Whitening & Beauty
from Japan – China – Korea

July 2016
Sun Protection and
Anti-ageing Skin Care Conference
Asia 2016
INFORMATION ET INSPIRATION, a unique cosmetic trend consulting agency based in France and specialized in Asian cosmetic markets created by Florence Bernardin to:

- Monitor markets
- Collect new products in situ
- Organize a product data base
- Spots key trends and emerging ones
  - From product, to textures, routine & claims
- Provide consumer understanding
- Support new product/concepts development
- Hold creativity meetings
- Offer guided tours
- ...

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How do we work?

- Qualitative market studies from products, from retailers, ad campaigns, web sites ...
- Daily follow-up of press, blogs...
- A unique international team and locally on markets
- A real product knowledge from consumer’s point of view
- An eye on all new concepts & approaches

VDL (LG H&H KOREA)
SKIN P + R = O MIST AQUA BALM
9.7g, 28000KRW
A mobile skincare in a compact, rich like a balm & fresh like a mist

THE INFLUENCE OF IGARI MAKEUP ALL OVER ASIA
“A new way makeup to look minus 5-year old“ in Korea (Dec 2015)

July 2016
What do we propose?

From weekly innovation news to annual market reports, from “what’s up in Asia” to “Beautyscopes” focusing on consumer’s evolution & products … all types and format of Asian product reports & consultancies. Do no hesitate to ask for more information !!!

- Skincare
  - Cleansing, moisturizing, whitening, anti-aging, special care … TCM

- Makeup
  - Base makeup, point makeup

- Haircare
  - Retail to salon care

- Fragrances

- Mens’ grooming

- Beauty supplements

- …
2016 market situation

« Advices & good products to avoid aging spots on face ! »
http://www.magazine-avantages.fr/

Marie Claire UK July 2016
2016 market situation

- Japan leads the whitening launchings
  • Few launches from local brands in Korea due to no visible result of existing products and popular laser treatment
  • Chinese brands adopt whitening approach based on natural ingredients

- Serum remains the key product

- More natural radiant healthy skin tone than pure white skin

- Environmental aggressions & stress are more and more connected to dullness and spots

July 2016
Whitening communication: still rosy and blue

“Fact: Sunlight and light of smartphone and PC cause dark spots. New generation UV which protects skin even from blue light.” – Lancôme Japan

“Gathered the light to remove spot with Sakura’s continuous translucent whitening power” – Shiseido China

“It reduces spots from inside of skin, and fills it up with extreme light brightly” – SK-II Korea

“From Dior. Instantly give a blooming translucency to the bare skin.” – Dior Japan

“Concentrated small red bottle. Start the rosy charming glow” – Guerlain Japan

“Beyond the cloud, a translucent pure skin from the heart” – Inoherb China

“Reveal an intensive radiance with the light from within. Le blanc fills skin with youthful radiance and accentuates clear whiteness.” – Chanel Japan

“Bright on. Tonight, no more spot. Skin becomes pure and flawless” - Estée Lauder China

“Dress up our skin in pure bright beauty” – Givenchy

“By white ginseng that brightens up from a deep inside of skin, finally, full of clear and pure light” - Sulwhasoo Korea

“Pearl white, translucent glow, Be a glowing women.” – OSM China
Consumer & routine are evolving

All year long in Japan & combine with other skin benefits in Korea

- 72% of Japanese women are doing whitening care*
  - Mix & match
- All year long approach
  - 44.1% Japan*
- All about prevention
- Do you apply any UV care product in a year?
- 95.1% of Japanese women use UV care product, of which 49.5% are using UV care product through a year*
- Serum (38.6%), Lotion (25%), BB & CC cream (25%), Sunscreen (25%) are most commonly purchased whitening items *
- Whitening care should be combined with moisturizing and/or pollution protection.
  
  Cf 2016 whitening routine & expectations (Korea)
  - Step1. Prevent harmful environmental aggressors & stress
  - Step2. Strengthen skin barrier to fight against the production of melanin
  - Step3. Prevent the formation of future dark spots
  - Step4. Add moist-glow as skin’s dryness can lead to darkening skin.

* The survey (information site Bwrite) conducted in Jan-Feb 2016 for 204 women over 18 year old.
http://zozo.jp/magazinenews/?mnid=589
July 2016
Key whitening directions

Get delicate healthy white skin

- **Healthy skin is the base of whitening (Japan, China)**
  - Revitalizing care (China) for tired skin which looks yellow and dull, use revitalizing products to restore skin vitality, skin tone will bloom with healthy radiance.
  - Whitening care will be more efficient if the skin is in a healthy and balanced condition

- **Anti-inflammation (Japan, China & Korea)**
  - Improve skin immunity and self repair ability to avoid inflammations
  - Dark spots having inflammations are stubborn, so calm the inflammation first caused by oxidation & friction
  - **Anti-pollution care (Japan, China & Korea)**
    - Skin inflammations caused by UV rays, pressure and haze lead to the appearance of spots
    - Urban pollution cause more skin pigmentation
    - **Protect the skin from any kind of lights (not only from UV rays),** but also artificial light, blue light, infrared light, etc.

- **Strong moisturizing power (Japan, China & Korea)**
  - Improving skin’s natural function to fight against aging problems including dark spots and dullness

- **Anti-aging (Japan, China & Korea)**
  - Fine lines, sagging and skin shadow caused by aging and collagen loss make the skin look dull and rough, plump young cells will make skin radiant from inside out.
  - Improving skin tone by solving protein carbonylation which leads to yellowish skin
  - Whitening items can be used throughout the year

- **Inner care (Japan & China)**
  - Increasing resistance to UV radiation, reducing initial damage due to UV radiation
Key whitening directions

Shades make you look older – dark spots, dullness and unsmooth skin.

Truth about shades and old-looking face
- A face with dark spots looks 7.5 years older than the face’s real age & the number of dark spots increases with age.

Moisture level determines if the skin looks dull or translucent

As we age, what kind of aging signs do we get?
- Unsmooth skin caused by fine lines, pores and uneven skin texture.

How to prevent shades and get bright skin?
Inhibiting excessive melanin production to prevent dark spots
Hydrating dull skin to get translucency

http://shop.maihada.jp/campaign/20160301/
Key whitening directions

Immediate whitening result - Tone up cream is “in” from Korea

**ETUDE HOUSE (AMORE PACIFIC)**
**TONE UP CREAM**
60ml, 24000KRW

- A vitamin whitening cream containing Berry C Toning Water and Mineral Toning Water delivers hydration while leaving a moisturized glass bead-like complexion.

**CLIV**
**GINSENG BERRY PREMIUM TONE UP CREAM**
50ml, 48000KRW

- Filtered snail slime (40%) and Ginseng berry provide instant hydration and improve skin’s elasticity and firmness.
- Its whipped cream-type texture reveals an instant luminous and brightening complexion without leaving any white residue or trace of stickiness.

**TOMARU (LG H&H)**
**PURE-WHITE BLOSSOM BRIGHTENING CREAM**
50ml, 30000KRW

- Whitening cream that provides a brightened glowy skin tone and silkier skin texture (functional).
- It is made of Glutinous rice and Lotus leaf cultivated in Gimje, which gives a skin revitalizing whitening effect to skin.

**GOODAL**
**COSMECCA KOREA**
**PREMIUM SNAIL TONEUP ESSENCE**
50ml, 42000KRW

- Whitening essence gives a skin tone-up effect made of gold snail’s mucin and white ginseng nourishes skin from a deep inside skin so that skin gets purely brightened at a result.
What are we going to look at

- Stress concerns
- Spot attacks
- Immediate radiance & light reflection
- Hydra white
- Whitening & anti-aging
- Natural white
- Protection
Laser like

As efficient and precise as laser treatment

SHISEIDO
WHITE LUCENT MICRO BRIGHTENING SPOTS CORRECTOR
30 ml, 50ml / 30ml
11880 JPY, 15120 JPY / 135000KRW / 880CNY

- It gives a truly accurate spot care just like a laser treatment (Spot laser) as it finds, targets, and removes spots in a precise way
- Whitening product truly inspired by Spot laser, as this essence gives the same results that can be provided by the spot laser thanks to Micro Target Technology (treating spots from the micro-level) (Korea).

EPISTEME (ROHTO PHARMACEUTICAL CO., LTD.)
CLINI SCIENCE HQ LASER CLEAR
12g, 14040 JPY

- A balm type whitening serum which targets dark spots with laser-like precision.
- Penetrates deep into the skin during the night and creates moisturized, translucent, clear skin.
- Adopted the formula which acts multi-directionally on the skin to provide effective skin brightening care: 4 types of ingredients penetrate deep into the stratum corneum and provide hydration to create translucent, clear skin.
From spot to optical radiance

Genomics + Optics, 3D visualization of melanin, 3D Targeting Formula

SK-II

GENOPTICS AURA ESSENCE (QD)
30 ml, 50 ml 17280 JPY, 24840 JPY 1040CNY

• New “Genoptics” series inspired by the scientific concepts of Genomics and Optics (study of genes and light), to reduce years of darkness and unlock inner radiance.

• SK-II’s exclusive new complex ingredient “Genoptics Aura Cocktail” including newly added “Plum Extract” makes dark spots and skin dullness less noticeable and helps create aura-like beautiful fair skin that radiates from within.

• Highly Concentrated Pitera™ improves skin’s natural function and creates lively-looking, translucent skin.

Rich Delivery System delivers active ingredients quickly and deeply into the skin.

SHISEIDO

HAKU MELANOFOCUS 3D (QD)
45g 10800 JPY

• Thanks to the three-dimensional visualization of melanin produced inside the skin, Shiseido found that melanin spreads widely in the upper layer of the skin. On the other hand, chunks of melanin reside in the deepest layer of the skin, which results in dark spots.

• Newly developed « 3D Targeting Formula » blocks melanin formation routes from every direction. It delivers whitening ingredient to both upper and deep layers of the skin and leads to a bright, clear skin complexion.
Healthy radiance by all approaches

Healthy glow creator, oil power

OLAY
WHITE RADIANCE LIGHT PERFECTING CLEAR FACIAL OIL
40ML 280CNY

• A pure but light whitening oil to be used after the whitening serum in order to wake up a healthy glow from inside
• Pure: 99.5% high concentration of 8 effective botanical essences, which can be totally absorbed by the skin
Total action against urban darkening

- Powered by Venuceane™, Blanc Therapy Total Brightener visibly counteracts urban darkening.
- Contains 4 patented ingredients to deeply repair skin and restore translucent glow, healthy rosy skin.
- Sym-white: the power is as effect as 50 times Kojic, to reduce the quantity of melanin from the root.
- Vitamin C complex – ACTYL-CTM: effectively fight against skin oxidation and fade the existing spot.
- Deep purifying Enzyme --Venuceane TM: protects skin from UV rays, defenses the city pollution, 3X power to fight against the stress caused by UV rays and temperature changes.
- Life PlanktonTM: effectively activate cell’s new generation power and soothes skin redness.
Natural 3D radiance

CLARINS
WHITE PLUS TRI-INTENSIVE BRIGHTENING SERUM
30ml 11448 JPY 720CNY  110000KRW

• A medicated whitening serum that inhibits melanin formation and prevents dark spots and freckles to create bright, clear skin.
• Developed by focusing on the mechanism of dark-spot formation and the benefit of Acerola.
• Targeted to preserve three key elements of even and translucent skin: contrast, colour, and clarity. Alongside acerola fruit and seed extract, the serum also has Lady's mantle extract, Sandspurry extract, Vitamin C and biotin to leave your skin fair and even-toned with a healthy glow.
Dual power: whitening + anti-inflammation
New way to highlight natural ingredient

CLINIQUE
EVEN BETTER CLINICAL DARK SPOT CORRECTOR & OPTIMIZER
50ml 14580JPY/730CNY/125000KRW

• Dual tube design to ensure the ingredient activity. Besides the original anti-spot essence, the green tube is enriched with Japanese Green Tea Gyokuro (called Jade Dew in Japan) ingredient to act on uneven skin tone and spot caused by skin inflammation.
• White side is the “offensive” serum formulated with Clinique’s exclusive CL302 Complex to provide clear, bright skin.
• Green side is the “protective” serum (optimizer) which evens out the skin tone and protects the skin from the skin problems such as dryness.

2X efficiency upgrade
Spot-fading white tube
High efficient CL302 to challenge the golden standard.
« Jade Dew » tea extract from Kyoto, mildly soothes the skin to multiply spot-fading effect
Targeted zones

Eye contour remains a key whitening zone, anti-stress, anti-fatigue for a lively look

- **L’OCCITANE REINE BLANCHE ILLUMINATING EYE CARE**
  - 15ml 6264 JPY 50000KRW
  - A comfortable texture eye serum which plumps up the skin around the eyes.
  - Tightens the skin around the eye with cooling effect for a more lively-looking impression.

- **THE HISTORY OF WHOO (LG H&H) RADIANT WHITE EYE SERUM**
  - 25ml, 130000KRW
  - An whitening eye serum to promote the look of delicate skin on the eye area, leaving a firmer and more healthy appearance, fades the appearance of dark under eye circles while leaving the eyes looking more radiant.

- **LABIOTTE TRUFFLE VISIBLE WHITENING EYE CREAM**
  - 30ml, 52000KRW
  - A premium whitening eye cream that revitalizes and improves the appearance of tired-looking eye contour.
  - It helps protect delicate skin around eye contour from external environmental aggressors.

- **OLAY WHITE RADIANCE LIGHT PERFECTING EYE CREAM**
  - 15g 160CNY
  - Double whitening ingredients to fight against 3 eye skin problems.
  - Hesperidin active ingredient: inhibits the production of melanin
  - Nicotinamide: evens skin tone.
  - Say goodbye to dark circles, skin dullness.
**Hydra white**

Lotion power up as the 1\textsuperscript{st} step to moisturize and condition the skin for optimized whitening effect

<table>
<thead>
<tr>
<th>Brand</th>
<th>Product Name</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td><strong>LANCÔME</strong></td>
<td>ABSOLUE PRECIOUS CELLS WHITE AURA BRIGHTENING</td>
<td>150ml / 16200 JPY</td>
</tr>
<tr>
<td><strong>GUERLAIN</strong></td>
<td>BLANC DE PERLE WHITENING LOTION</td>
<td>200ml 2400 TWD, 8640 JPY</td>
</tr>
<tr>
<td><strong>YVES SAINT LAURENT</strong></td>
<td>BLANC PUR COUTURE BRIGHT REFINING LOTION</td>
<td>200 ml 9180 JPY/ 79000KRW</td>
</tr>
<tr>
<td><strong>SHISEIDO</strong></td>
<td>WHITE LUCENT LUMINIZING INFUSER</td>
<td>150ml 5940 JPY / 68000KRW</td>
</tr>
</tbody>
</table>

- A jelly textured lotion which helps to visibly reduce the appearance of dark spots on aged skin.
- The first “essence lotion” of Blanc De Perie series, full with whitening essence, creates a pure, bright and white skin tone with healthy rosy glow.
- Glycolic Acid provides peeling effect and smooths the skin surface to prepare it to receive active ingredients efficiently.
- Enhances the results of the serum by conditioning the skin.
- A whitening lotion which delivers beauty ingredients deep into the skin.
- Prevents dark spots and freckles while providing deep hydration.
Without moisture, skin can never be truly white and pure

**LANEIGE (AMORE PACIFIC)**

**WHITE PLUS RENEW ORIGINAL ESSENCE_EX**
40ml, 55000 KRW

- Whitening essence that delivers moisturized skin that is truly pure and brightened
- Secret ingredients of renewed version: Green Tea Water and Saururus Chinensis Extract provide a high level of moisture so that skin gets more brightened thanks to a synergy effect (moisturizing is mandatory for an ultimate level of whitening).

**SHIROSUMI (KOSE)**

**SHIROSUMI XX WHITENING ESSENCE(QD)**
40g, 5400 JPY

- A deep penetrating “moisturizing & whitening essence”
- Formulated with naturally-derived whitening active ingredient Kojic Acid and moisturizing ingredients (Dipropylene Glycol, Hyaluronic Acid) and emollient ingredient (Ethyl Oleate)

**ASTALIFT WHITE ESSENCE INFILT**

30ml 7560 JPY (refill 7020 JPY)

- Revamped and reformulated whitening serum which provides stronger whitening and moisturizing effect
- In addition to Fuji Film’s exclusive ingredient “Nano AMA”, the world’s smallest 20mm “Nano-Oryzanol” was newly added to the formula to provide stronger whitening and moisturizing effect.
Hydra white

Sheet mask as the most efficient way to inject whitening & moisturizing power for a SPA-like experience

- A whitening sheet mask whose shape is specially designed to fit your face perfectly, just like your second skin.
- Brightens the complexion while intensively moisturizes the skin, diminishing the look of dark spots, age spots, all types of spots can be reduced. The skin is nourished and totally revitalized.

<table>
<thead>
<tr>
<th>Product</th>
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<tbody>
<tr>
<td>ESTEE LAUDER</td>
<td>CRESCENT WHITE FULL CYCLE BRIGHTENING INTENSIVE HYDRATING ESSENCE MASK</td>
<td>10800 JPY 3000TWD</td>
</tr>
<tr>
<td>SHISEIDO</td>
<td>HAKU MELANO SHIELD MASK</td>
<td>45g 10800 JPY</td>
</tr>
<tr>
<td>OLAY</td>
<td>WHITE RADIANCE LIGHT PERFECTING STRECH MASK</td>
<td>24g x 5sheets / 150CNY</td>
</tr>
</tbody>
</table>

- Sheet mask that comes in two separate pieces was designed to adhere more closely to the skin.
- « Concentrate Shield Formula » inhibits and eliminates melanin while providing deep and intensive hydration to the skin.

- 1 sheet mask contains 80% whitening essence to provide 15-minute whitening nourishing facial SPA.
- Diamond pattern sheet mask can perfectly fit the facial skin and accurately penetrate the essence into skin.
Reveal youthful, bright complexion thanks to collagen supplement

ELIXIR WHITE (SHISEIDO)
ELIXIR WHITE CLEAR LOTION C I, II, III (QD)
ELIXIR WHITE CLEAR EMULSION C I, II, III (QD)
DAY CARE REVOLUTION C, C+ (QD)
170ml, 4320JPY/ 130ml, 4860JPY/ 35ml, 3456JPY

- Reformulation of Elixir White: Under the concept of « Collagen x Skin Whitening », new Elixir White is formulated to increase translucency and brightness of the skin.
- Targets dull skin often seen among women in their 30’s and 40’s because of the deterioration and decrease of the Collagen in the dermis
- New ingredients that act on the collagen were added to the formula:
  - Inositol helps to produce fresh collagen.
  - Olive Leaf Extract helps to prevent carbonylation of dermal proteins (such as Collagen) caused by aging.
  - Coix Lacryma-jobi Seed Extract helps to make the skin look brighter by increasing the density of collagen.
- Whitening active ingredients: 4MSK (lotion and emulsion) and m-Tranexamic Acid (day serum)
- Lotion and emulsion are available in 3 different textures (I: Fresh type, II: Moist type, III: Very moist type)
Whitening & anti-aging

Targeting different age groups, from early aging, middle aged to mature skin

BIRD’S NEST BY WATSONS
WHITE PERFECT COLLECTION
FROM 99 TO 129CNY

- Formulated with high quality Indian golden bird’s nest to create white, moisturized, translucent smooth skin.
- Designed for early aging skin.
- Upgraded packaging – translucent silky golden bottles,

ORBIS=U (POLA)
WHITE LINE
2268JPY-3456JPY

- New whitening designed for women in their 30’s – 40’s to provide whitening and aging care.
- Orbis focused on the fact that epidermal cells that lost their barrier function with age take in excessive amounts of melanin and accumulate it.

INFINESSE WHITE (ALBION)
MELANO RESISTANCE X (QD)
40ml, 10800JPY

- A medicated whitening serum which makes mature skin look bright.
- Helps to accentuate skin’s brightness and firmness.
- Inhibits melanin formation, prevents dark spots and freckles, and creates clearly bright, firm skin.

July 2016
Whitening from the inside out

- **Inner care (Japan)**
  - Increasing resistance to UV radiation, reducing initial damage due to UV radiation

**FANCL**

- **WHITE FORCE DRINK**
  - 30ml, 313JPY
  - A beauty drink to achieve translucent and beautiful skin.
  - Containing Artichoke Extract and patented ingredients Hydroxytyrosol and L-cystine to increase translucency. Vitamin C and Niacin boosts brightness. Ananas Sativus (Pineapple) Fruit Extract works on muddy skin complexion due to dryness.
  - Take one bottle a day.

- **WHITE FORCE 180 tablets**, 2376JPY
  - A beauty supplement to achieve translucent and beautiful skin.
  - Containing Artichoke Extract and patented ingredients Hydroxytyrosol and L-cystine to increase translucency. Vitamin C and Niacin boosts brightness.
  - Take 6 tablets a day.

**SHISEIDO BEAUTY FOODS**

- **PURE WHITE DRINK & TABLET**
  - 50ml, 270JPY
  - 240 tablets, 4320JPY
  - A drink and tablets made with Goji Berry and is to bring out radiance and beauty of the skin.
  - For those who often get exposed to the sun, for beauty-conscious women, for those who want to take Vitamin C regularly.
  - Take 8 tablets a day.

**BENEFIQUE**

- **WHITE BLOOM**
  - 240 tablets, 5184JPY
  - A beauty supplement to a get sakura-like white and beautiful complexion
  - Formulated with Goji Berry, Proanthocyanidin, Siberian Ginseng, Broccoli Sprouts Extract and Sakura Extract to improve body’s circulation and make the skin radiate from the inside out.
  - Take 8 tablets a day.
All about protection

Light fight: not only against UV rays, but also artificial light, blue light, infrared radiations...

DIOR PRESTIGE WHITE COLLECTION
THE UV PROTECTOR YOUTH AND RADIANCE BLEMISH BALM
SPF50+/PA+++ & ROSY GLOW
30ml / 13500 JPY  148000KRW

- Protects the skin from not only UV rays and air pollution but also artificial light.
- Dior discovered that the artificial light promotes pigmentation, oxidation and aging skin and developed innovative UV protectors which protect the skin from that kind of light.

LANCÔME
UV EXPERT XL CCC
SPF50+/PA++++
30ml / 6264 JPY / 1900TWD / 57000KRW

• CC UV makeup base which protects the skin from blue light emitted from electronic devices such as LCD TVs, PCs and smartphones, in addition to UVA, UVB and long-wave UVA protection.

POLA
B.A PROTECTOR SPF50/PA++++
45g   11880 JPY

• A daily cream which cares the skin while protecting it from damages caused by UV rays and near-infrared radiation to aim at creating a translucent, radiant skin brimming with vitality.

• Thoroughly blocks short-wave UVA, UVB and long-wave UVA.

BENEFIQUE
DEEP BLOCK ESSENCE (UV & IP)
SPF50/PA++++
50ml
3780 JPY

• A sunscreen serum which provides total protection against damage caused by sunlight such as strong UV rays and infrared radiation.

July 2016
All about protection

Anti-pollution: dust block on the go, protection over the makeup

- A sunscreen emulsion which protects skin from strong UV rays, but also perfectly prevents dust in the air from adhering to the skin.
- New technology “Multi-blocking Bihada Shield EX” protects the skin with a double shield.

IPSA
PROTECTOR DAYTIME SHIELD EX
SPF50/PA++++
30ml 4860JPY

- Skin becomes purer and healthier thanks to whitening and UV protection action while having a strong layer of skin-defensing barrier called Dust-Block™, born by applying the theory that negative electric charge pushes negative electric charge away.
- Apply it on the entire skin as the last step of your skincare routine, before sunscreen.

LANEIGE (AMORE PACIFIC)
ALL DAY ANTI-POLLUTION DEFENSOR SPF
30/PA++
40ML, 35000KRW

- Formulated with effective ingredient to help fight against oxidation and pollution, prevent skin aging
- L’Oréal Paris’s 1st UV spray which can be used even over the makeup, excellent protection against UVB, UVA and long UVA
All about protection

Pollen and allergens are the new targets

IHADA (SHISEIDO)
ALLER SCREEN
50g, 972JPY
10/01/2015
Spray over the face and hair to create transparent negative ion mask which protects the skin and hair against pollen and PM2.5.

D PROGRAM (SHISEIDO)
ALLERBARRIER ESSENCE SPF40/PA+++ 40ml, 3240JPY 21/01/2016
-A daytime essence which protects sensitive skin from UV rays and dirty micro-particles.
-Allerbarrier Technology helps form an even film over the skin to prevent micro-particles in air from adhering to the skin.
-With its SPF40/PA+++ , it protects the skin from UV rays.
-Protects the skin from dryness, as if the skin was enveloped in transparent moisturizing capsules.
All about protection

Sensitive skin is the new target & easily removable with facial cleanser

SHISEIDO
PERFECT UV PROTECTION S SPF50+/PA++++
50ml, 4860JPY
01/03/2016
A low-irritant sunscreen formulated with ingredients selected especially for sensitive skin, sun-sensitive skin and children’s skin. It doesn’t sting your eyes.
Powerfully protects the skin with a texture gentle enough for delicate skin.
Protects skin from UVA/UVB rays with exclusive SuperVeil-UV 360™ technology.
WetForce technology which reacts positively to sweat and water on contact activates additional strength within the protective veil.
Profense CELS protects the skin from dryness caused by UV rays.

HANYUL (AMORE PACIFIC)
AMORE PACIFIC
PURE SUNSCREEN SPF30/PA++
50ml, 25000KRW
03/2016
– It has a gentle formula, seamlessly blending the product into skin and this formula has been ophthalmologist-tested for safe use around the delicate eye area.
– UV with a gentle formula is perfect for the whole family.
  • The product is tested for sensitive skin, allergy-tested, dermatologist tested, and Ophthalmologist tested
– Containing Ulmus davidiana it helps soothe sensitive skin, improving its hydration level.
All about protection

Multi benefits ..., usage & format ...aerosol, can...

**ANESSA (SHISEIDO)**
PERFECT UV SPRAY AQUA BOOSTER SPF50+/PA++++
60g, 1944JPY
21/02/2016

– A super waterproof, super strong sunscreen spray.
– Aqua Booster Technology allows UV-protective veil to gain power through contact with water or sweat. Aqua Booster Ingredient has negatively charged ions that react with the positively charged ions in sweat and water upon contact to create more uniform and stronger protective veil.

**SKINFOOD**
PORE FIT CUSHION BOTTLE SUN SPF50+/PA+++  
120ml, 23000KRW
06/2016

UV cushion in an aerosol bottle provides an instant cooling effect to skin that becomes easily fatigued by hot weather in summer, which helps tighten pores and protect skin effectively from UV rays.

Semat Complex: this technology aims at filling in pores seamlessly so that it creates a porcelain-like skin texture. It brightens up skin tone while controlling sebum.
All about protection

Multi benefits ..., usage & format ...cushion keeps moving on ...

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<th>SPF/PA</th>
<th>Price</th>
<th>Date</th>
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<tbody>
<tr>
<td>AMORE PACIFIC UV PROTECTION CUSHION SPF50+/PA+++</td>
<td>15g*2, 65000KRW</td>
<td>04/2016</td>
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<tr>
<td>BELIF (LG H&amp;H) BABY BO SUN METAL CUSHION SPF 39 / PA+++</td>
<td>N/A</td>
<td>15g, N/A</td>
<td>03/2016</td>
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UV cushions in 2 different colors in order for skin to be thoroughly protected against UV rays and harmful exterior environments. This anti-pollution sun cushions are aimed at protecting and purifying skin against all the pollutants thanks to Botanical Tox™ (Further information of the technology is not yet available).

This easy-to-carry metal sun cushion with 10-free (Mineral, synthetic scents, synthetic colorings, animal-derived ingredients, TEA, parabens, Phenoxyethanol, Benzyl alcohol, Benzoic acid) formula glides on smoothly without leaving any sticky residue. This cushion featuring a metal plate is very hygienic, which is great for babies’ sensitive skin.

Napiers Baby formula soothes and protects baby’s sensitive skin against harmful environmental aggressions for more hydrated skin.

July 2016
Sun care in transparent stick – mistake-free, easy to reapply anywhere,

This sunscreen comes in a stick form that can be used conveniently even outdoors without leaving white residue or sticky sensation. Ingredients such as sunflower sprout extract and vitamin E help keep skin smooth and fresh for long hours without turning dull.

THE FACE SHOP (LG H&H) (NATURAL STORY) NATURAL SUN ECO CLEAR SUNSCREEN STICK SPF 50+ PA+++ 13.5g, 14900KRW 03/2016

CLIO (COSMECCA KOREA) KILL PROTECTION AQUA SUN STICK SPF50+ PA+++ 15g, 28000KRW 04/2016

This easy-to-use stick-type sun protector contains Green tea water to soothe and hydrate skin. It can be used onto makeup which is perfect for on-the-go sun protection. Its non-sticky texture is quickly absorbed upon application.

MEDIHEAL (INTERCOS) MELAKILL SUNSTICK SPF50+/PA+++ 22ml, 22000KRW 03/2016

Transparent sunstick that protects skin perfectly thanks to its high level of SPF and a stick-type packaging that allows users to use frequently. On the top of the cap, there is a mirror so that it facilitates even more the frequent application.
All about protection

Answering particular needs – for the perfect finish & protection

Sun stick in 2 different finishes

VERITÉ (AMORE PACIFIC)
AMORE PACIFIC
DOUBLE CUT SUN STICK SPF50+/PA+++ 18g, 28000KRW 06/2016
Strong sun stick made of two different UV protectors
Duo-protection™ technology only keeps strengths of these two textures (Transparent side that doesn’t leave white residue and Opaque side that gives light and powdery finish).

OSEQUE (SONGHAK)
N/A
Z-SOLE DUAL SUN BLOCK SPF50+/PA+++
70ml, 38000KRW (EUR 29) N/A
Thanks to OPW Technology, its gel-type sunscreen can come out from 2 different tips (spray bottle tip & squeeze bottle tip). Anti-pollution: Its natural UV filter, Alpaflor Nectafpure PF (DSM) is to protect skin from harmful exterior elements.

Bottle with 2 different dispensers

July 2016
- White is under process to find new definition
- Concerns and approaches focus on 3 approaches
  - Skin stresses & aggression
  - Light reflection from within or on skin surface
    - The new instant white?
    - Makeup is hot!
  - Spot & melanogenesis
  - ...
- White + keeps going on
  - Anti-aging
  - Moisturizing
  - Sensitive skin could be the new target?
- Competition with laser is strong
  - What about before & after?
  - Protection power will be even bigger
- Natural ingredients are more and more visible
  - For China?
  - In & out power
- Protection by all means & formats keeps expanding
  - Spectrum, benefits, targets, formats...
Thank you and do not hesitate to ask for more!

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