

KIMAYU moist & smoothing
all-in-one gel



18 kinds of silk amino acids thoroughly penetrate the skin

silky active elements* of 8-golden cocoon are
squeezed into a gel for “long-time-moisturizing”

natural material
combination ratio is

98.7%



Amazing
Cost performance
no toner, milky lotion
and serum are necessary

*Sericin which covers silk fiber contains 18 silk amino acids. Our product contains 8 of golden cocoon's sericin from Thailand and is **“Made in Japan”**.

3-key effect of “KIMAYU*”

1. Extra-special moisturizing effect

Silk worms especially in Thailand produce beautifully shining golden cocoons containing “lutein” which can increase amount of moisture/balance fatty material/boost elasticity/protect from UV light, on the skin..NOT by white cocoons.

2. Effect of prioritized natural ingredients usage

When it comes to the skin care, everyone all over the world knows that the best skin care products should be made from a blend of natural ingredients that are gentle to your skin for all age groups..no paraben/alcohol/synthetic surfactant are used.

3. Effect of cost reduction by “all-in-one gel”

The fact that using toner/milky lotion/serum can make your skin revitalized is now something of a myth because “all-in-one gel” concept started-up in Japan has broad range of efficiency..moreover cost performance is pretty good..”wallet-friendly”.

*“KIMAYU” means golden cocoon in Japanese word.

1. Extra-special moisturizing effect

*amino acids from golden cocoon
can guarantee long-time moisturizing*

amino acids in golden cocoon/in the skin are
the same and contained in keratinous layer



amino acids are critical factors for
moisture-retaining for the skin

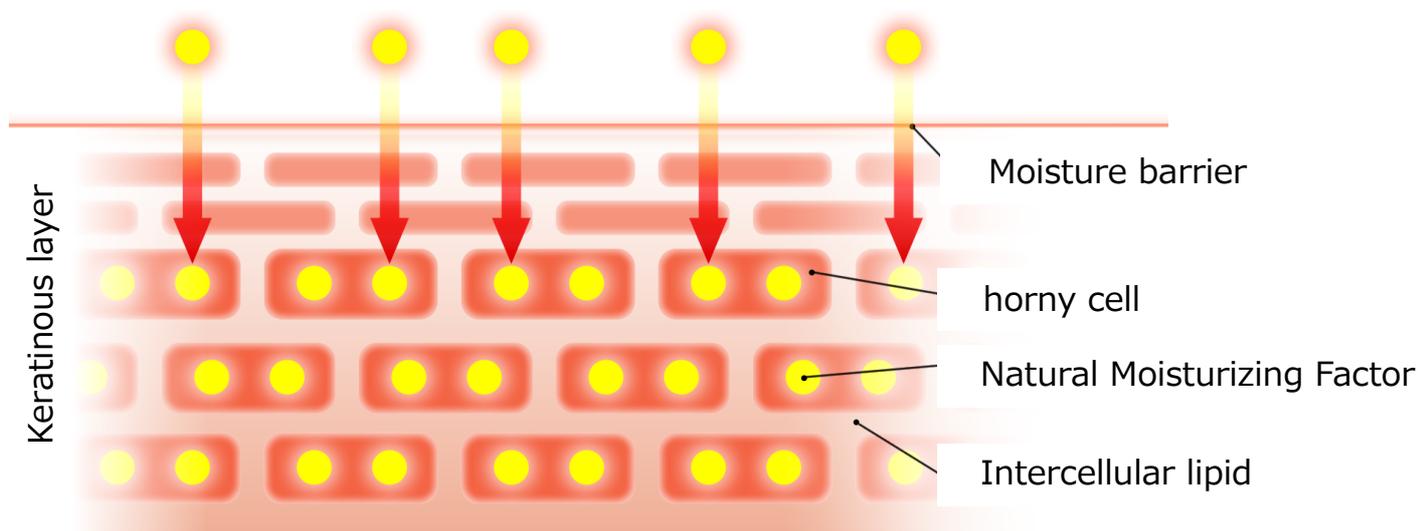
amino acids and Natural Moisturizing Factor
possess the same characteristics



amino acids can penetrate the skin quickly
since both have good chemistry

silk amino acids (sericin)

serin, asparagine, glycine and etc.



2. Effect of prioritized natural ingredients usage

*more natural materials (98.7%),
less petroleum-based materials*

<i>ingredients</i>	<i>effect</i>	<i>source</i>
water	base material	-
glycerin	moisturizing	coconut, palm
butylene glycol	moisturizing	sugar cane
jojoba seed oil	moisturizing	jojoba seeds
glyceryl glucoside	moisturizing	coconut oil, corn
hydrolyzed silk	moisturizing	golden cocoon
dipotassium glycyrrhizate	skin conditioning	licorice
sodium acetylated hyaluronic	moisturizing	soy bean
sodium hyaluronic	moisturizing	corn
hydrolyzed collagen	moisturizing	salmon
hydrolyzed elastin	moisturizing, emulsifying	pacific cod
arginine	moisturizing	cassava
tocopherol	anti oxidizing agent	soy bean
ethylhexyl glycerin	moisturizing, emulsifying	petroleum
pentylene glycol	moisturizing, touch smoothing agent	petroleum
polyglyceryll-10 oleate	emulsifying	coconut, palm
carbomer	gelatification	petroleum
phenoxyethanol	preservating	petroleum
rosa damascena klower oil	moisturizing, enhancing scent	damask rose

3. Effect of cost reduction by “all-in-one gel”

Cost comparison of KIMAYU vs full set of skin care products (mid-priced/high-priced)

item	KIMAYU	mid-priced products	high-priced products
toner (1.0g)	–	¥19.0	¥115.0
serum (0.3g)	–	¥9.0	¥167.0
milky lotion (0.8g)	–	¥69.0	¥199.0
moisturizing cream (0.8g)	–	¥154.0	¥259.0
all-in-one gel (1.0g)	¥80.0	–	–
Total	¥80.0	¥251.0	¥740.0

