

# Cosme Fun!

-Explore Japanese cosmetic and beauty products-



Malaysia / Kuala Lumpur



JETRO, the Japan External Trade Organization, is pleased to introduce Japanese cosmetic and beauty products by 21 brands.

All items are carefully created around the principles of "high quality", "safety" and "reliability" and contain selected natural ingredients.

Please have fun and explore each of these products which Japan is proud to present and discover those that appeal to you.

June 2017

#### About JETRO

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.



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# Ledouble2

http://www.achieve-inc.co.jp/index.php

Double evelid formation cosmetic/LeDouble

You can paint as you like, single eyelid, deep double eyelid, or any eyelid shape you like, and also tighten flabby eyelids. After the paint is dried, it becomes a thin film to hold the skin.

- Easy to use, Quick drying
- Non-glue, gentle on your eyes
- Super strong and waterproof film
- Can be used on previously applied cosmetics
- Can be used by men and women regardless of age



Company name: ACHIEVE Ltd.,

Address: #308 Yoyogi City Homes, 5-26-5 Sendagaya,

Shibuya-ku, Tokyo 151-0051, Japan Contact: Umeno Honda / CEO

E-mail: honda17@achieve-inc.co.jp

Office: +81-3-5362-3090

# Lea du essence / Lea du lotion / Lea du soap

https://adom.co.jp



#### Essence

Essence from the natural hot spring water in Kisogawa Park in Hida, GifuGifu Kisogawa natural park (the Southern Alps)

- Moisturizing care with high contents of natural hyaluronic acid from "Japanese and Chinese plant extracts + hot spring water". No synthetic thickening agents used, only natural hyaluronic acid derived from chicken.
- For customers with dry skin during seasonal change, especially rough skin and reddish delicate skin. The essence helps toachieve healthy and beautiful skin.



#### Skin care lotion

Skin lotion from the natural hot spring water in a Hida, Gifu Kisogawa natural park (the Southern Alps)

- The hot spring which is formed 85 million years agopumped out from 1,600 meters below the ground, and madeinto lotion after high pressure sterilization process. Combined with the famous ageing care Alpinia Speciosale
- By using the combination of hot spring water+ natural hyaluronic acid derived from chicken + Alpiniaspeciosa leaf extract, it helps in tightening of the skin. Gentle to the skin due to the non-use of alcohol



■ Skin care soap

Company name: adom

Address: 4F Kitahorie Gata Building, 2-2-7 Kitahorie, Nishi-ku, Osaka-shi, Osaka 550-0014, Japan

Contact: Kayoko Enomoto / CEO

E-mail: m.yamashita@adom.co.jp, kayo@adom.co.jp

Office: +81-6-6536-5167

# Eyelash Sensitive

https://www.atlas-ltd.co.jp

This is about the development of our company's cosmetic eyelash liquid product.

This product can be applied in small amounts on eyelashes before sleep every night, and results can be seen after 2 weeks. A bottle can be used for 1 and half months and its reviews show that it is easy to apply.



Company name: Atlas Co., ltd.

Address: 8F Tatsuno Nishitenma Building, 3-1-6 Nishitenma, Kita-ku, Osaka-shi, Osaka 530-0047, Japan

> Contact: Hiroshi Takemura E-mail: takemura@atlas-ltd.co.jp

> > Office: +81-6-4709-7244

# SABORU All-in-One Gel

http://www.bihadado.com/saboru/gel/

For every woman hoping "to keep the beauty" even in the busy morning situation, which cannot allow them to take enough time for skin care, this multi-action gel can work for 6 functions such as "lotion, essence, milky lotion, cream, sun block cream and makeup base" just by applying after washing the face.

The new technology to generate the active ingredient, after putting the gel on the face, maintains rich moisturizing, yet surprisingly light and smooth touch. The noble and fresh scent of natural bergamot extract pumps you up in the morning.

#### About ingredients

A highly-concentrated pellicer, which penetrates into the skin faster and deeper than ceramide, gives your skin plenty of moisture. Lipidure and triple collagen jointly work to keep the moisture on your skin firmly. As beauty ingredients, coenzyme Q10, placental extract, sakura extract, dipotassium glychyrrhizinate, argan oil are lavishly contained. Among them dipotassium glychyrrhizinate works effectively for improvement of rough, dry skin or pimple in controlling the inflammation. Furthermore, the selection of safety ingredients based on the knowledge and experiences of dermatologist is applicable even for the baby skin.

Paraben free, other preservative free, mineral oil free, no artificial coloring, no alcoholic and no artificial scents.



Company name: bihadado

Address: #1601 Comforia Shinjuku Eastside Tower, 6-27-29 Shinjuku, Shinjuku-ku, Tokyo 160-0022, Japan

Contact: Kutsuki Ritsuko
E-mail: info@bihadado.com

# Chulala cleansing / Chulala Sheet Mask

https://www.chulala.co.jp

Chulala is a skin care brand which contains marine minerals and plants originated from Okinawa. Okinawa is internationally known for its natural beauty. For millions of years, the root of life has been in abundance in Okinawa. Our skin care products which are mainly developed from coral mineral water, a special Okinawan ingredient, will maximize skin's original function.

By using papaya enzyme, we've developed Chulala cleansing product with ability to easily clean the skin for everyone. This product has been sold over 1 million pcs in Japan.





Company name: Chulala Co., Ltd.

Address: 1F NH Office Building, 6-8-1 Oyama, Ginowan-shi,

Okinawa 901-0062, Japan Contact: Tadashi Fujiwara

E-mail: t.fujiwara@sonoko.co.jp

Office: +81-98-870-2626

#### Vbcare AROMA Premium COTTON FARM

https://fsx.co.jp

Using patented anti-virus technology, the Body Sheet VB care products, is used incosmetics, medical, sports and the outdoor scene. Aroma Premium, which contains natural aroma and is combined with the anti-virus VB, ensures hygiene of hands and fingers with aromatic healing and relaxation.



Company name: FSX,inc

Address: 1-12-3 Izumi, Kunitachi-shi, Tokyo, 186-0012, Japan Contact: Tsutomu Inuzuka / Exective Managing Director

E-mail: inuzuka@fsx.co.jp Office: +81-42-576-9131

# LM Face mask

#### Super hyaluronic acid / Marine collagen

https://www.hattoripaper.co.jp/en

Two type of face mask products "Super hyaluronic acid" "Marine collagen" are on sale using our original lotion which is exported to countries such as China, Taiwan, Vietnam and the United States.

- FACE MASK Super Hyaluronic Acid
  Contains various moisturizers such as
  super hyaluronic acid (which retains twice
  as much moisture as hyaluronic acid),
  trehalose and seaweed extracts.
- FACE MASK Marine Collagen
   Contains various moisturizers such as higly saturating marine collagen, trehalose and seaweed extracts.





Company name: HATTORI PAPER MFG.Co.,Ltd.

Address: 171-1 Yamadai, Kinsei-cho, Shikokuchuo-shi, Ehime 799-0112, Japan
Contact: Yano Masashi / Senior Managing Director
E-mail: yano@hattori.kami.ne.jp
Office: +81-896-58-3005

# W Cleansing gel Yuzu / Moist up lotion / Acne care lotion

http://www.augustya.co.jp/en

Nursery W Cleansing Gel Yuzu is made from domestic JapaneseYuzu which has been used as a folk medicine in Japan for a long time.

All products are made from natural ingredients.

A small amount can remove all make up, foundation, lipstick and keep the skin totally clean without dryness.

There is no need to use soap or cleanser.

Esthe Dew a professional skin care product for spas and beauty salons.

Moist Up Lotion and Acne Care Lotion come in large bottles and with a reasonable price. It's perfect for professional use.

These are quasi-drugs and safe.

Moist Up Lotion contains Acerola extract for moisturizing and smoothing skin.

Acne Care Lotion contains aloe extract to prevent acne







Company name: Human Resource Communications Ltd.

Address: 153 Nagahara-cho, Sakaimachi Ayanokoji-sagaru, Shimogyo-ku, Kyoto 600-8073, Japan

> Contact: Mina Masanobu E-mail: info@augustya.co.jp

Office: +81-75-344-5448

# **ASHIPITA**

(Foot Supporter)

https://www.asipita.com/en/

By taking hints from Japanese traditional thong straps called Waraji or straw sandal, we developed a comfortable supporter that lets you exercise without worrying about the feet and at the same time, gives you a moderate shiatsu stimulation effect. In addition, we incorporated stylish design for woman customers, to create a new stylish product which giving balance to the body, relieving foot problems in five minutes of wearing it, resulting in beautiful leg and beautiful body posture.

This breakthrough invention has been patented in the United States, China, Korea, Japan, and a CE-Marknig. The effect has been proved by the Nagoya University medical and mechanical engineering department, resulting in a totally new stylish product with health benefits.







Company name: IWASHOUORIMONO Co.,Ltd.

Address: 16-17 Meieki 5, Nakamura-ku, Nagoya, Aichi 450-0002, Japan

Contact: Iwata Shigehiro E-mail: iwata@asipita.com Office: +81-52-583-1155

# GHC PLACENTAL COSMETICS

http://jbpglobal.placenta.co.jp

GHC Dia Serum (35mL) Luxury Essence
Highly concentrated, intensive care for your skin.
JBP Placental Extract and other key ingredients
interact to help minimize the appearance of fine
lines.

How to use:

Gently apply adequate amount on damp face.



GHC Ultimate AA-Timeless Eye Concentrate (12g) Eye Cream

It is an advanced eye contour that works to repair damage around the delicate eye area. This eye cream improves fine lines created with time.

How to use:

Place a pearl amount between ring fingers and lightly pat around eye contours.

• GHC UV Protector (40mL) sunscreen
This is a sun block lotion that protects from UVA/UVB
SPF 50 & PA+++ which contains ultraviolet ray
absorbent and free of coloring agent, fragrance,
alcohol, paraben; and can be used as foundation.
Placental power protects skin from damage.

How to use:

Apply generous amount on entire face and neck for maximum protection. Shake well before use.





Company name: Japan Bio Products Co.,Ltd.

Address: 1-44-4, Tomigaya, Shibuya-ku, Tokyo 151-0063, Japan Contact: Winston Ooi / Manager of ASEAN, APAC Group Overseas Dept.

E-mail: k\_ooi@placenta-jbp.co.jp Office: +81-3-6804-9643

# Paff sponge cleaner

#### Detergent for women (wash with foam)

http://www.elmie.co.jp

We are producing a cleaner product that can be used to wash cosmetic puff sponges and make-up brushes. The product is basically a cleaner to wash puff sponge with a foundation attached to it, with a high cleaning property and is easy to use.







Company name: KOSE,CO,LTD

Address: 140-4 Ryofukuji, Kashiba-shi, Nara 639-0235, Japan Contact: Koji Yamamoto / Representative Director E-mail: k-yamamoto@elmie.co.jp Office: +81-745-78-1934

# Tsubuporon (Skin keratin care)

https://liberta-j.co.jp

Keratin grains are scrubbed around the neck using a silicon peeling brush and pearl barely extract with salicylic acid. The ingredients include ceramide and hyaluronic acid, and spread among the keratin grains.





Company name: Liberta Co., Ltd.

Address: 5F Cerulean Tower Building, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512, Japan

Contact: Scott Chang / International Sales Department Sales Manager

E-mail: scott-c@liberta.net Office: +81-3-5489-7663

# SHIKON FOAMING SOAP / MOON PEACH FACIAL CLEANSING WASH / HECHIMA MANNAN SCRUB CLEANSING GEL

http://www.naturallabo.co.jp/english/







Here at Natural Cosmetics Laboratory, we carefully select ingredients which are good for the skin so that we can make cosmetic products that are gentle to the skin, simple yet full of function.

Shikon Foaming Soap contains Lithospermum Officinale Root, an herb known as shikon in Japan, where it has been traditionally used as a folk remedy for dry and sensitive skin. It is made with olive and coconut oil fatty acids that are gentle on the skin.

Moon Peach Facial Cleansing Wash is a luxurious foaming

soap that's good for rough and acne-prone skin. It's made with plenty of floral water and essential oil from the Okinawan plant alpinia speciosa.

Hechima Mannan Scrub Cleansing Gel contains a soft scrub derived from konjac. As saponins from the sponge gourd (hechima) take care of your skin, the gel gently removes old dead skin and dirt from pores.

All products are fragrance-free, have no colors added, and are paraben-free.

Company name: Natural Cosmetics Laboratory Co.,Ltd.

Address: 4-14-2 Aoyanagi-cho, Ogaki-shi, Gifu 503-0961, Japan

Contact: Eri Fujii

E-mail: sizen@naturallabo.co.jp

Office: +81-584-89-8597

# Switch Toothpaste / Kids Toothpaste / Homare Sake Lotion

https://zettocstyle.com/en/

Nippon Zettoc is Japan's top tooth paste OEM maker with more than 60 years of history.

Through collaboration with various domestic medical product industry players, we have produced many high quality and value added products. We are proud to introduce SWITCH, which combines our experience in tooth paste making and knowledge in aroma therapy; a unique tooth paste that will touch your emotions. Also available as a kids' tooth paste, with a 25% xylitol content, we've produced a low abrasion gel that is easy and safe to be used by children.

Our Homare Skin Lotion is 60% comprised of Japanese sake (rice wine), and it's beneficial effects have helped sell over 320,000 bottles in just 2 years.







Company name: NIPPON ZETTOC CO., LTD.

Address: Shinjuku Nomura Building, 12F, 1-26-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0512, Japan

> Contact: Jaros Jiri / Overseas Department E-mail: info-z@zettoc.co.jp

Office: +81-3-5323-5253

# **BIBICO**

http://hanabibico.com

We want to sharpen the nose of Japanese girls.

"I wish my face looked like this...."

All girls think about the same thing.

To make the eyelashes longer, use eyelash extensions.

To make eyes look big, use color contact lenses.

To make the hair longer, use hair extension.

But how do you make your nose look longer?

For those who wished for it, there is BIBICO.

BIBICO is to make Japanese girls' noses prettier and longer!







Company name: panch&Co.,Inc.

Address: 8F Nihombashi Hakurei Building, 2-18-4 Nihombashihamacho, Chuo-ku, Tokyo 103-0007, Japan

> Contact: Tabu Nobuhiro E-mail: ntabu@hotmail.com Mobile: +81-50-3563-4399

# Fucoidan Moisture Lotion / The ANL Clear Essence / Dr.deodorant Underarm Deodorant Spray EX

http://rams-marks.com/eng/

- Fucoidan Moisturizing Lotion
   Moisturizing lotion specially designed for customers with dry skin. It has a long lasting
   moisturizer that will last until morning if applied at night.
- The ANL Clear Essence "It feels itchy and tingling when I wipe my buttocks!" To prevent this, pre-care is important. In our survey of 90 customers, more than 80% replied that it was 'Good'.
- Alum Spray EX
   Stops various germs that causes body odor and keeps them away from the arm pits and feet.
   Long lasting body odor protection.







Company name: Ram's Marks Co.,Ltd.

Address: 5-35-5-101 Okusawa, Setagaya-ku, Tokyo 158-0083, Japan

Contact: Yuji Takase / EC Shop Department

E-mail: takase@rams-marks.com

# Gel nail

https://www.saffron-uv.jp

The nail beautifying gel can be applied directly to the nail using a brush; and dries in a shorttime (30 seconds to one minute) under UV light or LED light. It does not contain organic solvents and can be dried up under the light immediately after application.

It comes in 77 basic colors and the color can be adjusted based on the sample. They also come in shiny transparent colors. It can be used for 1 month and can be taken off using acetone.



Company name: SAFFRON Co.Ltd.

Address: 1-52 Yakushiguro, Watari-cho, Okazaki-shi, Aichi 444-0933, Japan

Contact: Yoshio Kishimoto / Director E-mail: yoshio@saffron-uv.jp Office: +81-564-32-7280

# KIMAYU Moisturizing & Smoothing All-in-one gel

https://www.facebook.com/KIMAYU-287627964949806/

"KIMAYU Moist & Smoothing All-in-one gel" has noteworthy 3 key features.

Firstly, KIMAYU can enable highly condensed silk protein to penetrate into the horny cell layer deeply for longer skin moisturizing since it consists of 18 amino acids having similar characteristics to Natural Moisturizing Factor (NMF) in the facial skin.

Secondly, KIMAYU, which increases ingredient ratio of non-petroleum based up to 98.7%, can avoid the usage of paraben, alcohol, synthetic surface agent, coloring agent, mineral oil and aroma chemical for those who have sensitive skins.

Thirdly, KIMAYU is designed to be an all-in-one gel, so there is no need to use milky lotion, serum and cream for saving cost and time simultaneously.

KIMAYU is full of good things; we would like you to consider trying KIMAYU which will be the perfect match to your needs.



Company name: Shimizu Printing Inc.

Address: 2-1-20 Otowa, Bunkyo-ku, Tokyo 112-0013, Japan

Contact: Hirokazu Shimizu / President E-mail: hstav@shzpp.co.jp

Office: +81-3-3941-7171

# PORE BASETREATMENT PL

http://www.strois.co.jp

The product was born from Japan's first skin pore care specialized store in Omotesando, Tokyo and it is the most popular all in one liquid cosmetic product in the skin pore cosmetic series. It is a combination of 3 types of liquid cosmetics: moisturizer + humidifier + lotion all squeezed into 1 bottle. This can be applied in a single step, after each face wash. The combination of Hyaluronic acid, ceramide, Jojoba oil, Hagoromo leaf extract, Artichoke leaf extract, will lead results in firm and moisturized skin.



Company name: Strois Co.,Ltd.

Address: 2F CS Building, 2-28-6 Minamiaoyama, Minato-ku, Tokyo 107-0062, Japan

Contact: Tsubasa Nakamura E-mail: t-nakamura@strois.co.jp Office: +81-3-5413-6500

# Hair care brand "Refine"

https://www.svenson.co.jp

- Eyelashes http://www.8341.jp/category/1004.html
- Head spa treatment color http://www.8341.jp/category/996.html
- Medicinal hairtonic Nanovia http://www.8341.jp/category/1005.html

SVENSON is a company with 33 years of track record in Japan as a company specialized in hair products. Refine, which is also our company's philosophy to contributes to the society in beauty, health and environment by taking into consideration, not only the effectiveness of the products but also on how it reacts to body, and realization of original hair beauty, regardless of gender. Refine can be used safely even for sensitive person, dry hair or oily hair. [For a healthy hair and scalp even after 10 years later] Refine is a hair care brand that will be memorized as such in the minds of the customers.



Company name: SVENSON CO.,LTD.

Address: 5F Sankaido Building, 1-9-13 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Contact: Takahashi Makoto E-mail: m-takahashi@svenson.co.jp

Office: +81-3-5575-2685

# Cheek Brush / Highlight Brush

http://www.cosme-bisyodo.com

By using specially developed PBT with good powder contents, we offer you a similar softness of hair like real animal. Using our PBT, it can be used by wider customer base regardless of religion.







Company name: UYEDA BISYODO CO.,LTD.

Address: 4-152 Ota Shinmachi, Yao-shi, Osaka 581-0039, Japan

Contact: Adam.K Rosen / Int'l Sales E-mail: a.rosen@cosme-bisyodo.com

Office: +81-72-948-1034



24 June - 20 August, 2017

# Fan Japan Shop(MOP)



open: 10:00AM-10:00PM Mitsui Outlet Park KLIA SEPANG Persiaran Komersial, 64000 KLIA, Selangor Darul Ehsan, +60 3-8787-1446

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Facebook:

https://www.facebook.com/fanjapanshop/



Instagram: https://www.instagram.com/fanjapanshop/

#### Fan Japan beauty (ISETAN The Gardens)

open:10:00AM-9:30PM

The Gardens, Mid Valley City, Lingkaran Syed Putra, 59200 KL +60 3-2283 1777

Check SNS!

Facebook: https://www.facebook.com/fanjapanbeauty/





# [EC] 11street Fan Japan Shop



http://www.11street.my/store/fanjapanshop



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#### JETRO Kuala Lumpur

TEL: +60-3-2171-6100 FAX: +60-3-2171-6077 9th Floor, Chulan Tower, No.3 Jalan Conlay, 50450 Kuala Lumpur, Malaysia https://www.jetro.go.jp/jetro/ overseas/my\_kualalumpur/

