

SEKKISEI

CLEAR WELLNESS

In stores March 7, 2022

Effective Type

SEKKISEI CLEAR WELLNESS UV Defense Milk
SEKKISEI CLEAR WELLNESS UV Defense Gel
SEKKISEI CLEAR WELLNESS UV Defense Tone Up

Free Type

SEKKISEI CLEAR WELLNESS UV Defense Milk Mild

To protect your skin's future.

UV moisture barrier care that defends against skin damage

Skin damage such as irritation, dryness, etc.



Receiving beauty from the Earth's bounty —
This is the ethos of SEKKISEI's extensive research into the Earth's hidden power,
in pursuit of healthy skin with clarity.

That research has led us to original ingredient ITOWA,^{*1}
sourced from Japan's rich natural environment,^{*2}
and given birth to SEKKISEI CLEAR WELLNESS.
By promoting the health of skin's natural moisture barrier,
it leads to skin with the clarity as fresh snow.

Our new sun protection is designed for increasingly harsh modern environments,
and focus on defense against UV rays to boost skin's resilience the more they're used.

To suit lifestyle's changing and different needs, we created four types
all designed to be strong against sun exposure yet gentle to use.

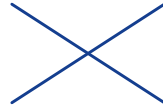
To be more resilient and more beautiful with every use.
SEKKISEI CLEAR WELLNESS sun protection defends against
both UV rays and damage to protect the clarity of skin.

Concept

“Boost skin’s resilience the more they’re used”

UV defense that protects against damage with the power of the moisture barrier.

Defends against
cellular damage
caused by UV rays



Defends against
dryness damage
caused by UV rays

Ingredients in all UV products

New Damage Resistant Complex

The concentrated power of nature, for resilient skin resistant to sun damage.
It has been developed to repel environmental damage,
protecting skin against cellular damage from UV rays and boosting its resistance.

Damage Resistant Complex active ingredients

Ectoine

<Inhibits cellular damage,
anti-inflammatory, moisturizer>

A bio-amino acid produced by the only microorganisms that can survive the harshness of a salt lake. It has a high sodium concentration. It works to stop cell aging and degradation caused by stressors like UV rays, dryness, and temperature differences.

Phytoglycogen

<Moisturizer>

A natural cosmetic ingredient derived from corn. Glycogen is known as an energy source for animals, and has excellent water retention and heat stability.

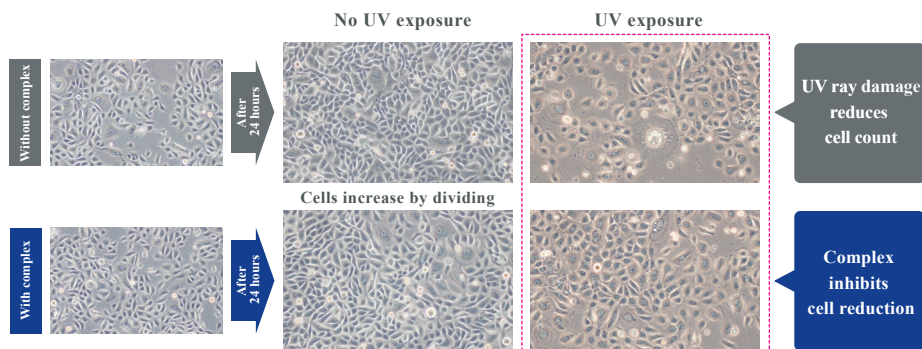
Red-black rice extract

<Antioxidant, moisturizer>

An ancient variety of rice also known as black rice, it has been eaten since antiquity. It contains large amounts of the polyphenol anthocyanin, and has antioxidant and cell-activating effects.

Inhibition* of cellular damage caused by UV rays

*Through ectoine



Original ingredient ITOWA



(Illustration)

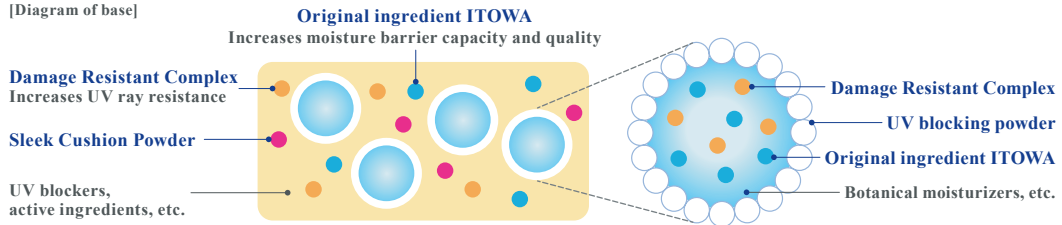
A proprietary ingredient sourced from Japan’s rich natural environment, it strengthens skin’s barrier function to improve the quality and capacity of the moisture barrier and address factors revealed through the clarity equation. It promotes healthy, clear skin unaffected by environmental stressors like dryness, and **protects against dryness damage caused by UV.**

SEKKISEI CLEAR WELLNESS UV Defense Milk Features

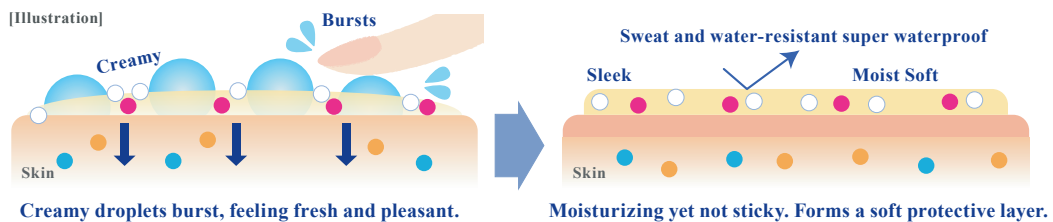
70%
serum
containing
ITOWA

A sunscreen with a rich and creamy, milky texture. When spread on skin, droplets burst and release active ingredients like Damage Resistant Complex and ITOWA. This makes it incredibly pleasant to use despite the high UV protection factor and super waterproof formula.

[Diagram of base]



[Illustration]

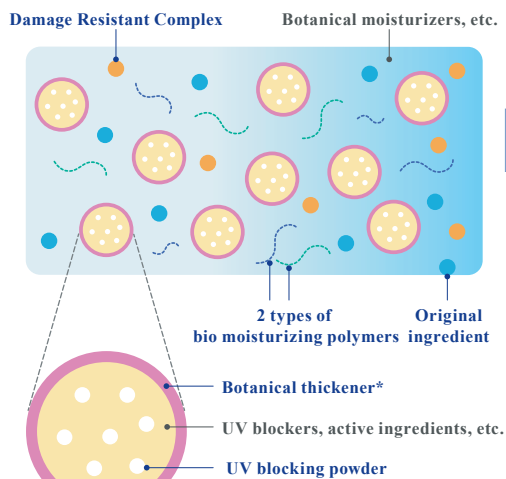


SEKKISEI CLEAR WELLNESS UV Defense Gel Features

70%
serum
containing
ITOWA

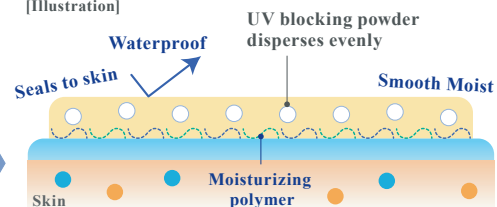
A sunscreen with a fresh gel texture. Formulated with botanical and bio-derived ingredients, this moisturizing gel spreads smoothly and seals to skin. Wearing it protects skin from dryness, like using moisturizing skin care.

[Diagram of base]



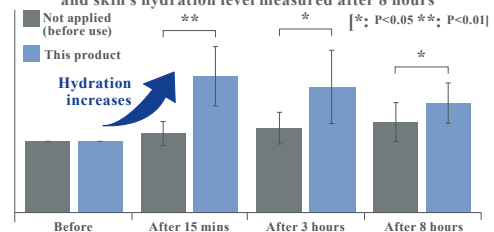
*Higher alcohol

[Illustration]



Change in hydration with sunscreen applied

A set amount of product was applied to the arm, and skin's hydration level measured after 8 hours



Sustainability considerations

When you become beautiful, so will the earth.

We use environmentally friendly materials.

Containers are bio-plastic and external packaging is made of paper to help reduce CO₂ emissions.

A burst of moisture from the moment it touches the skin.
Our strongest*¹ UV milk, but still comfortable to use.



In stores March 7, 2022
SEKKISEI CLEAR WELLNESS UV Defense Milk
50mL, \$32

SPF50+/PA++++ Super waterproof

Recommended for: Beach Pool Sports Leisure activities Going out under strong sunlight, etc.

<Product Features>

- Nature's blessings, born from our beautiful Earth, in concentrated form. Reverse damage with the power of hydration. The more you apply, the more skin is protected. Our strongest*¹ UV milk to protect the natural glow of skin. It blends softly with a velvety touch.
*1 In protection against UV rays (compared to other SEKKISEI products)
- Formulated with Damage*² Resistant Complex. Naturally sourced ingredients protect against damage from UV rays.
*2 Skin irritation, dryness, etc.
- 70% serum containing ITOWA*³. Fills the stratum corneum with moisture and elevates the capacity and quality of the moisture barrier, for healthy skin free from dryness or irritation.
*3 Emulsion excluding powder and UV absorbents
- Protects skin against not only UV rays, but also dryness and airborne particles (dirt, dust, pollen, etc.).
- Protects against the strongest UV rays to prevent the dark spots and freckles caused by sun exposure.
- Can also be used as a makeup base.
- Super waterproof formula withstands sweat and water yet can be easily removed with regular facial cleanser or body soap.

- With a clean fragrance that evokes the breath of nature.
- Double layer type product – shake before use.
- Paraben free / colorant free
- Allergy tested
Not guaranteed to prevent allergies for all users.
- For use on face or body

<How to Use>

- Shake well, then apply a sufficient amount and spread evenly.
- For the face, use as the last step in your morning skincare routine. For the body, apply directly to the skin in a line, then rub in circles with palms to spread evenly.

<Ingredients>

- ITOWA, Damage*² Resistant Complex, Job's tears seed extract, squalane (moisturizer)
- ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and squalane; Damage Resistant Complex is ectoine, phytylglycogen, Oryza sativa bran extract and squalane.

SEKKISEI
CLEAR WELLNESS

**Protects against dryness with a hydrating veil.
A UV gel with both freshness and adhesion.**



Moisturizing gel

In stores March 7, 2022
SEKKISEI CLEAR WELLNESS UV Defense Gel
70g, \$28
SPF50+/PA++++ Waterproof

Recommended for: Commuting Shopping Leisure activities Going out under strong sunlight, etc.

<Product Features>

- Nature's blessings, born from our beautiful Earth, in concentrated form. Reverse damage with the power of hydration. The more product you apply, the more your skin is protected. Our strongest^{*1} UV gel to protect the natural glow of skin. It feels smooth and spreads easily while adhering firmly to skin. Blends easily.
^{*1} In protection against UV rays (compared to other SEKKISEI products)
- Formulated with Damage^{*2} Resistant Complex. Naturally sourced ingredients protect against damage from UV rays.
^{*2} Skin irritation, dryness, etc.
- 70% serum containing ITOWA^{*3}. Fills the stratum corneum with moisture and elevates the capacity and quality of the moisture barrier, for healthy skin free from dryness or irritation.
^{*3} Emulsion excluding powder and UV absorbers
- Protects skin against not only UV rays, but also dryness and airborne particles (dirt, dust, pollen, etc.).
- Protects against the strongest UV rays to prevent the dark spots and freckles caused by sun exposure.
- Can also be used as a makeup base.
- Waterproof formula withstands sweat and water yet can be easily removed with regular facial cleanser or body soap.

- With a clean fragrance that evokes the breath of nature.
- Paraben free / colorant free
- Allergy tested
Not guaranteed to prevent allergies for all users.
- For use on face or body

<How to Use>

- Apply a sufficient amount and spread evenly.
- For the face, use as the last step in your morning skincare routine. For the body, apply directly to the skin in a line, then rub in circles with palms to spread evenly.

<Ingredients>

- ITOWA, Damage^{*2} Resistant Complex, Job's tears seed extract, glycerin (moisturizer)

ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Damage Resistant Complex is ectoine, phytylglycogen, Oryza sativa bran extract and glycerin.

SEKKISEI
CLEAR WELLNESS

Covers dullness naturally, for soft and glowing skin.
Lavender-colored tone-correcting UV gel.



Lavender-colored
tone-corrector

In stores March 7, 2022
SEKKISEI CLEAR WELLNESS UV Defense Tone Up
70g, \$24
SPF35/PA+++

Recommended for: Commuting Shopping Leisure activities Indoors near windows, etc.

<Product Features>

- Nature's blessings, born from our beautiful Earth, in concentrated form. Reverse damage with the power of hydration. The more you apply, the more your skin is protected. Our tone-correcting^{*1} UV gel protects the natural glow of skin.
^{*1} Brightening effect from lavender color
- Formulated with a lavender color for a clear, healthy-looking complexion, and brightening powder for brighter skin. It naturally covers dullness and provides a clearer, brighter finish.
- Formulated with Damage^{*2} Resistant Complex. Naturally sourced ingredients protect against damage from UV rays.
- 84% serum containing ITOWA^{*3}. Fills the stratum corneum with moisture and elevates the capacity and quality of the moisture barrier, for healthy skin free from dryness or irritation.
^{*3} Emulsion excluding powder
- Protects skin against not only UV rays, but also dryness and airborne particles (dirt, dust, pollen, etc.).
- Protects against the strongest UV rays to prevent the dark spots and freckles caused by sun exposure.
- Can also be used as a makeup base.
- Easily removed with regular facial cleanser or body soap.

- With a clean fragrance that evokes the breath of nature.
- UV absorbent free, paraben free
- Tested for allergies and skin irritation, patch tested Suitable for sensitive skin
- Not guaranteed to be non-allergenic for all users.
- For use on face or body

<How to Use>

- Shake well, then apply a sufficient amount and spread evenly.
- For the face, use as the last step in your morning skincare routine. For the body, apply directly to the skin in a line, then rub in circles with palms to spread evenly.

<Ingredients>

- ITOWA, Damage^{*2} Resistant Complex, Job's tears seed extract, glycerin (moisturizer)

ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Damage Resistant Complex is ectoine, phytoglycogen, Oryza sativa bran extract and glycerin.
Lavender color is ultramarines; brightening powder is titanium dioxide.

SEKKISEI
CLEAR WELLNESS

Treat your delicate skin to lightweight comfort.
A hypoallergenic UV milk free of additives.



Mild milk

In stores March 7, 2022

SEKKISEI CLEAR WELLNESS UV Defense Milk Mild

50mL, \$30

SPF50+/PA+++

Recommended for: Commuting Shopping Leisure activities Indoors near windows, etc.

<Product Features>

- Nature's blessings, born from our beautiful Earth, in concentrated form. Reverse damage with the power of hydration. The more you apply, the more your skin is protected. Our mild, hypoallergenic UV milk protects the natural glow of skin.
- Hypoallergenic formula is "five additive-free" and designed to be gentle. UV absorbent free, alcohol (ethyl alcohol) free, paraben (preservative) free, fragrance free, colorant free
- Formulated with Damage^{*1} Resistant Complex. Naturally sourced ingredients protect against damage from UV rays.
*1 Skin irritation, dryness, etc.
- 70% serum containing ITOWA^{*2}. Fills the stratum corneum with moisture and elevates the capacity and quality of the moisture barrier, for healthy skin free from dryness or irritation.
*2 Emulsion excluding powder
- Protects skin against not only UV rays, but also dryness and airborne particles (dirt, dust, pollen, etc.).
- Protects skin against even the strongest UV rays to prevent the dark spots and freckles caused by sun exposure.
- Can also be used as a makeup base.
- Easily removed with regular facial cleanser or body soap.

- Double-layer type product – shake before use
- Tested for allergies and skin irritation, patch tested
Suitable for sensitive skin
Not guaranteed to be non-allergenic for all users.
- For use on face or body

<How to Use>

- Shake well, then apply a sufficient amount and spread evenly.
- For the face, use as the last step in your morning skincare routine. For the body, apply directly to the skin in a line, then rub in circles with palms to spread evenly.

<Ingredients>

- ITOWA, Damage^{*2} Resistant Complex, Job's tears seed extract, glycerin (moisturizer)
ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Damage Resistant Complex is ectoine, phytoglycogen, Oryza sativa bran extract and glycerin.

SEKKISEI
CLEAR WELLNESS

The perfect remedy for summer with bubbles that make skin feel 5°C cooler, this sparkling UV gel provides cooling refreshment and moisture that lasts.



Cool foaming gel

Exclusively at Welcia-BHG, available from March 7, 2022
SEKKISEI CLEAR WELLNESS UV Defense Ice Bubble Gel
70g, \$29
SPF50+/PA++++ Waterproof

Recommended for

Your daily commute

Shopping

Leisure activities

Being outdoors in strong sun

Product Features

- Created with the concentrated natural goodness of our beautiful Earth, this sparkling UV gel repel damage with the power of moisture and improves skin's resistance to sun damage with every application. Fast-acting and cooling, it provides complete protection for skin with clarity.
- Gel foams into bubbles that burst as they blend onto the skin, making it feel 5°C cooler. The bursting bubbles and menthol give heat-irritated skin a comfortable and refreshing feeling that lasts.
- Formulated with Damage^{*1} Resistant Complex to prevent damage from UV rays with ingredients sourced from nature. ^{*1} Skin irritation, dryness, etc.
- Contains 77%^{*2} serum formulated with ITOWA to fill the stratum corneum with moisture and elevate the capacity and quality of the moisture barrier, leading to healthy skin free from issues such as dryness or irritation. ^{*2} Emulsion excluding powder and UV absorbers
- Protects skin against not only UV rays, but also dryness and airborne particles (such as dirt, dust and pollen).
- Protects skin against even the strongest UV rays to prevent the dark spots and freckles caused by sun exposure.
- Can be applied directly onto your skin for an even more instantaneous cooling sensation.

- Waterproof formula resists sweat and water, but can be removed easily with standard body wash.
- A clean fragrance that evokes the breath of nature.
- Paraben free, colorant free
- For body

How to Apply

- Shake well up and down, and always use while holding in an upright position. Apply a sufficient amount, dispensing it into your hand first or directly onto your skin. Spread evenly.

Ingredients

- ITOWA, Damage Resistant Complex, Job's tears seed extract, baby mint extract, squalane (moisturizer)

ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and squalane; Damage Resistant Complex is ectoine, phytoglycogen, rice bran extract and squalane; and baby mint is Mentha piperita (peppermint) leaf extract.

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