

NEWS LETTER

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In this issue, we will introduce various types of masks, such as those containing sake lees, a Japanese food ingredient, and CICA ingredients, which are all the rage these days. You can pick and choose different kinds of masks depending on the condition of your skin! If you find one that's to your taste, you can just keep using it! We hope these masks will make your skincare time more enjoyable.

Facial Mask



◆ Shizuku of the Brewery, Concentrated Night Pack

IZAVELL Co.Ltd.



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Shizuku of the Brewery contains a high concentration of extracts from rare sake lees*, which are produced only once a year at Miyakotsuru, a sake brewery in Kyoto with a history of about 180 years. Inspired by the silky hands of the employees at the sake brewery, this mask is made with concentrated serum made from sake lees. It has the effect of softening dead skin cells and taking care of unwanted skin stiffness. It also contains fermented honey extract, which has a natural

peeling effect. Apply a thin layer of this product to areas of your face that are bothering you, such as blemishes and wrinkles, wait for it to dry, and go to sleep.

*Sake lees: the lees left over from sake production. While usually disposed of, it is often used as a cooking ingredient, and also famous for its beauty benefits in Japan. Sake lees are often used for skincare by women of all ages.



*A mega trending ingredient! A sake
lee mask that you wear before sleeping!*

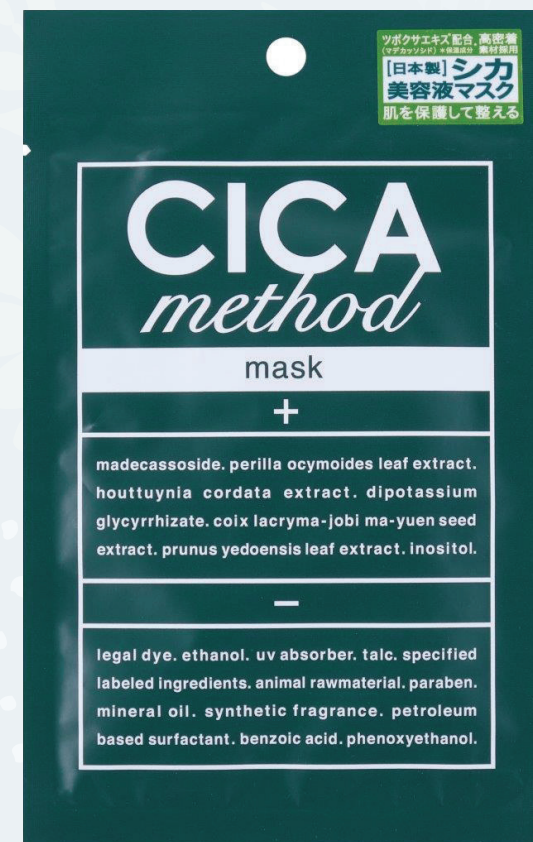


*A fresh pack containing
CICA ingredients
that are attracting
a lot of attention
in Japan!*



CICA Method Mask contains Japanese Camellia Asiatica extract and six plant-based extracts that smooth and moisturize the skin. Each package contains 28ml of serum. The mask sheet is made

of cotton that holds plenty of serum and adheres well to the skin. The mask sheet effectively delivers the serum to the stratum corneum of the skin. It has a refreshing natural scent of essential herbs. After applying lotion, apply it to the face and leave on for 10-15 minutes. Apply remaining serum to neck and body. You will be enveloped in a generous amount of serum and should experience a calming effect on the areas of the skin that have become sensitive due to masks, dryness, and so on.



CICA Method Mask

Cogit Corporation



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*A rich mask w/
five kinds of oils
that slowly
penetrate the skin.*

Marriene Co.,Ltd.



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This is a new generation of face mask that uses a highly adhesive film sheet. By combining a non-woven fabric made of ultra-fine fibers of 0.05mm with five essential oils (squalane, jojoba, argan, olive and rosehip) processed into a film, this mask has achieved a high level of adhesion. Since each of the ultra-fine fibers fits perfectly to the unevenness of the skin, it does not peel off even when applied to moving or uneven

areas of the face. Also, since it covers the skin with oil, it can stay on the face for a long time, and will slowly penetrate the skin, and lead to smooth skin. After conditioning, your skin with lotion, apply the mask to your face and peel off the sheet after 1-2 hours. The oil in the serum moisturizes and hydrates your skin well. This series has 3 types in total and for treatment for specific facial part, neck mask and eye & mouth mask are also available in addition to face mask.



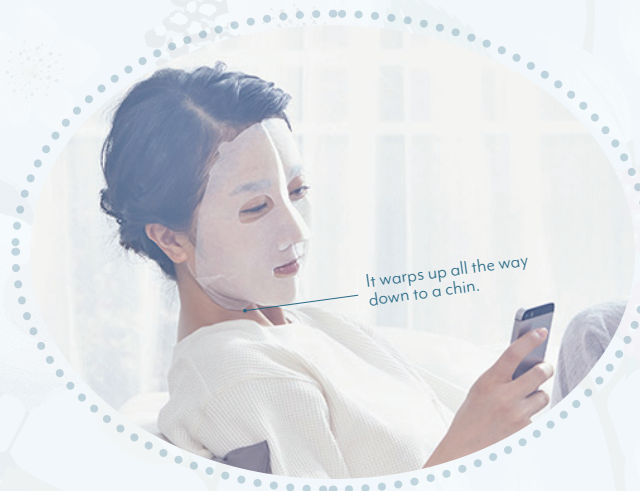
◆ NANOPHY MOISTURIZING OIL FILM Face Mask



A concentrated plant-based essence is soaked into the 3D sheet. This mask maximizes the effect of the beauty essence by wrapping around the entire face, which is impossible with conventional 2D masks. The mask is easy to apply, and does not peel off easily. It covers the face line and nose area that cannot be covered by conventional

mask sheets. The serum is made from plant-derived ingredients that can be used by those who have sensitive skin. The beauty serum is fragrance free, colorant free, mildly acidic, alcohol free, and paraben free. Apply to the clean skin and peel off after 5-15 minutes. It is a mask that completely envelops your face and gives you hydrated skin.

◆ Nihon Mask Honpo Moisture Plus 3D Mask RMB



*A luxurious 3D
mask that is gentle
for sensitive skin.*

NICHIEI CO.,LTD.



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PICK UP

Packs tried by the Japan Street

In this column, staff members at the Japan Street Office share their impressions of two face masks that they were interested in. We hope it will give you some idea of how wonderful and creative these masks are!

Face mask with horse oil 38P



High-quality Japanese horse oil, known as an all-purpose oil, is added to the serum. The oil blends in quickly on your skin and is not sticky. The serum also contains horse placenta extract, which is known as an anti-aging ingredient. The mask is made of 100% natural cotton and contains a generous 430ml of serum.

ISTYLE CO.,LTD



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Nozomi

It has horse oil in the serum, so it moisturizes my skin, but it's not sticky at all. It was very comfortable and easy to use.

Hana

When I put the pack on my face, it smells like cherry blossoms and is soothing. I also love the fact that I can use it every day since it comes in a large pack and is reasonably priced.



SABORINO MORNING FACIAL SHEET MASK

It contains grapefruit peel extract, orange oil, and avocado extract to moisturize and tighten the skin after you wake up with a moderate menthol sensation. When you wake up in the morning, just apply this mask to your face for 60 seconds, and you can skip washing your face, skincare, and apply a primer for makeup all at once.

StylingLife Holdings
Inc. BCL Company



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Keiya

The citrus scent and menthol ingredients make you feel refreshed from the moment you put it on! No matter how sleepy you are, you will feel refreshed and ready to go.

Chika

Just one minute of application in the morning, and you'll feel very refreshed, and your skin will be just moisturized enough to keep your makeup in place!



EDITOR'S COLUMN

"One face mask a day will get you through the dry season!"



Editor Hana

Japan has among the highest per capita spending on cosmetics in the world, and Japanese people spend money and time on skin care, and so do I! I've always had dry skin, so a moisturizing face mask is a must during this season when the air is so dry in Japan!

I'd like to share how I use my face masks. It's been popular in Japan for a while now.

1. Apply oil as a booster after you get out of the shower.
2. After putting a mask on your face, apply a thin layer of lotion on the side of the mask opposite of that touching your face.
3. After about 10 minutes, turn the pack over and press it down with your hands so that the side with the lotion covers your face.
4. After a few minutes, peel off the pack with the lotion and moisturize your face with cream.

Now you have super moisturized skin!

--- I hope you'll give it a try too!



1. Gentle and alcohol-free skincare I've been using.
2. I like to drink a hot tea while wearing mask on my face.
3. I try to eat vitamin-rich vegetables everyday.

INFORMATION

For those who want to know more about face masks!

Please contact us if you want to know more about the face masks registered on Japan Street! If you tell us that you are interested in these products after reading our newsletter, we will give you priority in arranging a business meeting! We look forward to hearing from you!



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Video is up! Introduction to JAPAN STREET



Japan Street introduction video is now available! A short 2-minutes video introducing the features of Japan Street has been released! We hope you enjoy it.



**WE WILL SEE YOU
AT THE NEXT ISSUE!**