

# INFINITY KOSÉ

Premium Sleeping Pack

Pre-launching at Metro Paragon, Metro Woodlands and Metro Online from 28th July 2023

Launching islandwide at all Departmental Store Counters on 4th August 2023

INFINITY KOSÉ Premium Sleeping Pack



Beauty and nourishment overnight.  
This gel night pack moisturizes  
your stratum corneum while you sleep.



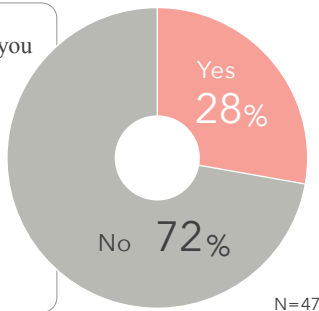
## Customer insights

\*Internal study

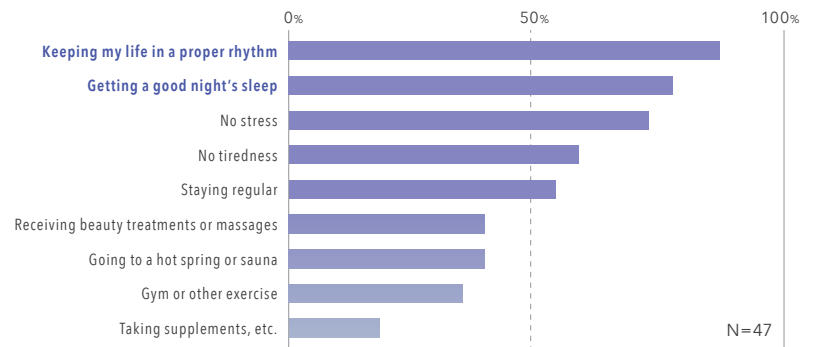
Q1. Do you feel your sleep time is adequate?

What makes you think you don't get enough sleep?

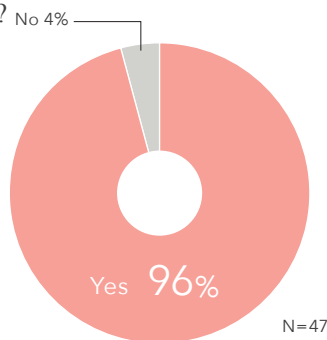
- Trouble waking up.
- Skin does not recover quickly from flareups.
- Still tired.
- Complexion is pale.
- It takes time to fall asleep.
- Wake up mid-sleep, don't get a good rest.



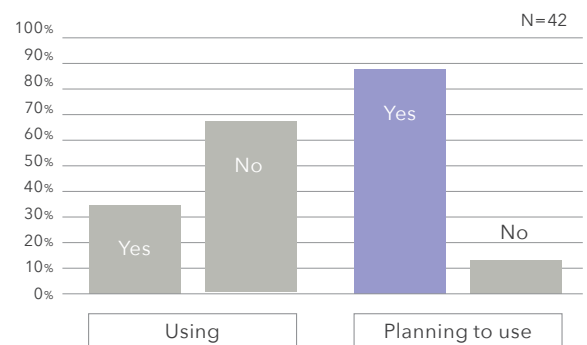
Q2. What do you think would make skin healthy?



Q3. Do you think the condition of your skin is better when you get enough sleep or improve the quality of your sleep?



Q4. Do you currently use any products with a relaxing fragrance before bed? Do you plan to in future?

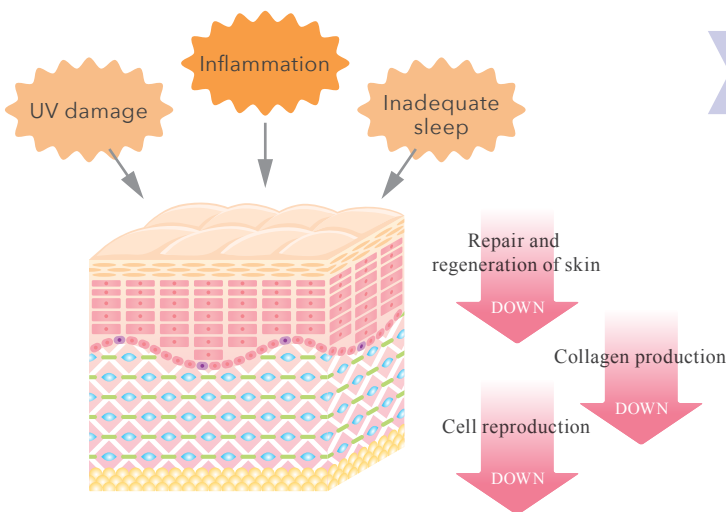


Over 70% of people feel that they do not get enough sleep.  
Many people want to do what they can to improve the quality of the sleep they do get.

## Focal Point

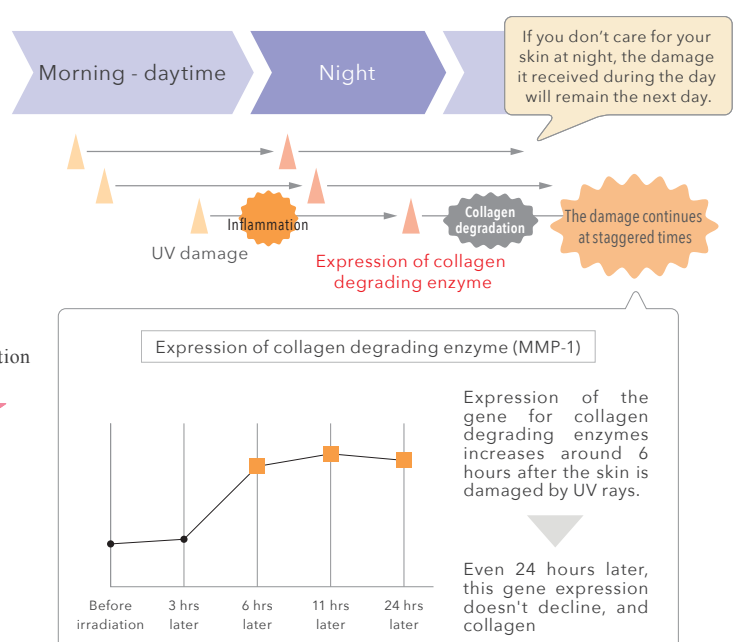
We focused on the connection of skin's environment during sleep with inflammation that impedes damage repair and collagen degrading enzymes in members of today's society who do not get regular sleep and face stress every day.

When damaged by inadequate sleep and external irritants



Lack of sleep and damage, inflammation and other issues experienced during the day prevent the skin from being repaired while you sleep. This leads to skin problems such as dryness, roughness and loss of firmness and elasticity, and ages the skin.

Daytime damage and its impact (illustration)



# Concept

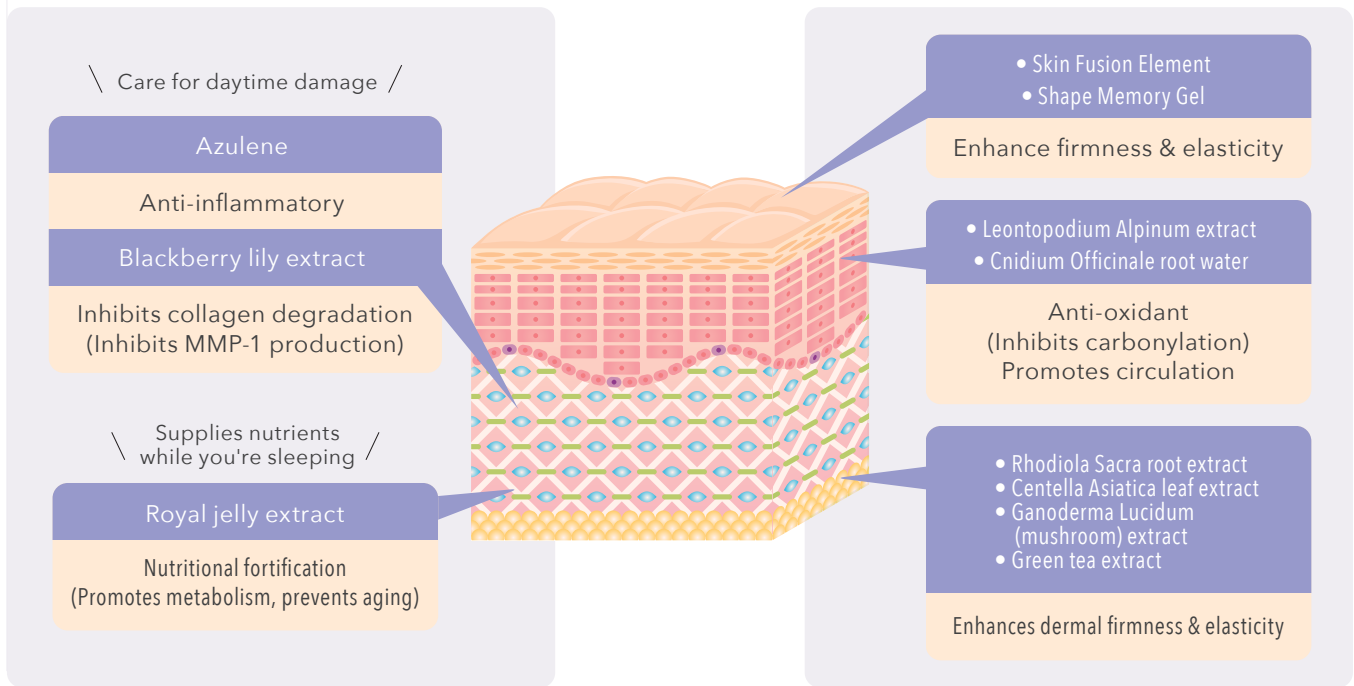
## Sleep Invitation

Creates the right conditions for your skin while you sleep, so that when you wake up the next morning, the firmness, luster and elasticity of your skin will make you forget it ever had dull days.

A repair capacity enhancement & anti-aging care approach is required to keep your skin healthy and prevent problems like dryness, roughness and loss of tone and elasticity.

### Enhance nighttime repair capacity

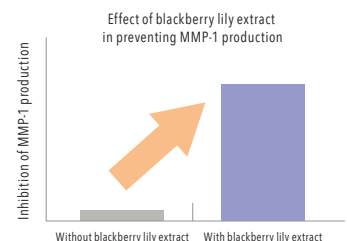
### Anti-aging



# Active

**Azulene** | Anti-inflammatory

**Blackberry lily extract** | Inhibits production of collagen degrading enzyme (MMP-1)



Blackberry lily extract significantly inhibited production of collagen degrading enzyme MMP-1.

Found in medicinal plants such as eucalyptus, azulene is an active ingredient with outstanding anti-inflammatory properties. It's a powder with a dark blue color, and gives cosmetic products a beautiful blue hue. Also used as a medicine, due to its anti-inflammatory properties, it is included in products such as eye drops and mouthwash. Not only does it have an anti-inflammatory effect, but it also aids in wound healing, leading to use in ointment that is prescribed for skin conditions.

Believed to have anti-inflammatory, antitussive, and expectorant properties, the rhizomes of blackberry lily have long been used as a herbal medicine to treat tonsillitis, among other ailments. Its primary components are isoflavones and their glycosides, and the blackberry lily has also been confirmed to have its own unique isoflavones. Blackberry lily extract is taken by collecting the rhizomes of blackberry lilies. This extract has been proven to inhibit production of a collagen degrading enzyme (MMP-1), brighten the skin and prevent acne.

## Benefits of base

Mask effect lasts until the next morning, thanks to Lasting Pack formulation.

Your skin will feel **plump and firm**, as if water's been poured on it!

Formulated with hydrating ingredients, this product has a plump, fresh-feeling gel cream texture. It envelops the skin in a fresh, cool feeling and spreads comfortably onto the skin without feeling sticky, soothing damage from inflammation.

## Soft, supple, plump and firm sensation

This product is formulated with Shape Memory Gel, an ingredient that increases elasticity for a more satisfying effect. It moisturizes from within for a deep treatment that leaves the skin supple, firm and radiant.

## Unmistakable effects that last until the next morning

We made sure that the effects are noticeable not only immediately after use, but all the way to the next morning. When you wake up, your skin will have the firmness, radiance and vitality of the morning after a deep sleep. When you wash your face, you'll feel the suppleness and smoothness.

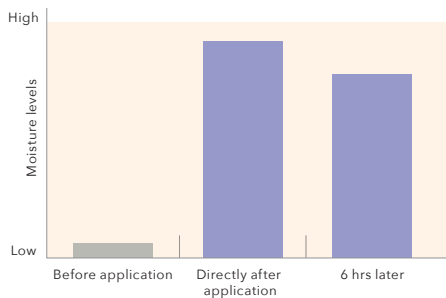
## Special fragrance that invites sound sleep

The relaxing floral scent will nourish and satisfy your skin and mind alike. Front and center of this fragrance is an intriguing, captivating lavender scent that evokes an image of a peaceful night. This is complemented by citrus notes such as bergamot, along with aquatic green notes, drawing you into the night in the blink of an eye. Soft, rich florals like jasmine and neroli take over. Finally, warm woody notes mingled with amber lull you into a deep sleep.

## Data on effects

## ■ Lasting effect

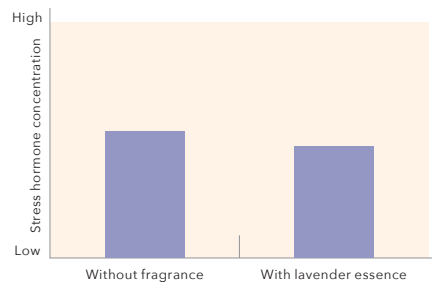
The condition of the skin was measured before and after using Premium Sleeping Pack once.



Moisture levels dramatically increased directly after application. The moisture levels remained high six hours after application.

## ■ Stress relief

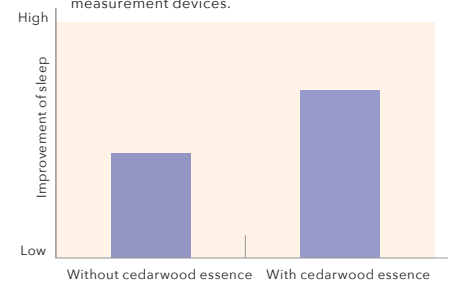
The concentration of stress hormones was measured before and after breathing in the fragrance.



The experiment proved that the lavender essence used for our Premium Sleeping Pack's fragrance relieves stress.

## ■ Improvement of sleep

Sleep scores for seven days with and without cedarwood essence were compared using special measurement devices.



The experiment proved that the cedarwood essence used for our Premium Sleeping Pack's fragrance improves sleep.

## ■ Effect on skin

The condition of the skin was measured before and after using Premium Sleeping Pack.



With just one use, the skin's condition improves, and a considerable luster can be seen. This product leaves the skin radiant—no worries about dullness



This sleeping pack wraps your skin in moisture while you sleep, leaving it firm and full of elasticity in the morning.

INFINITY KOSÉ Premium Sleeping Pack  
100g / \$52

#### Product Features

- Beauty and nourishment overnight - This sleeping pack provides intensive treatment for skin prone to damage from environmental stressors during the day, like dryness and roughness. This sleeping pack wraps your skin in moisture while you sleep, deeply hydrating the stratum corneum and leaving the skin firm and full of elasticity in the morning.
- Focuses on the conditions your skin experiences while you sleep.
- This product improves the conditions your skin experiences while you sleep, leaving your skin with incredible firmness, lustre, and elasticity in the morning.
- Hydration that lasts until the next morning with Lasting Pack formulation. This product leaves the skin soft, supple, and lustrous.
- Cool, fresh gel texture provides a pleasing feel.
- The relaxing floral scent will nourish and soothe your skin and mind.
- Paraben free.
- Non-comedogenic tested.
- Allergy tested.

(This does not guarantee that there will be no comedogenic effect (acne) or allergic reaction in all users.)

The violet color comes from the azulene. This will not stain the skin.

#### Ingredients

Moisturizing ingredients: • Leontopodium Alpinum extract • Rhodiola Sacra root extract  
• Cnidium Officinale root water • Gotu Kola (Centella Asiatica) extract  
• Ganoderma Lucidum (mushroom) extract • Green tea (tea leaf) extract  
• Royal jelly extract • Blackberry lily extract • Azulene • Glycerin

Firmness enhancer: • Skin Fusion Element

Elasticity enhancer: • Shape Memory Gel

Leontopodium Alpinum extract is Leontopodium Alpinum flower and leaf extract; azulene is sodium guaiazulenesulfonate; Skin Fusion Element consists of hydrogenated lecithin, isopropyl myristate, cholesterol, Gotu Kola (Centella Asiatica) extract and Ganoderma Lucidum (mushroom) extract; Shape Memory Gel consists of a (PEG-240/decyltetradeceth-20/HDI) copolymer.

#### Directions

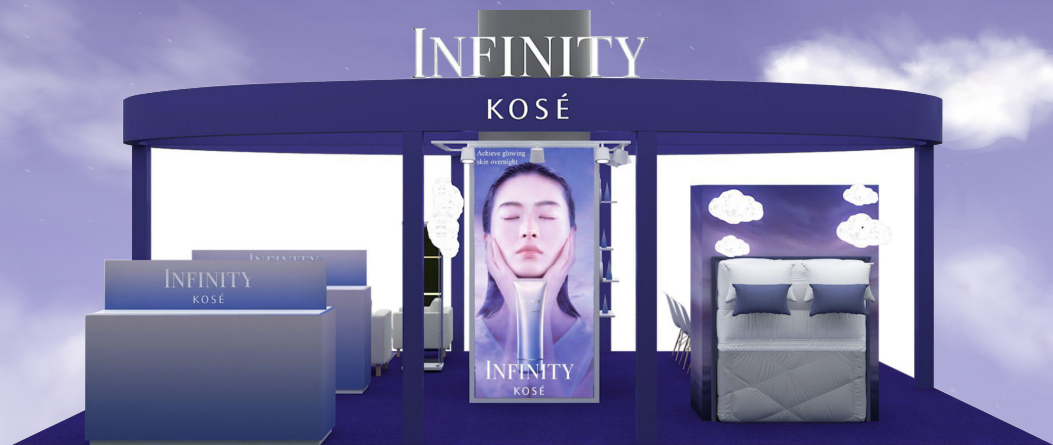
- Use after your skincare routine before bed.
  - \*If you are using cream or eye cream, apply them before using this product.
  - \*Chill in the refrigerator before use if desired.
- Take an amount about the size of two pearls in palms and apply evenly to the entire face. Leave on while sleeping.

INFINITY  
KOSÉ



# INFINITY KOSÉ

Discover on how to give  
your skin a good night's rest



## INFINITY PREMIUM SLEEPING PACK PRELAUNCH

Paragon Atrium 1B, L1  
28 Jul - 3 Aug 2023

**With \$260 nett spend**

9pc gift worth \$178





With \$380 nett spend

11pc gift worth \$292

Additional Gifts



With \$580 nett spend

12pc gift worth \$372

Additional Gift



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