

# 雪 肌 精

SEKKISEI

SEKKISEI SKINCARE UV Essence Gel  
SEKKISEI SKINCARE UV Essence Milk

Available on KOSÉ's Official store on Shopee from 24 February 2024.

Available at all KOSÉ Department Store Counters at BHG, Isetan, Metro  
and OG, all Welcia-BHG stores and KOSÉ Official store on Lazada from 1 March 2024

Available at Guardian Online from 14 March 2024.



Strongest UV protection\*, with the moisturizing feel of an essence.  
A new type of skincare sunscreen that spreads like water, feels like air.

SEKKISEI abounds with nature's blessings to cultivate beautifully clear skin.  
Since its birth in 1985, the effects of SEKKISEI skincare have been shared from person to person,  
and the brand is now loved the world over by people of all ages and genders.

As new additions to the lineup, SEKKISEI is launching "SKINCARE UV Essence Gel"  
and "SKINCARE UV Essence Milk."

Keeping the same strong UV protection desired in sunscreen,  
we have advanced our formula for maximum comfort.

Designed to be "comfortable for daily use,"  
the new base was perfected over a period twice as long as usual.  
So comfortable that you'll wear it because you want to, not because you need to.  
Both new sunscreens boast a moisture-rich texture that feels like a weightless essence on the skin.

Upon application, they spread effortlessly without any stickiness  
and provide excellent protection against daytime UV damage.  
Moreover, carefully selected beauty ingredients, including three types of Job's tears,  
defend skin's natural brightness and clarity.

Experience UV care that your skin will enjoy,  
made by a skincare brand for the ultimate comfort.

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

Reference Materials

Three types of Job's tears & select Asian herb extracts that promote skin with clarity

**Japanese Job's tears extract**  
(Job's tears seed extract)

Extracted from the seeds of Coix lacryma-jobi without the seed coat, it delivers moisture deep into the stratum corneum. An original KOSÉ beauty ingredient.

**Fermented Job's tears extract**  
(Saccharomyces/Fermented Job's tears seed extract)

Obtained by fermenting an aqueous solution of Job's tears seeds. It inhibits tyrosinase activity, stimulates fibroblasts, and suppresses the formation of lipid peroxide, leading to clear skin without dullness.

**Job's tears water**  
(Job's tears seed water)

An extract obtained by steam distilling an aqueous solution of Job's tears seeds. It delivers moisture deep into the stratum corneum.

**Rose myrtle extract**  
(Rose myrtle fruit extract)

Rose myrtle is widely found in the tropical and subtropical regions of Southeast Asia. The extract from the rose myrtle tree fruit has the effect of inhibiting UVB damage to cell DNA.

**Peony extract**  
(Peony root extract)

Extracted from the root bark of tree peony, a deciduous shrub traditionally used in herbal medicine. It exhibits antioxidant effects.

**Indigo extract**  
(Indigo leaf/stem extract)

Indigo is said to be the oldest dye known to mankind and has long been used not only as a dye, but also as a medicinal plant. The extract obtained from the plant's leaves and stems has been shown to have antioxidant effects.

**Angelica extract**

This extract comes from the roots of the Angelica acutiloba plant. It has brightening and moisturizing effects.

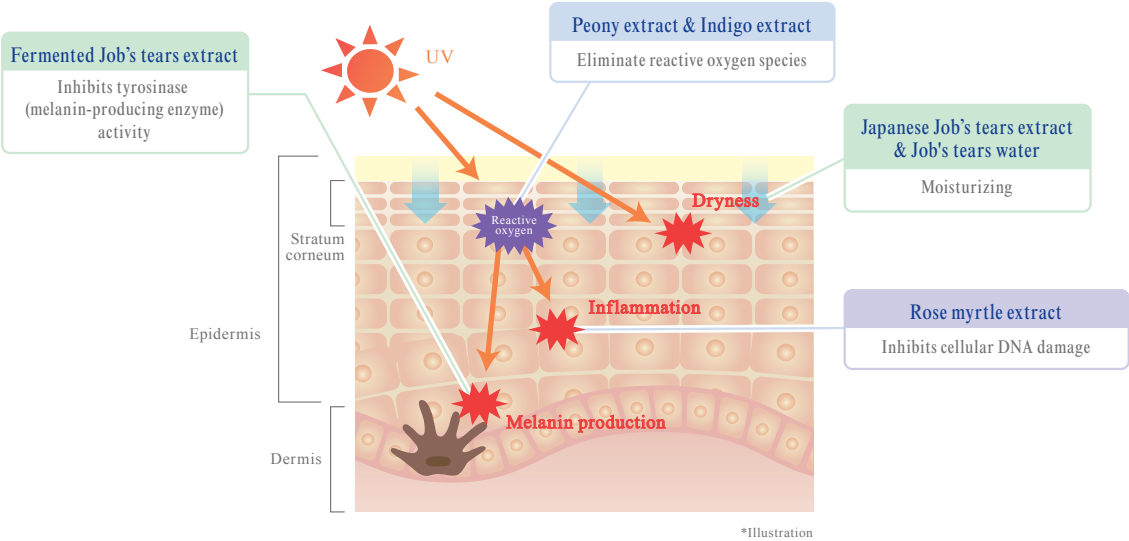
**Melothria (white lotus) extract**

Extracted from the root of the white lotus plant, it inhibits the growth of melanin.

(All moisturizers)

Select Asian herb extracts that protect skin from UV damage

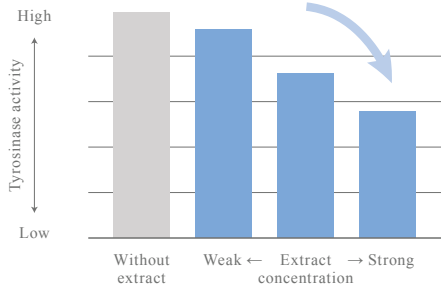
UV rays not only directly damage cells within the skin, but also DNA via the reactive oxygen species generated. DNA-damaged cells cannot function normally, resulting in inflammation and excessive melanin production.



The new sunscreens harness the power of Asian herbs to eradicate reactive oxygen species, inhibit cellular DNA damage, and suppress melanin production. They protect skin against damage from UV rays.

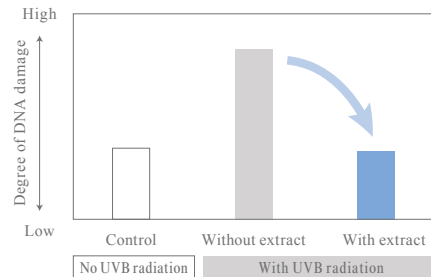
Select Asian herb extracts target UV damage

Inhibiting Tyrosinase Activity With Fermented Job's Tears Extract



Fermented Job's tears extract inhibits the activity of tyrosinase, an enzyme that produces melanin, and suppresses melanin production.

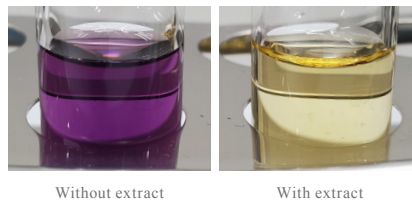
Inhibiting Cellular DNA Damage With Rose Myrtle Extract



Rose myrtle extract has the effect of inhibiting UV damage to cellular DNA.

Antioxidant Effect of Peony Extract

Adding peony extract to the purple DPPH liquid turns it yellow. This confirms the extract's antioxidant properties.

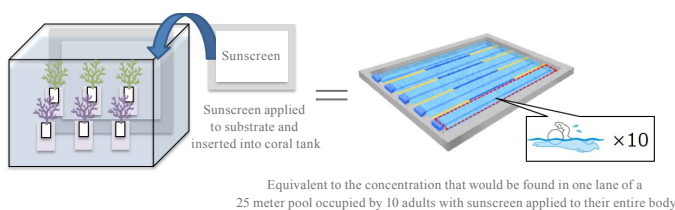


Peony extract has a strong antioxidant effect and can eliminate the reactive oxygen species generated by UV rays, inhibiting oxidative damage.

SEKKISEI's commitment to sunscreen: Coral-friendly formula to protect marine environments

KOSÉ ran its own experiments with coral and verified that there is no negative impact on coral growth.

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



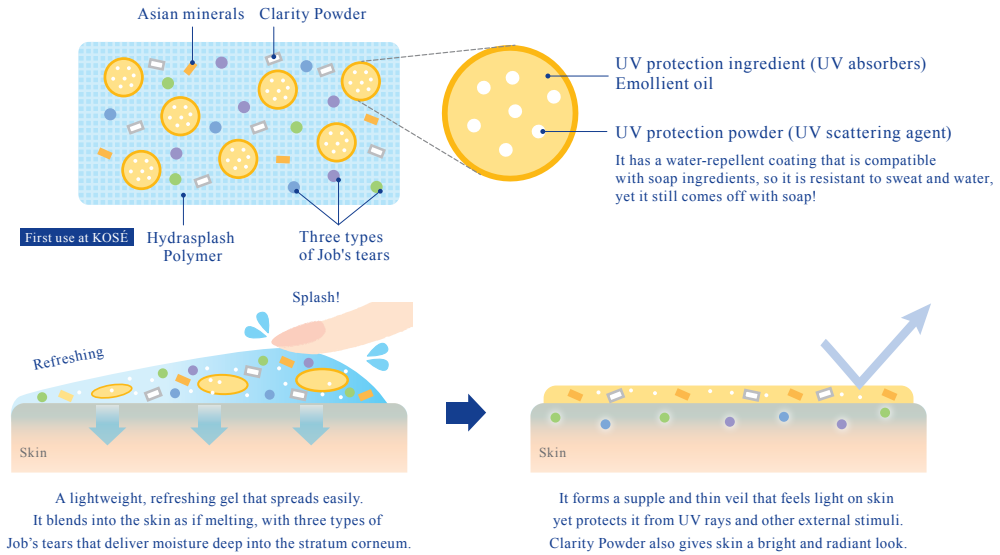
A suitable water flow was created inside the tank to recreate the environment in the sea, and a sample with sunscreen applied was placed inside. The corals were grown there for two weeks. We verified that the two new sunscreens also have no impact on coral growth.

\*Illustration

Features of SEKKISEI SKINCARE UV Essence Gel

Hydrasplash UV gel, for a fresh "second skin" feeling

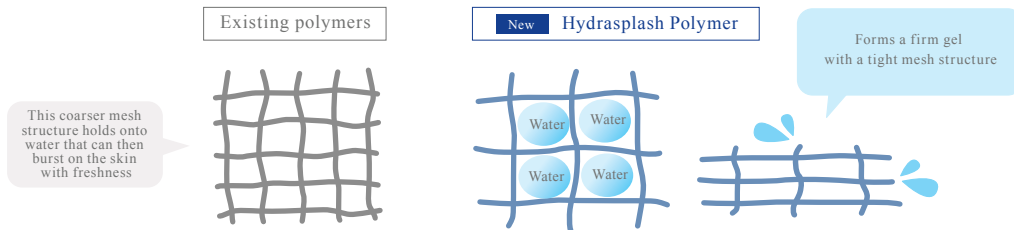
Water-holding Hydrasplash Polymer freshly bursts forth from the moment of application, blending easily into the skin. This is a new type of gel that maintains a pleasant hydrated feel while worn. Also formulated with Clarity Powder to create a veil that instantly eliminates dullness for a bright and radiant look.



\*Illustration

Flexible "Hydrasplash Polymer" holds onto water and provides freshness

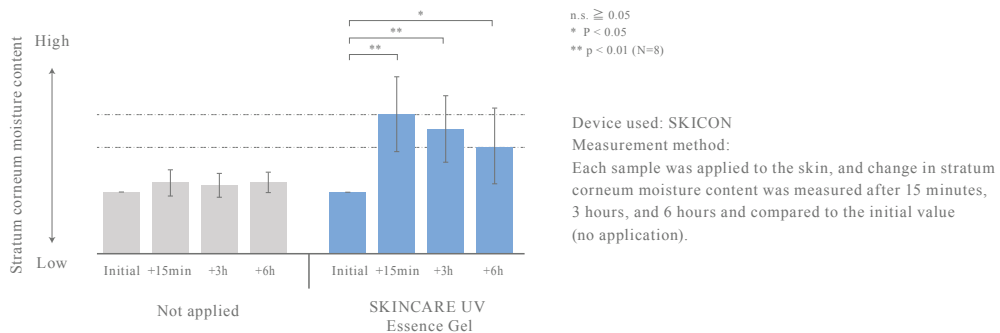
Water-holding Hydrasplash Polymer bursts on the skin with freshness, achieving a pleasant feel. It spreads lightly, protecting the skin while infusing it with moisture.



\*Illustration

Hydrasplash gel boosts skin's moisture with every use

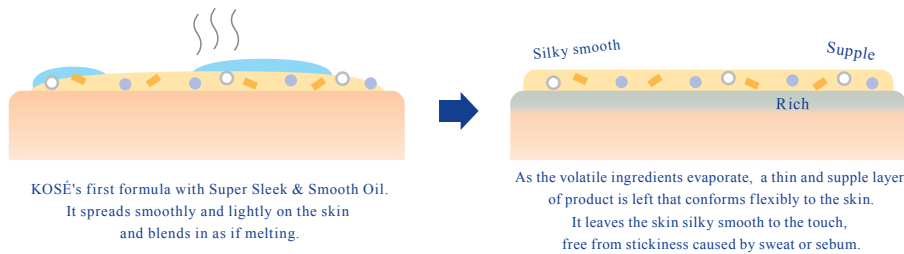
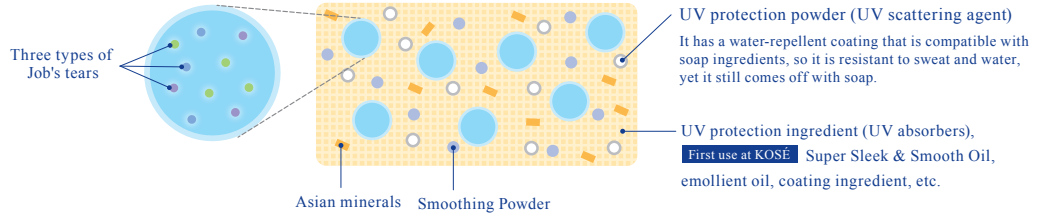
Using SEKKISEI SKINCARE UV Essence Gel increases the stratum corneum moisture content, keeping the skin hydrated.



Features of SEKKISEI SKINCARE UV Essence Milk

Sleek and smooth UV milk with a pleasant airy texture

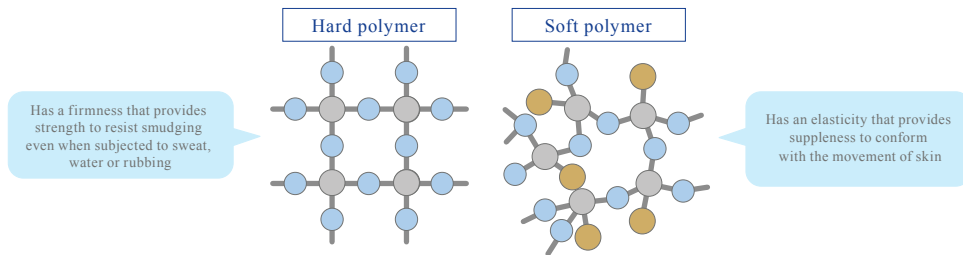
A smooth lightweight milk adheres perfectly to the skin.  
 This is a new type of milk that conforms flexibly and comfortably to any movement of the skin.  
 It leaves the skin silky smooth to the touch, free from stickiness caused by sweat or sebum.



\*Illustration

Stretch Veil with both UV resistance and smudge-free flexibility

A well-balanced blend of two polymers achieves a stretchy veil that is simultaneously strong and flexible, two important qualities for sunscreen. It fits flexibly on skin and prevents smudging, even while skin moves during sports, leisure or other active activities.



\*Illustration

Movement-conforming sleek and smooth milk



Spreads effortlessly and bursts with moisture to leave skin hydrated.  
A UV gel that provides freshness  
and protects comfortably with the touch of melting snow.



### SEKKISEI SKINCARE UV Essence Gel

90g, \$33

SPF50+/PA++++

\*Prevents dark spots and freckles

Super Waterproof

#### Product Features

- **Stress-free comfort with the ultimate freshness**  
KOSÉ's first formula using a flexible polymer that holds onto water. It spreads freshly and protects the skin from UV rays with a thin, lightweight veil that isn't sticky or heavy on skin.
- **With three types of Job's tears for deeply moist skin with clarity**  
Three types of Job's tears—Japanese Job's tears extract, fermented Job's tears extract, and Job's tears water—impart moisture to promote beautifully clear bare skin.
- **A transparent veil that beautifies bare skin**  
Formulated with Clarity Powder to give skin a bright and radiant look immediately upon application.
- **Formulated to protect marine environments**  
Uses SEKKISEI's original coral-friendly formula to protect marine environments. The formula is also free from OMC (UV absorber regulated in some regions) and D5 (silicone oil regulated in the EU), making it environmentally friendly.
- **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.**

#### ● Dermatologically tested

#### ● Formula less likely to cause acne

This does not mean that all users will be allergy-free or that comedones (the source of acne) will not occur.

#### ● Colorant free, paraben free

#### ● 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 a line of product directly onto the skin, then rub in circles with palms to spread evenly.

#### Ingredients

- Asian herb extracts: Three types of Job's tears [Japanese Job's tears extract, fermented Job's tears extract, Job's tears water], angelica extract, melothria (white lotus) extract, peony extract, rose myrtle extract, indigo extract
- Vitamin E ○ Squalane (moisturizer)
- Asian minerals (skin protection) ○ Clarity Powder

Fermented Job's tears extract is saccharomyces/fermented Job's tears seed extract, vitamin E is tocopherol, Asian minerals are talc and mica, and Clarity Powder is synthetic fluorphlogopite.

雪肌精  
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Absorbs quickly to leave skin hydrated and silky smooth.  
A UV milk that fits flexibly  
and protects comfortably with the touch of melting snow.



### SEKKISEI SKINCARE UV Essence Milk

60g, \$37

SPF50+/PA++++

\*Prevents dark spots and freckles

Super Waterproof

#### Product Features

- **Airy comfort with a sleek and smooth finish**  
KOSÉ's first formula using a lightweight oil that melts in smoothly. The milk absorbs quickly into the skin without any stickiness or heaviness. While the veil is so thin and supple that you'll forget you have it on, it effectively protects from UV rays and other external stimuli.
- **With three types of Job's tears for deeply moist skin with clarity**  
Three types of Job's tears—Japanese Job's tears extract, fermented Job's tears extract, and Job's tears water—impart moisture to promote beautifully clear bare skin.
- **Movement-conforming Stretch Veil**  
Uses Stretch Veil to fit flexibly on skin and prevent smudging, even while skin moves during sports, leisure or other active activities.
- **Formulated to protect marine environments**  
Uses SEKKISEI's original coral-friendly formula to protect marine environments. The formula is also free from OMC (UV absorber regulated in some regions) and D5 (silicone oil regulated in the EU), making it environmentally friendly.
- **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.**

- **Dermatologically tested**

- **Formula less likely to cause acne**

This does not mean that all users will be allergy-free or that comedones (the source of acne) will not occur.

- **Colorant free, paraben free**

- **For face and body**

- **Two-layer type—shake before use.**

#### How to Apply

- Shake well, 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

- Asian herb extracts: Three types of Job's tears [Japanese Job's tears extract, fermented Job's tears extract, Job's tears water], angelica extract, melothria (white lotus) extract, peony extract, rose myrtle extract, indigo extract
- Vitamin E ○ Squalane (moisturizer)
- Asian minerals (skin protection) ○ Stretch Veil Polymer

Fermented Job's tears extract is saccharomyces/fermented Job's tears seed extract, vitamin E is tocopherol, Asian minerals are talc and mica, and Stretch Veil Polymer is polymethylsilsesquioxane.

For more information, please contact:

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