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SEKKISEI

SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Milk
SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Gel
SEKKISEI CLEAR WELLNESS UV Sunscreen Tone Up
SEKKISEI CLEAR WELLNESS UV Sunscreen Mild Milk

Available on KOSE's Official Store on Shopee from 18 Feb 2023

*Available islandwide at all KOSÉ department store counters,
all Welcia-BHG, selected Guardian stores, and KOSÉ flagship store on Lazada from 1 Mar 2023*

Comprehensive care for sun damage.
Presenting skincare sunscreen that
prevents dark spots and moisturizes.



SEKKISEI sunscreens have evolved.

They now not only block UV rays,
but are also rich in botanical ingredients that care for sun damage.

They prevent dark spots, dryness and irritation
while promoting a uniform clarity in skin.

With four types of sunscreen for different needs,
each provides strong protection and feels gentle to use.

They defend skin's clarity against UV rays and environmental damage,
yet feel so comfortable and non-drying that it's like wearing nothing at all.

Concept

Comprehensive care for sun damage

Skincare sunscreen that prevents dark spots and moisturizes

It not only blocks UV rays, but also cares for sun damage to prevent dark spots, dryness and skin irritation. Our sunscreens offer the beautifying effects you expect from a skincare brand, bringing you clear skin that's free of dryness.

Improved for bare skin: Sunlight care essence formula
Sun damage care × Moisture care × Strong UV defense

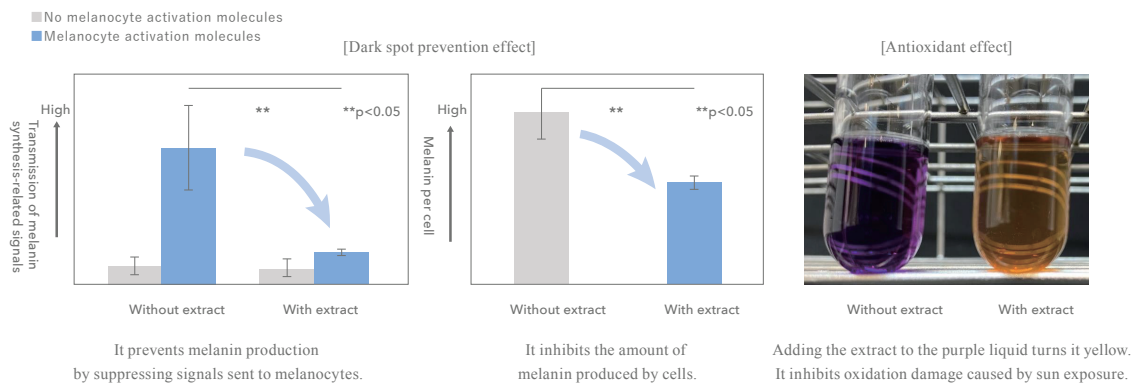
① Sun damage care

Formulated with Hokkaido-sourced Haskap extract and mallow extract to care for dark spots, inflammation and oxidation damage caused by sun exposure.

Now formulated with Hokkaido-sourced Haskap extract (dark spot preventer, antioxidant)

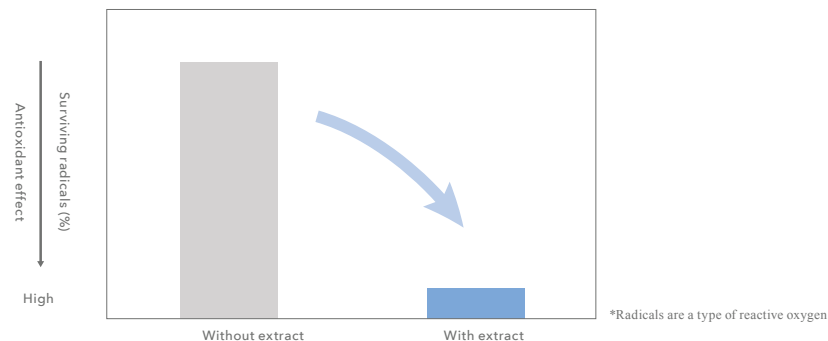
Haskap fruit contains more vitamin C and β -Carotene than blueberries.

It prevents dark spots by inhibiting transmission of melanin synthesis-related signals, plus its powerful antioxidant effects protect skin against oxidation damage caused by UV rays, blue light and other light.



Now formulated with mallow extract (airborne pollutant care, anti-inflammatory, antioxidant)

Also used as a culinary herb in the Mediterranean region, it has anti-inflammatory and antioxidant effects. It prevents inflammation from airborne pollutants, UV rays and other external stressors.



With powerful antioxidant effects, it inhibits oxidation damage from sun exposure.

② Powerful moisturizing care: Original ingredient ITOWA



(Illustration)

ITOWA (barrier function strengthener, moisturizer)

An original ingredient sourced from Japan's rich natural environment, it works by strengthening the skin's barrier function and improving the amount and quality of the moisture barrier — factors revealed through the clarity equation. It reveals healthy skin with clarity, unaffected by external environmental factors like dryness, and protects skin against dryness damage caused by UV rays.

*UV Sunscreen Mild Milk is formulated with Damage Resistant Complex and ITOWA

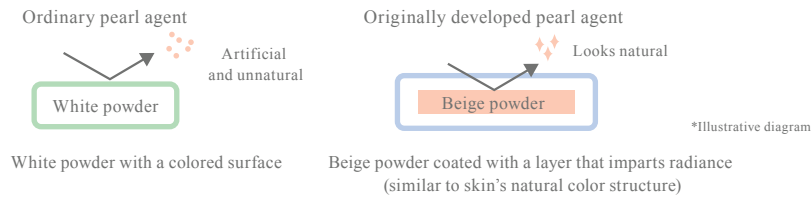
Improvements to the finish: Fresh-faced formula

Formulated with our originally developed* pearl agent, which mimics the color structure of bare skin. It provides a bright and radiant finish that enhances the natural beauty of skin.

*Developed together with Topy Industries

We focused on the color structure of bare skin. The color of hemoglobin and melanin inside human skin is visible through the semi-transparent stratum corneum. The issue was that, since ordinary pigmented pearl is simply white powder with a colored surface, it has the opposite color structure of skin, so it looks dark and creates an unnatural finish.

Our originally developed pearl agent uses beige powder coated with a layer that imparts radiance, mimicking the color structure of skin to provide exceedingly natural-looking coverage.



Improvement for the environment: Coral-friendly formula to protect marine environments

KOSÉ ran its own experiments with coral and confirmed it is not impacted by any of our products.

Now formulated with Seawater Ion Shield Ingredient

This ingredient reacts with calcium ions in seawater to become a gel that strengthens the sunscreen coating, making it resistant to washing off in the sea.

Seawater Ion Shield Ingredient + Calcium ion → Becomes a gel

The coating is resistant to washing off even when worn in the sea, making it better for the environment and a more effective sunscreen!

*Used in UV Sunscreen Essence Milk and UV Sunscreen Essence Gel

Confirmed to have no negative impact on coral growth

Starting in 2019, we began researching coral-friendly sunscreen together with coral farming expert Koji Kaneshiro, a SAVE the BLUE project partner in coral protection since 2009.

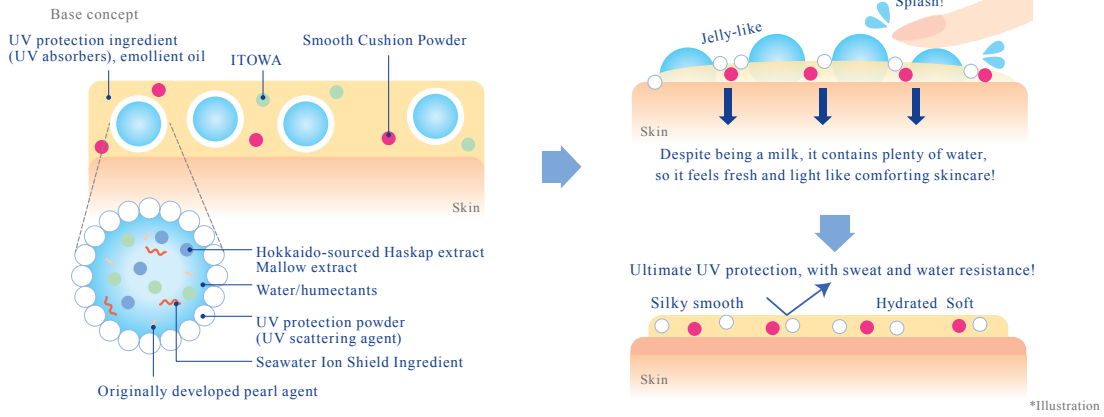
A suitable water flow was created inside the tank to recreate the environment in the sea, and a sample with sunscreen applied was placed inside. The corals were grown there for two weeks. We verified that none of the four SEKKISEI sunscreens impacts coral development.

Equivalent to the concentration that would be found in one lane of a 25-meter pool occupied by 10 adults with sunscreen applied to their entire body

*Illustration

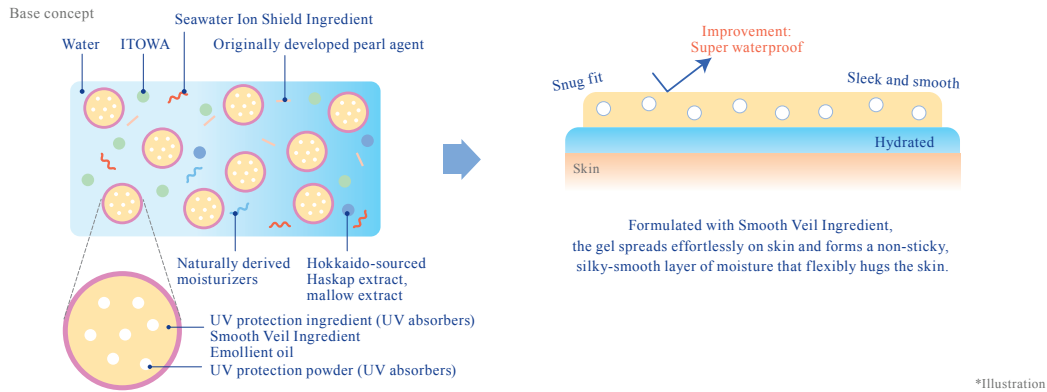
SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Milk Features

Our skincare UV milk is pleasantly bursting with juicy moisture. Despite being a milk, it contains plenty of water, so it glides on feeling fresh and light. It has the highest UV protection rating and a super waterproof formula, yet its non-sticky and richly moisturizing texture makes it comfortable like skincare.

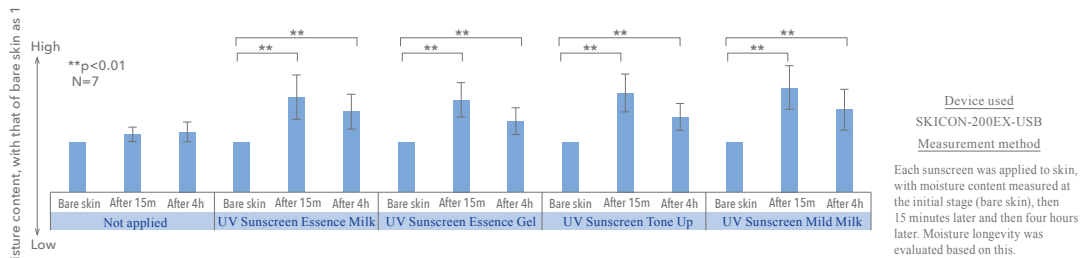


SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Gel Features

Moisturizing yet smooth and non-sticky UV gel that is comfortable and reliable. With naturally derived moisturizers, it glides on quickly and smoothly to create a silky layer of moisture that flexibly hugs skin. We've given it a pleasant moisturizing feel, as if you're continuing to apply skincare throughout the day.



Change in skin's moisture content through a single use



Using the sunscreen increases skin's moisture level, and those changes last even four hours later.

Sustainability

When you become beautiful, the earth becomes beautiful.

This product is made with eco-conscious ingredients.

The container is made of bio-mass plastic and the outer box from paper to help reduce CO₂ emissions.

The ultimate*¹ milk sunscreen for comforting skincare,
with a rich texture that spreads on gently.

*¹ Protection against UV rays (compared to other SEKKISEI products)



SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Milk

50ml, \$28

SPF 50+ / PA +++++

UV water resistance: ★★*² **Super Waterproof**

*² Confirmed water resistance for 80 minutes

Recommended for Being outdoors Sports Leisure activities The beach The pool

Product Features

● Dark spot prevention & moisture care

The ultimate milk sunscreen for comforting skincare. Despite being a milk, it contains plenty of water, so it feels fresh. It blends in naturally without a chalky feel or chafing, to give skin lasting moisture.

● Sunlight care essence formula

In addition to ITOWA and Job's tears seed extract, now formulated with Hokkaido-sourced Haskap extract and mallow extract. It defends against sunburn to protect skin from intense UV damage caused by sun exposure, as well as preventing dark spots and freckles, dryness and irritation, for skin that is teeming with moisture and clarity.

● Fresh-faced formula

It naturally covers dark spots and dullness, beautifying bare skin and providing a bright and radiant finish.

● Formula to protect marine environments

Formulated with Seawater Ion Shield to strengthen the coat when exposed to seawater, making it resistant to washing off in the sea.

● Blocks not only UV rays but also airborne particles (pollen, PM2.5, dirt, dust, etc.).

● Can also be used as a makeup base.

● Super waterproof formula can withstand sweat and water but is still easily removed with regular facial cleanser or body soap.

● A clean fragrance that evokes the breath of nature.

● Two-layer type – shake before use.

● Paraben free

● Synthetic colorant free

● Dermatologically tested

Not guaranteed to prevent allergies for all users.

● For face and body

How to Apply

○ 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, Hokkaido-sourced Haskap extract, mallow extract, Job's tears seed extract and squalane (moisturizer)

ITOWA is *Alpinia speciosa* leaf extract, peony extract, noni juice and squalane; Hokkaido-sourced Haskap extract is *Lonicera caerulea* fruit juice; Seawater Ion Shield Ingredient is sodium alginate.

The ultimate*¹ gel sunscreen for comforting skincare,
with quick absorption and lasting moisture.

*1 Protection against UV rays (compared to other SEKKISEI products)



*Formula to protect marine environments

SEKKISEI CLEAR WELLNESS UV Sunscreen Essence Gel

70g, \$26

SPF 50+/PA +++++

UV water resistance: ★★★*² **Super Waterproof**

*2 Confirmed water resistance for 80 minutes

Recommended for Being outdoors Sports Leisure activities The beach The pool

Product Features

● Dark spot prevention & moisture care

The ultimate gel sunscreen for comforting skincare, it has a moisture-rich texture that spreads easily and smoothly and flexibly hugs the skin. It provides lasting moisture as if you're continuing to apply skincare throughout the day, but without feeling sticky.

● Sunlight care essence formula

In addition to ITOWA and Job's tears seed extract, now formulated with Hokkaido-sourced Haskap extract and mallow extract. It defends against sunburn to protect skin from intense UV damage caused by sun exposure, as well as preventing dark spots and freckles, dryness and irritation, for skin that is teeming with moisture and clarity.

● Fresh-faced formula

It naturally covers dark spots and dullness, beautifying bare skin and providing a bright and radiant finish.

● Formula to protect marine environments

Formulated with Seawater Ion Shield to strengthen the coat when exposed to seawater, making it resistant to washing off in the sea.

● Blocks not only UV rays but also airborne particles (pollen, PM2.5, dirt, dust, etc.).

● Can also be used as a makeup base.

● Super waterproof formula can withstand sweat and water but is still easily removed with regular facial cleanser or body soap.

● A clean fragrance that evokes the breath of nature.

● Paraben free

● Synthetic colorant free

● Dermatologically tested

Not guaranteed to prevent allergies for all users.

● For face and body

How to Apply

○ Apply a sufficient amount and spread evenly.

○ For the body, apply directly to the skin in a line, then rub in circles with palms to spread evenly.

Ingredients

○ ITOWA, Hokkaido-sourced Haskap extract, mallow extract, Job's tears seed extract and squalane (moisturizer)

ITOWA is *Alpinia speciosa* leaf extract, peony extract, noni juice and squalane; Hokkaido-sourced Haskap extract is *Lonicera caerulea* fruit juice; Seawater Ion Shield Ingredient is sodium alginate.

Tone-correcting gel sunscreen, for comforting skincare that leaves skin looking naturally brighter.



SEKKISEI CLEAR WELLNESS UV Sunscreen Tone Up

70g, \$23

SPF 35/PA +++

Recommended for At home Daily outings such as shopping Leisure activities

Product Features

- Dark spot prevention & moisture care
Tone-correcting gel sunscreen, for comforting skincare. It spreads smoothly and has a lavender color that leaves skin naturally brighter while imbuing skin with lasting moisture.
- Tone-correcting & fresh-faced formula
The lavender color gives skin a healthy-looking clarity and leaves it looking brighter. It also naturally covers dark spots and dullness, giving bare skin beautiful clarity and brightness.
- Sunlight care essence formula
In addition to ITOWA and Job's tears seed extract, now formulated with Hokkaido-sourced Haskap extract and mallow extract. It defends against sunburn to protect skin from intense UV damage caused by sun exposure, as well as preventing dark spots and freckles, dryness and irritation, for skin that is teeming with moisture and clarity.
- Formula to protect marine environments
Seawater-resistant formula that considers regulations in some countries and regions.
- Blocks not only UV rays but also airborne particles (pollen, PM2.5, dirt, dust, etc.).
- Can also be used as a makeup base.
- Can be removed with regular facial cleanser or body soap.
- A clean fragrance that evokes the breath of nature.
- Free from UV absorbers
- Paraben free
- Dermatologically tested
Not guaranteed to prevent allergies for all users.
- For face and body

How to Apply

- 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, Hokkaido-sourced Haskap extract, mallow extract, Job's tears seed extract and squalane (moisturizer)

ITOWA is *Alpinia speciosa* leaf extract, peony extract, noni juice and squalane; Hokkaido-sourced Haskap extract is *Lonicera caerulea* fruit juice.

A milk sunscreen with a highly moisturizing, mild formula designed for sensitive skin, with a smooth, milky texture that spreads on gently.



SEKKISEI CLEAR WELLNESS UV Sunscreen Mild Milk

50ml, \$28

SPF 50+/PA +++

Recommended for At home Daily outings such as shopping Leisure activities

Product Features

- Dark spot prevention & moisture care
Milk sunscreen, for comforting skincare on sensitive skin. Designed to feel gentle even during application, without the chalky feel and white residue of many non-chemical sunscreens, it spreads smoothly and blends naturally.
- Hypoallergenic & free of five additives
UV absorber free, alcohol (ethyl alcohol) free, paraben free, fragrance free, colorant free
- Sunlight care essence formula
Formulated with Damage Resistant Complex in addition to ITOWA and Job's tears seed extract. It defends against sunburn to protect skin from intense UV damage caused by sun exposure, as well as preventing dark spots and freckles, dryness and irritation, for skin that is teeming with moisture and clarity.
- Fresh-faced formula
It beautifies bare skin, leaving it bright and radiant.
- Formula to protect marine environments
Seawater-resistant formula that considers regulations in some countries and regions.
- Blocks not only UV rays but also airborne particles (pollen, PM2.5, dirt, dust, etc.).
- Can also be used as a makeup base.
- Can be removed with regular facial cleanser or body soap.
- Two-layer type – shake before use.
- Dermatologically tested
- Patch tested thanks to the cooperation of people with sensitive skin.
- Suitable for sensitive skin.
Not guaranteed to prevent allergies and other issues for all users.
- For face and body

How to Apply

- 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 Resistant Complex, Job's tears seed extract, squalane (moisturizer)
- ITOWA is Alpinia speciosa leaf extract, peony extract, noni juice and glycerin; Damage Resistant Complex is ectoine, phytoglycogen, rice bran extract and glycerin.

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