

SEKKISEI

CLEAR WELLNESS

Launch 10 October 2021

Effective Type

SEKKISEI CLEAR WELLNESS Vitalizing Serum

Nature's secret
transforms your skin.



36 years of natural science research.
The power of clarity-boosting Black Yeast Probiotic.
Presenting the Vitalizing Serum.

Gift From the Earth

SEKKISEI skin care transforms nature's richness into power for the skin.

**We now present the first-ever CLEAR WELLNESS serum
made with 87%* natural ingredients.**

36 years of natural science research have uncovered the power of Black Yeast Probiotic.

**This is a rare ingredient discovered through research into
around 20,000 types of probiotics from Japanese traditional food.**

**For maximum effectiveness, the power of
750 million black yeast cells that have been cultured over
300 hours are packed into each bottle of serum.**

**The power hidden in each drop forms a resilient moisture barrier,
retaining moisture throughout the stratum corneum
for a definite improvement in clarity.**

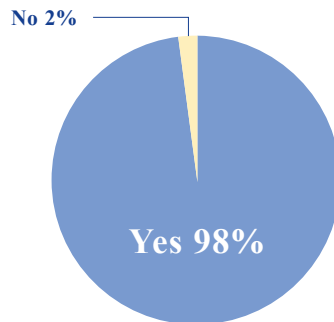
**Skin plumps with firmness the moment it's applied.
Even fatigued skin is filled with moisture for a clarity that radiates vitality.**

Approach

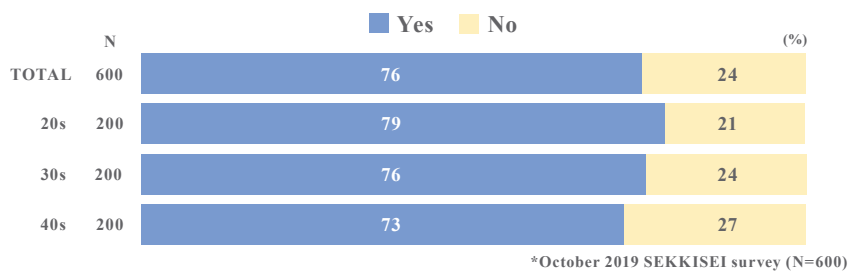
People today are chronically tired. That fatigue affects skin condition and manifests itself as dullness that obstructs clarity.

Q: Are you currently tired?

N=74 (*44 Japanese and 30 Chinese respondents)



Q: Does bodily fatigue change the condition of the skin on your face?



Younger people tend to be more conscious of the way fatigue affects their skin.

Q. What skin symptoms are caused by fatigue?



Concept

A vitalizing serum with 87%*¹ natural ingredients.

Chronic dullness is an hindrance to clarity.

Revitalizing skin's natural health helps it remain resilient in harsh modern environments.*²

A single drop with the concentrated richness of Mother Nature targets the barrier structure on a genetic level.

This forms a strong barrier function, rebuilding skin from the base and wipes away dullness and leads to healthy skin with clarity.

*¹ Including water based on ISO 16128 *² Dryness, etc.

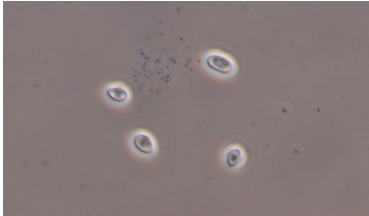
Targeting the barrier structure on a genetic level— An active ingredient that forms a resilient moisture barrier

A wonder ingredient born from the nature of Japanese

Black yeast culture solution INCI: Aureobasidium pullulans ferment
[Promotes barrier gene expression and NMF production, moisturizer]

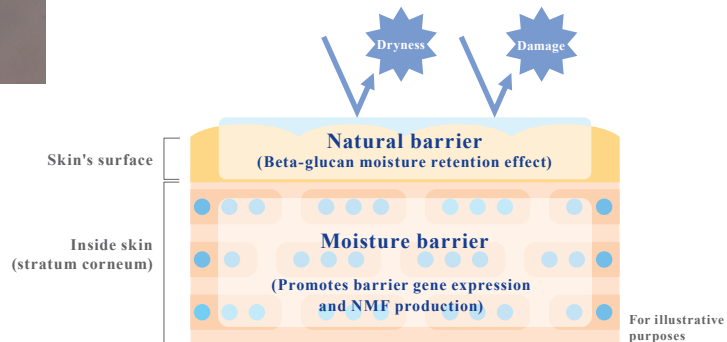
First-ever
KOSÉ
formulation

The power of approx. 750 million
black yeast cells are packed into
one bottle of V Serum (50mL)



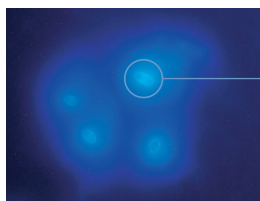
Japanese cuisine is globally renowned for being healthy and nutritious. We compared around 20,000 types of probiotics from Japanese cuisine and discovered this black yeast on dried persimmon. It takes more than 300 hours from the fermentation of the black yeast to the production of the black yeast culture solution.

**Black yeast culture solution works
on the skin's surface and inner barriers**



Beta-glucan's moisture retention effect

Black yeast probiotics create a natural barrier component around them that has a superior moisturizing effect. One explanation for this is that beta-glucan secreted around black yeast itself serves as a natural barrier to protect them from external stimuli and damage caused by dryness. The strong moisture retention effect of this natural barrier also protects the surface of the skin from dryness.



Black yeast

Fluorescence image: This image confirms that black yeast secretes beta-glucan around itself. (Beta-glucan has been dyed blue)

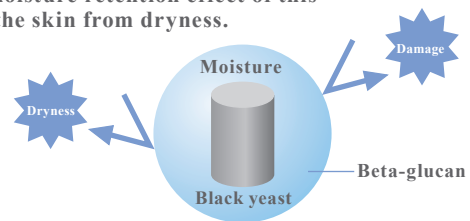
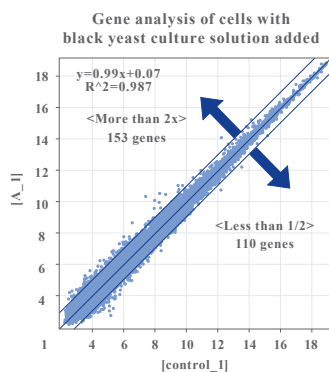


Illustration of how beta-glucan creates a natural barrier in black yeast culture solution

Effect promoting expression of barrier genes



It works on epidermal cells to promote barrier gene expression.

It should also promote NMF production, improving skin's barrier all the way from the stratum corneum (inside skin).

Adding black yeast culture solution causes a response in 263 genes.

These are connected to CE maturation, epidermal cell division and cornification—essentially a change in the expression of barrier genes related to the moisture barrier.

**It works on the skin's inner barrier on a genetic level
to help it withstand harsh environments.***

*Dryness, etc.

**With this cellular-level approach towards the barrier,
it forms a strong moisture barrier both inside and on the skin's surface.**

A formula for strong moisturizing even in harsh environments*

We utilize a formula that effectively increases “bound water” while protecting skin's moisture. At the 86th SCCJ forum, we presented it as a technology that significantly inhibits a decrease in skin's hydration even in low humidity and environments with rapid temperature fluctuation.

*Dryness, etc.

Patent
pending in
Japan

Our approach to the “bound water” inside the stratum corneum

Bound water is water that is tightly joined to components and moisturizing agents that have penetrated into the stratum corneum, making it resistant to evaporation even in changing environments and dry conditions. By combining glycerin with a perfect ratio of polyglycerin-3, we succeeded in increasing the amount of bound water in the stratum corneum.

A select ingredient that increases moisture barrier capacity and quality to boost clarity

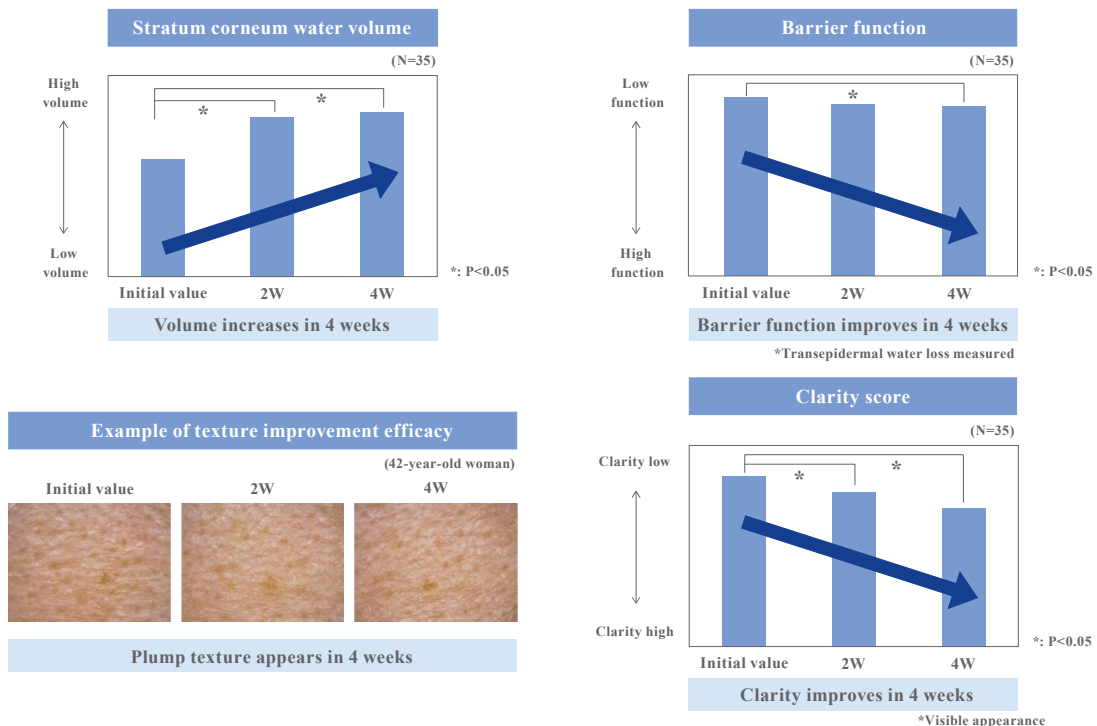


[For illustrative purposes]

ITOWA [Strengthens barrier function, moisturizer]

SEKKISEI Clear Wellness's original select ingredient sourced from Japan's rich natural environment, strengthens the skin's barrier function to increase the capacity and quality of the moisture barrier and address factors revealed in the Clarity Equation. It promotes healthy and clear skin, unaffected by environmental stressors, such as dryness.

V Serum - Results of four weeks of continuous use



**Stratum corneum water volume increases.
Improvements in texture and barrier function lead to healthy skin with clarity.**

Sustainability considerations

When you become beautiful, the Earth becomes beautiful.

We use environmentally friendly materials. The container is made of glass and is recyclable.

**For firm and moisturized skin, brimming with energy.
A vitalizing serum that uses nature's secret to transform skin quality.**



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SEKKISEI CLEAR WELLNESS Vitalizing Serum
50ml, SGD110**

Product Features

- Contains 87% natural ingredients*¹
With a high concentration*² of black yeast culture solution and other concentrated blessings of our beautiful Earth, this vitalizing serum hydrates fatigued skin, promoting a youthful radiance that is full of life.
*1 Includes water-based on ISO 16128 *2 Compared to other KOSÉ products
- Moisturizes skin, even when it feels lacking in firmness and vitality, giving it a plump texture, minimizing pores, and imbuing it with clarity.
- With SEKKISEI CLEAR WELLNESS original select ingredient ITOWA. It is luxuriously packed with Asian herbs and other botanical ingredients to improve the quality and capacity of the moisture barrier, preventing irritation caused by dryness while leaving skin healthy and resilient.
- With a light and easily-absorbed texture.
- A refreshing fragrance to feel the breath of nature.

- Paraben free
- Colorant free

How to Use

- After applying lotion, add 2-3 pumps of product onto your palm and smooth gently over your face.

Ingredients

- Black yeast culture solution, ITOWA, Clarity Boost Complex, Job's tears seed extract, Vitis vinifera seed extract, glycerin (moisturizers)

Black yeast culture solution is Aureobasidium pullulans ferment; ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice, glycerin; Clarity Boost Complex is Prunus mume fruit extract, hydrolyzed rice leaf extract, glycerin.

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