

SEKKISEI

CLEAR WELLNESS

Free Type

SEKKISEI CLEAR WELLNESS Pure Conc SS

SEKKISEI CLEAR WELLNESS Refining Milk SS

Available in all KOSE Department Store Counters, all Welcia-BHG,
selected Guardian stores, and KOSE flagship store on Lazada and Shopee from 1 April 2023



We wanted to create an even lower irritation formula,
and now it's here: SEKKISEI sensitive skin care.

Improved Gentler Formulation

Gift from the Earth



SEKKISEI skin care turns the richness of nature into power for your skin.
Our Free Type low-irritation formula now caters for sensitive skin.

Nowadays, our skin is subject to increasingly harsh environments,
and our lives are unstable in many ways.

We now also know that the 70% of people who experience sensitive skin
suffer repeated bouts of symptoms.

With an ongoing focus on sensitive skin, SEKKISEI has now determined that lifestyle
factors are a contributing cause of problems with skin's barrier function, and are leading
the way with new discoveries that boost the moisture barrier.

Simply creating moisture isn't enough to keep your skin hydrated.
A special complex created from natural Japanese superfoods has enabled us to create a
new moisturizing strategy, delivering the source of moisture*¹ to where skin needs it.

For fewer depressing days when sensitive skin gets you down,
and greater stability for both skin and mind, every day.
Presenting sensitive skincare born from SEKKISEI's natural science research,
that prevents seemingly unstoppable dryness and irritation from the source*²
to give you healthy skin with beautiful clarity.

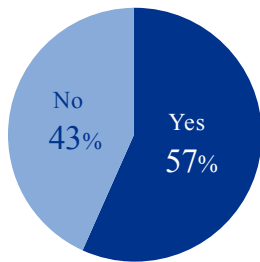
*1 Moisturizing ingredients

*2 Dryness

Customer Insight

KOSÉ Sensitive Skin Survey, 2021

Q Are there times when you feel you have sensitive skin? N=400



Q Do you have repeated bouts of sensitive skin symptoms? N=400

Frequency

Every day	20.3%
Once per week	20.3%
2-3 times per month	26.0%
Once per month	11.9%
Once every 2-3 months	13.2%
Once every 6 months	5.7%
Once a year	0.4%
Less than once a year	2.2%

Around 70% repeatedly experience sensitive skin symptoms 2-3 times per month or more.

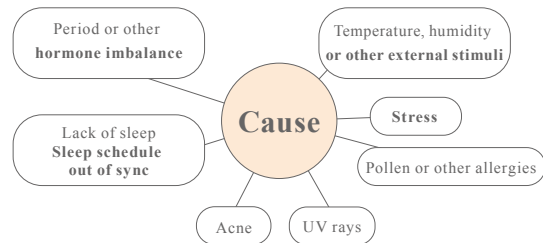
Q How do you feel emotionally when your skin is sensitive? (Multiple answers possible) N=227

No. 1: Mood drops

No. 2: Don't want to see people

No. 3: Less positive thinking

Q Why do you think your skin feels sensitive? (Multiple answers possible) N=227



Around 60% of respondents feel they have sensitive skin, and 70% of those have repeated bouts of symptoms. When their skin feels sensitive they may think less positively, and they believe the causes of sensitive skin may be rooted in daily lifestyle.

Q What skin troubles do you have right now? (Multiple answers possible) N=227

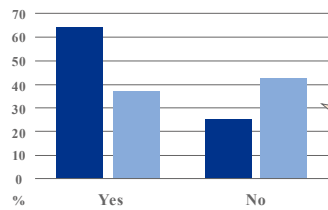
Dryness, pores, irritation, acne, pimples, roughness, lack of clarity (dullness), etc.



People with sensitive skin have more skin troubles.

Q Are you bothered by a lack of clarity (dullness)?

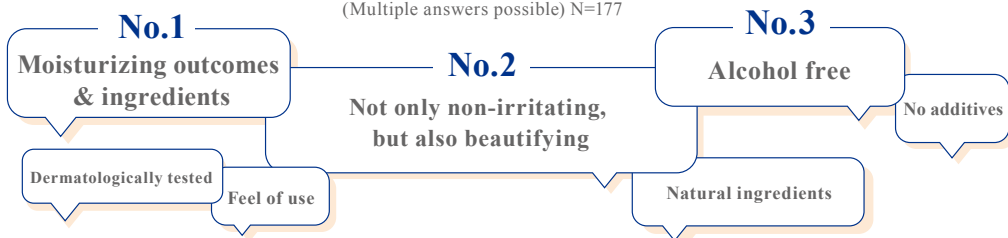
■ People with sensitive skin N=227 ■ People without sensitive skin N=173



At least **around 60%** of people with sensitive skin are bothered by a lack of clarity (dullness).

The more sensitive skin symptoms respondents experience the more skin troubles they have, and the more they are bothered by lack of clarity (dullness).

Q What are important factors for you when choosing sensitive skin care? (Multiple answers possible) N=177



When choosing skin care, respondents value not only lack of irritation, but also moisturizing outcomes and ingredients, and want items to make skin beautiful.

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Focal point

Moisture transportation

Moisture barrier capacity is strengthened not only by promoting the production of moisturizing components, but also by sending them to the right place in skin.

The key to a stronger moisture barrier newly uncovered by dermatological research

Healthy skin keeps its barrier function healthy through a balance of water and oil.

ABCA12 plays a vital role for skin prone to feeling sensitive, by transporting the source of moisture (ceramides).

ABCA12 is: A protein that transports the source of moisture.

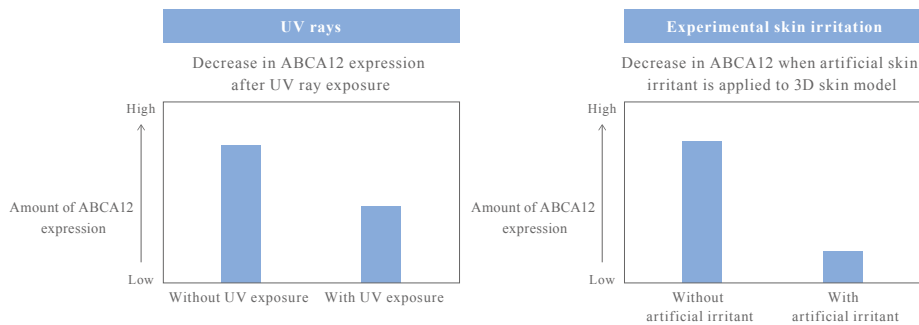
The key to boosting the barrier function is sending the source of moisture to the right place.

Preventing sensitivity by focusing on ABCA12's vital role in the barrier function

New discovery

ABCA12 stops functioning normally because of factors in our daily lifestyles.

Data on causes of decreased ABCA12 expression seen in daily life



UV rays and irritated skin obstruct ABCA12 from functioning, resulting in skin with decreased barrier function.

Concept

Moisture Navi

Simply creating moisture doesn't moisturize.
Made from the richness of Japanese nature,
Moisture Navigation Complex brings the source of moisture right to where it's needed.

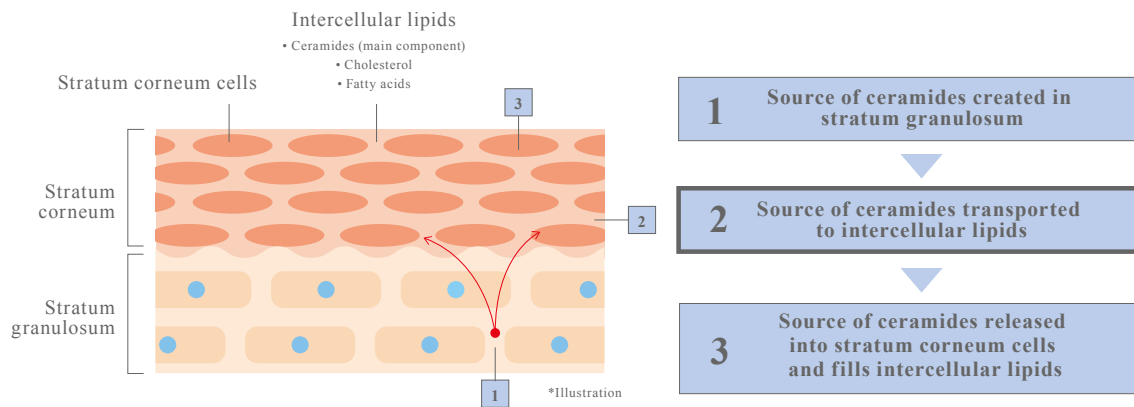
For skin with beautiful clarity, unburdened by sensitivity.

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Approach

Transporting the source of moisture New: Moisture Navigation Complex



It's known that unstable ABCA12 decreases barrier function. Moisture Navigation Complex promotes expression of ABCA12, which transports the source of moisture (ceramides).

Moisture Navigation Complex
The power of natural Japanese superfoods



Japanese matcha extract

We use Uji matcha made in Japan from a blend of hand-picked tea leaves created by a tea master. For SEKKISEI CLEAR WELLNESS, we looked closely at the ability of ABCA12 in Japanese matcha extract to transport moisture.

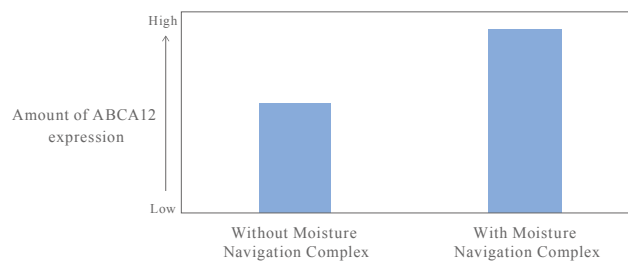


Japanese rice bran extract

This could be called Japan's first cosmetic item, having been long used for beautifying women's skin. Known for containing 95% of the nutrients in rice, it both moisturizes and promotes expression of ABCA12.

Formulating Japanese matcha extract and rice bran extract promotes ABCA12 expression, and is expected to help even skin that feels sensitive become deeply moisturized and healthy.

Moisture Navigation Complex's effect on ABCA12 expression



We have confirmed its effect promoting expression of ABCA12, which works to transport the source of moisture. Formulating Moisture Navigation Complex boosts the moisture barrier, leading to healthy and sensitivity-resistant skin with beautiful clarity.

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SEKKISEI CLEAR WELLNESS Pure Conc SS Product Features

This lotion features a highly moisturizing, low-irritation formula designed for sensitive skin. Pure and clear appearance, and feels smooth and gentle even on delicate skin. Supports and improves the moisture barrier, leading to hydrated, healthy skin with no irritation or roughness.

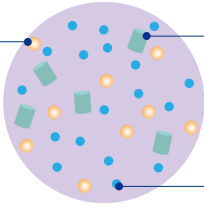
Base concept

Moisture factor 5*

A precise combination of five moisturizers in our highest concentration. (Of any KOSÉ product)

It also contains twice the moisturizers of the existing Pure Conc.

* Butylene glycol, glycereth-26, dipropylene glycol, glycerin, diglycerin



NEW


Newly-formulated: Perilla leaf extract (anti-inflammatory/moisturizer)

In Asia, perilla has long been prescribed in traditional herbal medicine to alleviate fevers, pain and coughs, and was also used as a folk remedy to neutralize poison and bacteria. Perilla leaf extract has an anti-inflammatory effect, and helps keep skin moisturized and healthy.

NEW

Newly formulated: Moisture Navigation Complex
Transports the source of moisture (ceramides)

Select botanical ingredient ITOWA
Improves moisture barrier capacity and quality

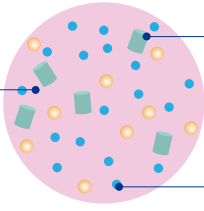


SEKKISEI CLEAR WELLNESS Refining Milk SS Product Features

An emulsion with a highly moisturizing, low-irritation formula designed for sensitive skin. Smooth on even skin prone to dehydration and sensitivity, it preserves moisture as it balances water and oil. Supports and improves the moisture barrier, leading to smooth, healthy skin with no irritation or roughness.

Base concept

Specially formulated with an oil that can hold onto water, and a botanical oil that shields moisture.




NEW

Newly formulated: Lychee seed extract
(Antioxidant, activates dermal cells, stimulates collagen production, inhibits collagenolytic enzyme activity, moisturizer)
This extract is made from the seed of the lychee fruit.
It limits collagen decrease by inhibiting enzymes that break it down, while promoting collagen production. It also removes reactive oxygen from the body, so it's effective in combating the skin troubles that oxygen helps cause.

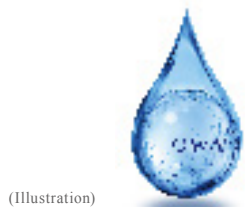
NEW

Newly formulated: Moisture Navigation Complex
Transports the source of moisture (ceramides)

Select botanical ingredient ITOWA
Improves moisture barrier capacity and quality



Select botanical ingredients that improve moisture barrier capacity and quality



ITOWA (strengthens barrier function, moisturizer)

SEKKISEI CLEAR WELLNESS original select botanical ingredients are sourced from Japan's rich natural environment. They work by strengthening the skin's barrier function and improves moisture barrier capacity and quality, factors discovered through the clarity equation. Supports sleek and smooth skin with beautiful clarity that is healthy and unaffected by external environments like dryness.

Sustainability

When you become beautiful, the earth becomes beautiful.

Made with eco-conscious ingredients.

In an industry first, the Pure Conc SS Mask uses green nano*1 material.

This eco-friendly plastic is expected to produce 20%*2 less CO2 emissions when incinerated after disposal.

*1 A resin additive *2 According to lab-scale tests

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Supplements the moisture barrier to prevent irritated skin from the source.*
Powerfully moisturizing lotion for sensitive skin.

*Dryness as the source of irritation



Improved Gentler Formulation

Available April 1, 2023

SEKKISEI CLEAR WELLNESS Pure Conc SS

200ml, \$46

Product Features

- Leaves skin hydrated, healthy and free from irritation and flakiness with a highly moisturizing, low-irritation formula designed for sensitive skin. Support moisture barrier of sensitive skin through its powerful moisturizing abilities, fostering beautiful clarity and a resilience that stands up to dryness
- Contains special Moisture Navigation Complex made from natural Japanese superfoods (Japanese matcha extract and Japanese rice bran extract). Delivers the source of moisture*1 to where skin needs it, supplementing and improving the capacity of the moisture barrier. Even skin that feels sensitive is left richly moisturized and healthy.
*1 Moisturizing ingredients
- With 73% natural ingredients*2
*2 Including water, according to ISO 16128 standards
- Improved formula with even more moisturising ingredients, for skin to feel smooth with improved texture and less visible pores, moisturising deep into the stratum corneum.
- Improves skin's water balance, protecting against environmental stressors such as dryness to restore healthy skin, resistant to future skin problems.
- Has a clear and pure appearance, spreading with a moist, gentle feel and absorbing instantly to deliver beauty ingredients deep into the stratum corneum.

- Formulated with ITOWA - SEKKISEI Clear Wellness select botanical ingredient. Luxuriously packed with botanical ingredients from Japan's rich natural environment, it improves the quality and capacity of the moisture barrier to prevent irritation caused by dryness while leaving skin healthy and resistant to stressors.
- Alcohol (ethyl alcohol) free, paraben free, mineral oil free, fragrance free, colorant free
- Dermatologically Tested / Suitable for sensitive skin.

How to Apply

- Apply on clean skin.
- Take an appropriate amount onto palm and smooth gently over face.

Ingredients

- ITOWA, Moisture Navigation Complex, Job's tears seed extract, perilla leaf extract, glycerin (moisturizers)

ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Moisture Navigation Complex is Oryza sativa (rice) bran extract, Camellia sinensis leaf extract and glycerin.

SEKKISEI
CLEAR WELLNESS

Keeps the moisture barrier healthy to prevent irritated skin from the source*.
Powerfully moisturizing lotion for sensitive skin.

*Dryness as the source of irritation



Improved Gentler Formulation

Available April 1, 2023

SEKKISEI CLEAR WELLNESS Refining Milk SS

140ml, \$48

Product Features

- Leaves skin smooth, healthy and free from irritation and flakiness with a highly moisturizing low-irritation formula designed for sensitive skin. Supports the moisture barrier of sensitive skin through powerful moisturizing, fostering beautiful clarity and a resilience that stands up to dryness.
- Contains special Moisture Navigation Complex made from natural Japanese superfoods (Japanese matcha extract and Japanese rice bran extract). Delivers the source of moisture*¹ to where skin needs it, supplementing and improving the capacity of the moisture barrier. Even skin that feels sensitive is left richly moisturized and healthy.
*1 Moisturizing ingredients
- With 75.8% natural ingredients*²
*2 Including water, according to ISO 16128 standards
- Specially formulated with an oil that holds onto water, and a botanical oil that shields moisture. It penetrates deep into the stratum corneum to deliver moisture without feeling sticky, for skin with improved texture and less visible pores.
- Improves skin's water balance, protecting against environmental stressors such as dryness to restore healthy skin, resistant to future skin problems.
- Spreads gently across skin with a smooth and rich touch. It delivers moisture and beauty ingredients throughout skin and keeps them there.

- Formulated with ITOWA - SEKKISEI Clear Wellness select botanical ingredient. Luxuriously packed with botanical ingredients from Japan's rich natural environment, it improves the quality and capacity of the moisture barrier to prevent irritation caused by dryness while leaving skin healthy and resistant to stressors.
- Alcohol (ethyl alcohol) free, paraben free, mineral oil free, fragrance free, colorant free
- Dermatologically Tested / Suitable for sensitive skin.

How to Apply

- Use after preparing your skin with lotion.
- Take an appropriate amount onto palm and smooth gently over face.

Ingredients

- ITOWA, Moisture Navigation Complex, Job's tears seed extract, lychee seed extract, glycerin (moisturizers)

ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Moisture Navigation Complex is Oryza sativa (rice) bran extract, Camellia sinensis leaf extract and glycerin

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