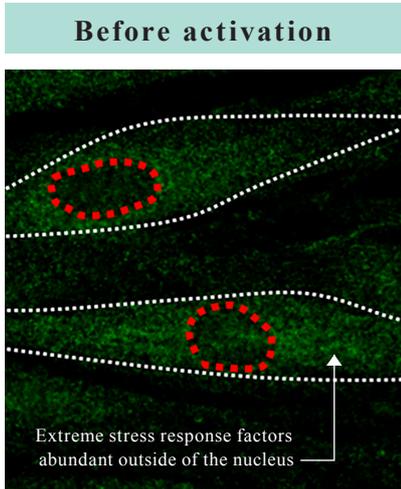
# Unlimited Key

To enhance skin's ability to become more beautiful and awaken its unlimited potential,  
INFINITY has established an approach targeting FOXO extreme stress response factors.  
Two key capsules created with KOSÉ capsule technology achieve vibrant, firm, and glowing skin.



## Using extreme stress response factors (FOXO)

Using these two key capsules to activate an extreme stress response factor dramatically increases the skin's ability to protect and create.



\*Microscopic image \*Green = Extreme stress response factors

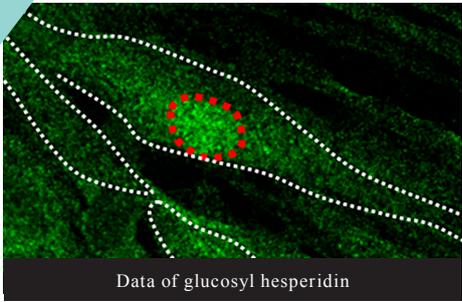
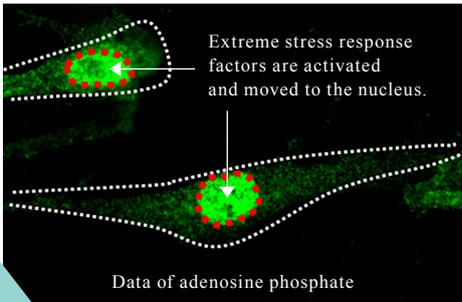
Research into active ingredients that target **extreme stress response factors (FOXO)**.

**Targeted by two active ingredients**

- Adenosine phosphate
- Glucosyl hesperidin

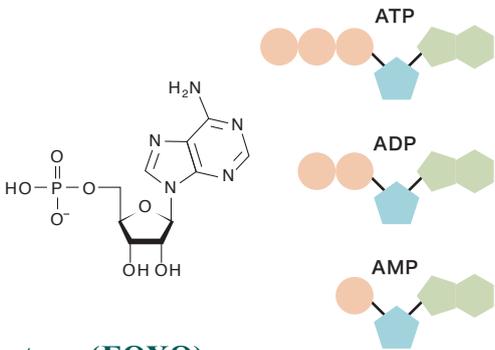
### Outcome

Extreme stress response factors are activated, move into the cell nucleus and bind with DNA, awakening power that is usually unexpressed.



## Adenosine phosphate

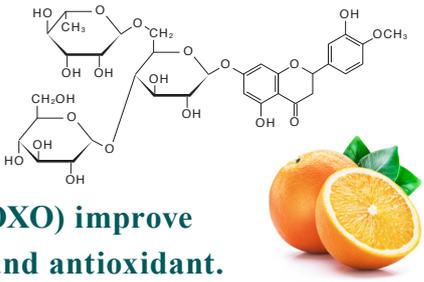
Believing that stimulating cellular metabolism regulators might activate extreme stress response factors (FOXO) and induce the fight or flight response, INFINITY researched compounds involved in energy metabolism. We were able to prove the effect on extreme stress response factors. Adenosine phosphate (AMP) is one of the components of RNA involved in the human genome, and is a substance necessary for metabolizing energy in living organisms. Adenosine triphosphate (ATP) is known as common currency in terms of bioenergy, as it has a vital role as an energy source of energy for human vital activities. Energy is released as ATP breaks down into AMP, and is used for all cell activity. If levels of AMP increases, ATP also increases, and AMP is known in cosmetics for lightening the skin and increasing its rate of regeneration.



**Activating extreme stress response factors (FOXO) should be effective in activating cellular energy metabolism.**

## Glucosyl hesperidin

This is a water-soluble derivative of hesperidin, a type of polyphenol found in citrus fruits. While it has various effects, such as being anti-inflammatory and strengthening capillary vessels, it has been difficult to formulate in cosmetics because it is insoluble in water—until now.



**Activating extreme stress response factors (FOXO) improve blood flow, and work as an anti-inflammatory and antioxidant.**

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## Two Capsule Strategy (Effective Delivery System)

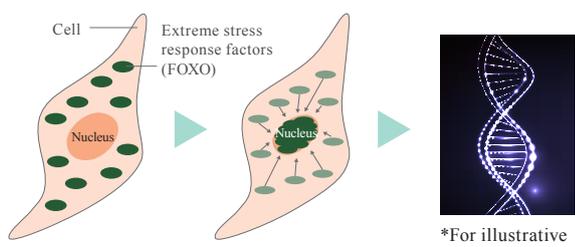
Releasing Capsules that activate extreme stress response factors (FOXO) penetrate into every corner of the skin, while retaining capsules keep the skin moisture-rich, and these two capsules have outstanding synergy. From the moment it is dispensed into your hands, the translucent essence fuses with the encapsulated beauty oils. As only the amount you use emulsifies freshly each time, it's lightweight but also has the reassuring mellowness of oil, providing a satisfying experience. Having these two capsules in a single container gives Unlimited Key its unique feel and effects on the skin.

### Activating extreme stress response factors (FOXO). Releasing Capsules (Nano-capsules in the translucent essence)

These nano-capsules contain active ingredients that activate extreme stress response factors with highly skin-compatible biomimetic ingredients.

**They penetrate throughout the stratum corneum. Active ingredients activate extreme stress response factors.**

Extreme stress response factors move into the cell nucleus and bind with DNA.  
**DNA gives the order to boost the power to protect and create.**



- Active ingredients such as adenosine phosphate and glucosyl hesperidin
- Three types of specially selected gel (provides sense of firm elasticity)
- Various water-soluble moisturizers that feel richly moisturizing

\*For illustrative purposes

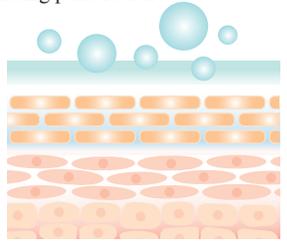
### Hydrates and provides firmness and radiance Retaining capsules (1-2mm capsules)

**KOSÉ proprietary formula  
Encapsulated beauty oil**

**Capsules are formed of agar, which gives the skin a sense of firmness. When they burst, beauty oil seeps into the skin. Active ingredients are delivered deep into the skin to keep it filled with moisture.**

#### Encapsulating three plant oils

- Oil that blends well into skin and spreads easily
- Cushioning (thick) oil with a highly emollient feel
- Oil with outstanding penetration



\*For illustrative purposes

#### Blends into the skin and forms a veil

Capsules keep their shape until the moment of use, while staying soft enough to melt into the skin's surface. A KOSÉ proprietary formula achieved through a process of repeated trial and error.

## How the Active Ingredients work

### Anti-inflammatory

**Artichoke extract**  
Inhibits the activation of various inflammatory factors. Smooths skin concerns. Attaches to DNA and inhibits activity of the switch that creates other inflammatory factors.

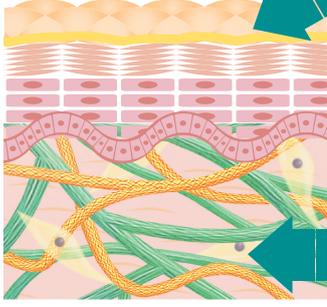


Promotes circulation Cnidium Officinale Root Water 	Antioxidant (Inhibits carbonylation) Leontopodium Alpinum Extract 	Collagen cohesiveness Centella Asiatica Leaf Extract 
Collagen tensile strength Ganoderma Extract 	Antioxidant (Prevents oxytalan fiber denaturation) Rhodiola Sacra Root Extract 	Produces collagen, antioxidant Green Tea Extract 

### Moisturizes

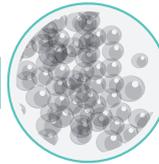
**Retaining capsules**

- Three types of beauty oil

**Activates extreme stress response factors**  
**Ingredients that target extreme stress response factors**

- Adenosine phosphate
- Glucosyl hesperidin



**Formulated in Releasing Capsules**



# Awaken your instinct for beauty

Two key capsules protect and boost.  
For skin imbued with firmness and vibrancy.

Available 15 September 2022

INFINITY Unlimited Key

50mL, \$150

## Product features

- A serum that embodies the INFINITY philosophy of focusing on the power of the skin to awaken its beauty. Its revolutionary formula\* is rich in innumerable nano-sized Releasing Capsules and 1-2 mm-sized oil capsules. With the fusion of these two key capsules, the serum breathes moisture and glow throughout your skin, making it plump and supple, and leaving it firm and clear.  
\*Revolutionary formula for the brand
- Contains a translucent essence with innumerable Releasing Capsules that effectively deliver active ingredients to unleash unlimited hidden power. Inside the translucent essence are gels that impart firmness and elasticity, and it forms a veil to moisturize every inch of your skin, leaving it soft and silky-smooth, and imparting vital firmness, elasticity and glow.
- Formulated with oil capsules for firmness and glow. Three types of plant-based beauty oils, including a high-penetration\* oil, absorb into the skin to keep it imbued with moisture.  
\*To the stratum corneum
- From the moment the serum touches your palm, oil capsules intermix with nano-sized Releasing Capsules in the translucent essence. With each use, this creates a fusion of the richness of the oils released from the capsules and the moisture of the essence. As only the amount you use emulsifies freshly each time, the serum feels lightweight but also has the reassuring mellowness of oil, providing a satisfying experience. Lightweight yet rich, you'll fall in love with the feel. Non-sticky, it melts into the skin.
- Effective delivery system powered with two different types of capsules.  
Nano-sized Releasing Capsules are encapsulated within highly skin-compatible biomimetic ingredients, enabling active ingredients to penetrate every inch of the stratum corneum. In addition, oil capsules break open to release beauty oils into the skin, keeping it deeply moisturized.
- Features a Clarifying Floral fragrance that awakens skin's beauty.
- Paraben free
- Allergy tested (does not guarantee allergies will not occur in all users)

Ingredients [Active Ingredients] \*Releasing Capsules \*Retaining capsules (moisturizer, emollient)  
[Moisturizers] \*Leontopodium alpinum extract \*Rhodiola sacra root extract \*Cnidium officinale root water \*Centella asiatica leaf extract \*Ganoderma extract \*Green tea extract \*Artichoke extract \*Glycerin  
Releasing Capsules are adenosine phosphate, glucosyl hesperidin, hydrogenated lecithin and phytosterols. Leontopodium alpinum extract is edelweiss flower/leaf extract.

How to use ○ Use as part of your morning and nighttime skin care routines, after preparing your skin with lotion.  
○ Pump the product 2-3 times onto palm and carefully apply it to the skin.

Usage precautions ○ Due to the nature of the product, some capsules may remain on the skin. If this occurs, gently rub them in.  
○ If it becomes difficult to dispense contents, tap the bottom of the container before using.

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KOSÉ

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# INFINITY 20<sup>TH</sup> ANNIVERSARY POP-UP



## LOCATION:

Orchard Road UGR 24  
(In front of Ngee Ann City), opposite Paragon

## PERIOD:

1 Sep – 11 Sep 2022

Available islandwide in all KOSÉ counters in all BHG, Isetan, OG, Metro  
& Tangs Vivocity department stores from 15 Sep 2022.

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