INFINITY KOSÉ

Skin Integration Oil
Skin Integration Oil Mask

Launch Sep'21

INFINITY Skin Integration Oil
INFINITY Skin Integration Oil Mask



Two-phase oil & two-phase oil mask designed in pursuit of definite results. For a surge of radiance and firmness, achieved by mixing just before use.

Skin Integration Oil Concept

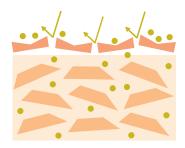
With a luxurious, highly concentrated formula made possible with two phases. Presenting a two-phase oil for radiant, firm skin that's always healthy.

To be mixed just before use, this oil contains a serum phase with highly concentrated chidium officinale root water to promote circulation, and a phase enriched with 24 types of botanical oil.

Packed with active ingredients impossible to formulate in a one-phase oil, it achieves a "golden ratio" of serum and oil.

It instantly wraps up each stratum corneum cell, penetrating as if integrating with skin, and creates a glowing radiance with supple firmness, for healthy skin free from dryness and dullness.

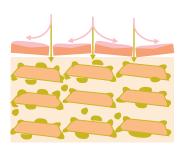
Unhealthy skin



Skin feels unhealthy, as if the stratum corneum is disturbed.

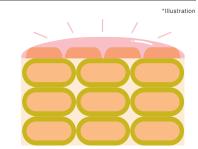
Products don't readily penetrate and ingredients have little effect as they don't remain in skin.

When using Skin Integration Oil



The two oil and serum phases approach both skin's surface and stratum corneum.

They replenish hydration as if adhering to each stratum corneum cell.



The stratum corneum is filled with hydration.

Integrated with skin, the oil/serum
provides a surge of firmness
and wraps skin's surface to lock in hydration.

*Integrated with skin = quickly blending into skin.

Cnidium officinale root water [Promotes circulation]

An extract from apiaceae plants, which have long been used as highly effective Chinese medicine to improve circulation. (INIFINITY's Cnidium officinale root water is from steam distillation of apiaceae rhizomes.)

Natural remedy Cnidium rhizomes normalize blood flow and help circulate hydration and active ingredients throughout skin.

Skin Integration Oil Mask Concept

Freshly prepared just before use. A mask that combines two agents for softly radiant, firm skin.

The mask features oil and serum agents that are mixed just before use, which allows it to be abundantly formulated with oil.

Containing rich oil essences, the mask feels gentle as it adheres to skin. It softens skin, leaving it with a surge of radiance and firmness.

Abundant oil delivers luxurious moisture like a cream mask

Stably formulating large amounts of oil in a sheet mask requires viscosity like a cream, but increasing viscosity prevents the sheet from being evenly saturated.

Mixing the oil and serum just before use makes it possible to formulate larger amounts of oil.

Skin is left plump and soft, instantly glowing with radiance.

Instantly perceptible softness & firmness

Moisturizers with firmness-enhancing gel achieve firm, elastic skin that's fully hydrated from within.

They work in synergy with highly-permeable skin-friendly oil to control shine, leaving skin lustrous, smooth and firm.



Sheet designed with the perfect fit

Made with Bemliese, a soft cotton-derived natural material with high water absorption and retention. Overlaying the top and bottom at the temples and lifting upwards to adhere the sheet creates comfortable pressure that helps ingredients penetrate.



Penetrates*1 as if integrating with skin.

A two-phase oil that gently infuses skin with hydration to awaken a glowing radiance and supple firmness.



Launch Sep'21

INFINITY Skin Integration Oil 40ml, SGD66

Product features

- o Formulated with 24 types of select botanical oils and the benefits of highly concentrated*2 cnidium officinale root water, an ingredient for beautiful skin, this is a two-phase oil that is mixed just before use.
- o Integrates with skin and infuses it with hydration to soften the entire stratum corneum, awakening a glowing radiance and supple firmness. It leaves skin healthy, free from dullness caused by dryness.
- o Penetrates*1 quickly due to its excellent skin affinity, leaving skin plump and soft. It also makes skin supple, firm, and glowing with radiance from within.
- o Contains highly concentrated*2 cnidium officinale root water to deliver hydration. For skin that's vibrant and bright.
- ∘ Two phases allow a luxurious formulation of water-soluble moisturizers, for quick penetration*¹. It melts into skin with an rich, creamy touch, delivering fresh moisture throughout the stratum corneum impossible with a one-phase oil.
- o Massaging helps promote circulation.
- o Can also be used on body and hair.
- o Fresh Floral Bouquet fragrance enriches the mind.
- o Paraben free
- o Non-comedogenic tested
- o Allergy tested

(Does not guarantee that no users will experience comedones (which cause blemishes) or allergies.)

*1 To the stratum corneum *2 Compared to INFINITY Concentrate line

Ingredients

[Moisturizers]

*Edelweiss extract *Rhodiola sacra root extract *Cnidium officinale root water *Centella asiatica extract

*Ganoderma lucidum (mushroom) stem extract *Camellia sinensis leaf extract *Glycerin Edelweiss extract is Leontopodium alpinum flower/leaf extract; Centella asiatica extract is Centella asiatica leaf extract.

How to use

- o Shake well before use until both phases are mixed together.
- o After applying lotion, apply four to five drops of oil and gently spread over face.

When using for facial massage

After cleansing, $\underline{\text{shake well}}$ and gently massage eight to ten drops of oil all over face. If necessary, blot off excess oil with a tissue.

When using for body or hair

<u>Shake well</u> and apply to the dry and rough areas of the body or to the ends of hair.



Gently softens skin and

gives it a surge of radiance and firmness.

A fresh concentrated oil mask that's mixed and prepared just before use.



Launch Sep'21

INFINITY Skin Integration Oil Mask

SGD20 (1 sheet) / SGD92 (5 sheets)

Product features

- o Formulated with 24 types of select botanical oils and the benefits of highly concentrated*1 cnidium officinale root water, an ingredient for beautiful skin, this is a two-phase oil mask with oil and serum mask effects. As it's mixed just before use, it's able to contain abundant oil and deliver fresh active ingredients.
- o Integrates with skin and infuses it with hydration to soften the entire stratum corneum, awakening a glowing radiance and supple firmness. It leaves skin healthy, free from dullness caused by dryness.
- Made with Bemliese, a soft cotton-derived natural material with high water absorption and retention.
 It adheres gently, comfortably wrapping around your face. Overlaying the top and bottom at the temples and lifting upwards to adhere the sheet creates a comfortable pressure that helps ingredients penetrate*2.
- o Softens skin with a concentrated oil-rich feel.
- o Fresh Floral Bouquet fragrance enriches the mind.
- o Paraben free
- o Non-comedogenic tested
- Allergy tested

(Does not guarantee that no users will experience comedones (which cause blemishes) or allergies.)

*1 To the stratum corneum *2 Compared to INFINITY Concentrate line

Ingredients

[Moisturizers]

- *Edelweiss extract *Rhodiola sacra root extract *Cnidium officinale root water *Centella asiatica extract
- *Ganoderma lucidum (mushroom) stem extract *Camellia sinensis leaf extract *Glycerin

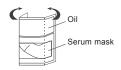
[Firmness enhancer]

*Skin Fusion Element

Edelweiss extract is Leontopodium alpinum flower/leaf extract; Skin Fusion Element is hydrogenated lecithin, isopropyl myristate, cholesterol, Centella asiatica extract, and Ganoderma lucidum (mushroom) stem extract.

How to use

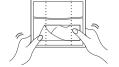
Use after applying lotion.



① Position the oil chamber of the packet on top. Fold the packet outwards along the dotted line while gathering the oil towards the center.



② Press the oil chamber firmly using thumbs to break seal and release oil onto the mask. (Push all remaining formula down to the mask.)



③ Gently massage the oil into the mask using hands until it becomes white and make sure the mask is fully saturated. (The sheet mask is made of a delicate material. <u>Handle gently</u> when saturating it with oil.)



Take out the mask, gently unfold and place it on the face. Leave on for 10-15 minutes. Remove and gently massage

remaining oil into skin.



For Media enquiries, please contact **Arishia Chua** Marketing Executive Email: arishia.chua@kose.com.sg

Website: www.kose.com.sg Facebook: www.facebook.com/kosesingapore Instagram: www.instagram.com/kosesg