

JAPANESE NATURAL COSMETICS

since 1967

Our products are based on Joichi Sakurazawa's "Shindo Fuji" concept.

"Shindo Fuji" means using locally grown domestic food sources.

The beauty of Japanese women is a result of using those materials.

The materials for these cosmetics have been used since ancient times in Japan. The method of producing these cosmetics also comes from ancient times in Japan. We use domestically grown camellia oil without agricultural chemicals. We also use loofah, safflower, and natural mineral water.



Camellia Oil

Similar to your skin oil. Pure, high quality and domestically grown without agricultural chemicals.



Loofa

Grown by specially selected farmers every year.



Natural mineral water

High quality natural mineral water from ancient springs in Chichibu area.

We are seriously committed to caring for skin. Our high quality products remove minerals which are damaging and bad for your skin. We don't use artificial coloring or petroleum. Our plants are successfully protected from UV rays without the use of chemicals.

NATURAL COSMETICS CATALOG

SKIN CARE SERIES

Using natural mineral water from Chichibu in Saitama, and chemical-free non-preserved camellia oil and loofa which have been used since ancient times. A natural, gentle, and basic cosmetic. Takes care of skin and moisturizes.



natural mineral water from Chichibu in Saitama



non-preserved camellia oil



non-preserved loofa



CLEANSING

CLEANSING GEL (MAKEUP REMOVER) 125g ¥3,024

Removes dirt from pores. Wash off after use. Gentle on skin. Formulated with Lithospermum Erythrorhizon root extract, Morus Alba root extract and Scutellaria Baicalensis root extract.



CLEANSING FOAM (CLEANSER) 130g ¥2,700

Gentle on skin, uses amino acids and palm oil. Removes dirt without stripping skin of natural oils.



TONING

PURE LOTION (SKIN TONER) 100mL ¥3,780

Loofa extract specially grown by organic farmers moisturizes and whitens skin, prevents freckles and spots due to sun exposure. Formulated with Morus Alba root extract.



MOISTURIZING

PURE MILK LOTION (MOISTURIZER) 100mL ¥4,104

Night time lotion recovers skin's smoothness and moisture after damage from everyday sunlight. Formulated with Morus Alba root extract.



EMULSION CREAM (MOISTURIZER) 30g ¥4,860

Used as eye cream, base cream and night cream. It acts like your skin's natural oils to prevent dry skin. Formulated with Morus Alba root extract and Scutellaria Baicalensis root extract.

SKIN CARE STEP



CLEANSING

Put "Cleansing Gel" 1.5~2cm in a dry hand and rub it on to your face. Let it sit for a while, and then wash it off. Put "Cleansing Foam" in your hand, and make suds, then gently rub it on to your face, and wash it off.



MOISTURIZING

After that, gently pat your face with "Pure Lotion." For dry skin, spray "Pure Mist" on your face before applying "Pure Lotion."



PROTECTION

Put "Pure Milk Lotion" gently over your face to keep moisturizing. After that use "Emulsion Cream" to enhance the effect on your skin.

PLUS ONE CARE



TONING

PURE MIST (WATER MIST SPRAY) 150g ¥1,620 / 50g ¥756

PH balanced for women. Water taken from natural springs in Chichibu area of Saitama. Contains amino acids, gives skin natural beauty.



SERUM

BEAUTY ESSENCE (SERUM) 30mL ¥5,400

Moisturizes skin, keeps skin smooth and young like crystal.

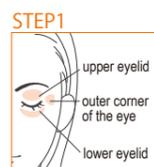
PREMIUM SKIN CARE Anti-aging and moisturizing effect

Moisturizer for area around eyes and mouth.



PREMIUM EYE CREAM (MOISTURIZER) 15g ¥6,264

Using retinol, arbutin, sodium hyaluronate. Gives your skin moisture and bounce. Use for easy to wrinkle areas around eyes and mouth, and prevent freckles from sun ray exposure to your face.

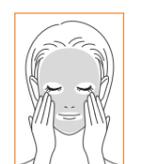


Wash off mud pack using tourmaline.



PREMIUM ESTHE PACK (WASH OFF TYPE, FACE PACK) 120g ¥3,456

Wash off mud pack. Removes unnecessary oil, dirt from pores and makes skin seem like crystal. Using tourmaline, sodium hyaluronate, arbutin, and organic chamomile extract. Settles and smooths skin.



Use when taking a bath, once or twice a week.

Moisturizer for body: neck and decollete



BODY CARE SERUM (SERUM FOR BODY) 200mL ¥4,104

Using natural mineral water, non-preserved loofah, humus extract trehalose xylitol and sodium hyaluronate. Apply to areas damaged by the sun, especially neck and decollete.

We recommend applying this moisturizer...

- Apply all over your body, especially elbows, knees, and heels, after you take a bath, when it can easily be absorbed by your skin.
- For Dry Skin
- For your neck, and decollete. Protects neck, and decollete from sunrays. Helps protect and recover after getting sunburn.

