

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-preservative 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-preservative camellia oil



non-preservative 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.

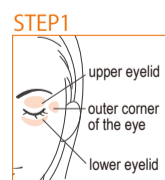
PREMIUM SKIN CARE Anti-aging and moisturizing effect

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.

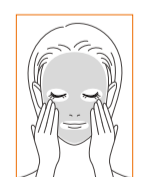


Wash off mud pack using tourmaline.



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-preservative 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.

BASE MAKE PURE UV MAKE-UP SERIES

Using safflower and inorganic ingredients, this series of make-up gives you a beautiful look. Also contains non-preservative camellia oil without agricultural chemicals. Doesn't use tar coloring which may darken your skin.

natural mineral water from Chichibu in Saitama

non-preservative camellia oil



SUN PROTECTOR CREAM (WATERPROOF UV RAY)

SPF34 PA++ 30g ¥3,024
Non-chemical protection UV ray cream. Covers skin gently, reflects sunlight with micro titanium, and is not removed by water or perspiration. Recommended for use under make-up and on the entire body when going out for shopping and leisure. Using sodium hyaluronate. Makes skin smooth and moisturized.



PURE UV LIQUID FOUNDATION (LIQUID FOUNDATION)

SPF15 PA++ 4colors 30mL each ¥4,104
Liquid foundation for base. Very smooth and moisturizing, gives you a sheen that makes your make-up beautiful. We recommend using it together with our "UV foundation."



CONCEALER (PINPOINT FOUNDATION)

2colors each ¥2,700
Thin oily foundation to cover freckles and pores. Apply after putting on our "UV liquid foundation," and finish by applying our "UV foundation."



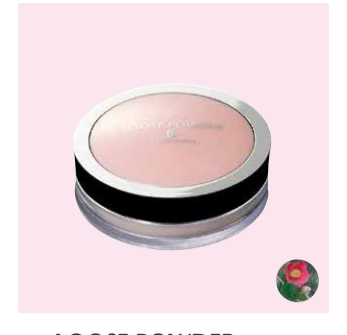
PURE UV FOUNDATION (POWDER FOUNDATION)

SPF15 PA++ 3colors each ¥4,860
refill 3colors each ¥3,780
Smooth and silky, very fine. Makes your make-up beautiful. Can be used two ways, with water or without. We recommend using it after applying our "Liquid Foundation" as the base.



PURE UV MOISTURE PACT (POWDER FOUNDATION)

SPF15 PA++ 3colors each ¥4,104
refill 3colors each ¥3,240
Thicker, heavier foundation. Gives your skin a natural look. Can be used two ways, with or without water. We recommend using it after applying our "Liquid Foundation" as the base.



LOOSE POWDER (FACE POWDER)

10g ¥5,103
Long lasting, non-sticky silky powder. Continues to cover skin with no change for a long time. Covers pores and wrinkles softly. Using natural coral and non-preservative camellia oil, no artificial scent. Use after our "liquid and pressed foundation." Is also a Finish Powder. Also apply to face to fix make-up that has melted. Good for sensitive skin.

POINT MAKE PURE UV MAKE-UP SERIES



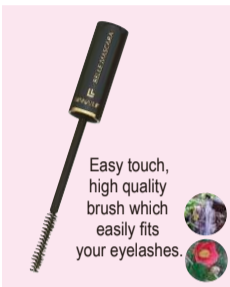
PURE EYE COLOR (EYE SHADOW)

2colors each ¥4,104
refill 5colors each ¥1,080
Using safflower and ingredients from inorganic materials. Makes your eyes beautiful. Two types, a glamorous purple or natural brown.



PURE EYE BROW (CARTRIDGE TYPE)

2colors each ¥3,024
refill 2colors each ¥1,944
Easily used to draw your eyebrow shape. Can be used for eyeliner.



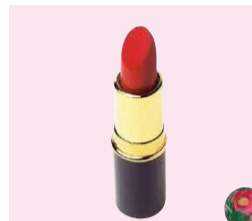
BELLE MASCARA (MASCARA)

¥3,780
Using a combination of camellia oil without agricultural chemicals, mineral water, and beeswax. Soft touch without causing goop. Keeps your lashes curled and makes your eyes stand out. Goes with any type of color and make up.



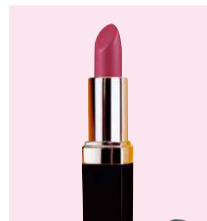
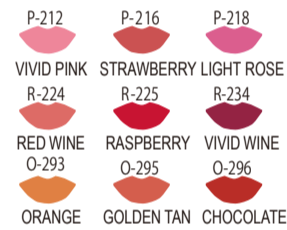
PURE CHEEK COLOR (CHEEK BRUSH)

3 colors ¥3,780
refill 6 colors each ¥1,404
Using safflower and inorganic ingredients used since ancient times. Fine, natural color. Makes your cheeks beautiful, vibrant and light.



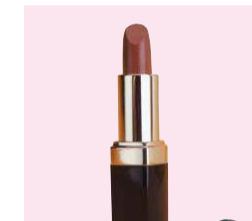
PURE LIPSTICK (SAFFLOWER LIPSTICK)

9colors each ¥4,104
Using safflower and inorganic ingredients used since ancient times. Beautiful, all natural color. Makes your lips soft and gives a natural sheen.



PRE LIPCOLOR (LIPSTICK)

3colors each ¥4,104
All natural lipstick. Using only inorganic coloring, for people who prefer not to use safflower. No synthetic oils.



NUDE COLOR (BEIGE TYPE LIPSTICK)

3colors each ¥4,104
Has a very sensitive beige color, using natural pigment (inorganic materials). Good for people who prefer not to use safflower. Using non-preservative camellia oil, castor seed oil, jojoba seed oil. Good for people with delicate lips, it moisturizes skin.



GLOSS VERA (A TRANSPARENT GLOSS)

13g ¥3,024
Non-preservative camellia oil and saji oil. A transparent lip gloss. Makes your lips look soft, full and attractive. Good for people with delicate lips. Inspires a chic feeling, because it doesn't contain artificial colors.

HAIR & BODY CARE

Made of non-preservative camellia oil, and mineral water from Chichibu. These natural hair and body care items are good for your body and the Earth.

natural mineral water from Chichibu in Saitama

non-preservative camellia oil

All non-preservative camellia oil squeezed in one single extraction.



CAMELLIA OIL (REFINED BEAUTY ORGANIC OIL)

80mL ¥3,024
From Toshima island; famous as hair oil since ancient times. Main ingredient is natural triglyceride of oleic acid which is also found in human oil. Gentle on skin and hair, gives hair health sheen, prevents damage to cuticle. We recommend using on your body, too. Only light odor.

Using refined non-preservative camellia oil. Easy to spray type.



TREATMENT HAIR SPRAY (HAIR DRESSING)

NET95g ¥1,296 / NET45g ¥864
Using refined non-preservative camellia oil. Easy to spray type. It's thin mist gives your hair a natural sheen and protects from UV ray damage and damage from brushing. Please spray close to your hair in small amounts.

For hair styling, using refined non-preservative camellia oil.



HAIR CREAM (HAIR DRESSING)

90g ¥2,160
Moisturizes hair and gives it a healthy sheen. Good for styling hair, too.



MILKY STYLING FOAM (FOR STYLING HAIR)

200g ¥1,944
Medium strength. Completely holds waves, and other styles. Uses natural hair dressing. Liquid from milk casein instead of chemicals.

Cleanses hair and scalp. Gentle on scalp



MILD SHAMPOO & RINSE (SHAMPOO & RINSE)

300mL each ¥1,650, 530mL each ¥2,970
refill 500mL each ¥2,613
SHAMPOO: Cleanses hair and scalp. Gentle on scalp. Using oil of amino acids, palm fat, non-preservative camellia oil, mineral water and herbal aroma.
RINSE: Gentle on hair and scalp. And gives it a healthy sheen. Leaves hair flowing naturally.

Cleans and Moisturize your body



HERBAL BODY SOAP (MATERIAL FOR BODY WASH)

530mL each ¥2,160
refill 500mL each ¥1,836
Good for people and planet. Cleans and moisturizes your body gently removes dirt. Using mineral water, non-preservative camellia oil, honey and herbs to give your body delicate scent.

Shampoo and conditioner for damage care, gives hair a full body.



VOLUME-UP SHAMPOO & RINSE (SHAMPOO & RINSE)

400mL each ¥2,700
refill 400mL each ¥2,376
Using amino acids, it makes your hair thick and lustrous. Its non-preservative camellia oil prevent damage to your cuticle. Makes your hair look natural and gives it volume. We recommend using this shampoo and conditioner together. No preservatives.

We deeply care about therefinement of camellia oil in this soap, which is good for beauty.



CAMELLIA BEAUTY SOAP (SOAP)

100g ¥1,296
This soaps' materials are oil from plants and refined non-preservative camellia oil. When you wash with this soap, its plenty of bubbles make you feel mild and smooth. Made by hand and laid in the sun to dry. Used for your whole body.

Cleans, freshens, and moisturizes skin made by organic camellia oil and sodium hyaluronate



FOAM HANDSOAP (BUBBLY HANDSOAP)

250mL ¥1,296 / refill 250mL ¥1,026
Micro bubbles cover dirt on skin and remove it. Made of natural plants, out of our respect for the environment. For use on hands and nails. Contains non preservative camellia oil, sodium hyaluronate and organic rosemary. Citrus scent (using natural refined oils.) No preservatives.



TREATMENT HAND CREAM (MATERIAL FOR HAND)

60g ¥864
All natural hand cream using naturally grown beans and non-preservative camellia oil.



TREATMENT LIP CREAM (BASE UNDER LIPSTICK, FOR CHAPPED LIPS)

¥1,620
For use under lipstick. Cream for your lips. We recommend applying it before applying lipstick to prevent chapped lips. Prevents UV rays.



DENTAL WHITE (TOOTH PASTE)

60g ¥2,484
Natural whitening toothpaste for dental hygiene, using natural BIO materials from the earth, pearl and coral powder. Contains natural mineral water from Chichibu and natural amino acid extract. Natural Salt and citrus mint gives a mild and fresh flavor.



BIO WHITE DENCY S (TOOTH POWDER)

20g ¥1,944 / refill 20g ¥1,620
New type of dental powder using natural BIO materials from the earth. Keeps your mouth healthy by using natural salt and mint. Makes your mouth fresh and gives it a comfortable smell. No binding chemicals or preservatives used.

NATURAL HENNA

Natural henna for gray hair. High quality henna powder made with specially chosen leaves.



HENNA POWDER

100g 3colors each ¥1,944
200g 3colors each ¥3,456
This henna powder is made with fine ground natural henna leaves. The fine powder becomes the color a little darker. a creamy paste after adding water. Light brown and dark brown hair dye blended with indigo.



INDIGO POWDER

60g ¥1,944
Using indigo with henna makes natural henna. The fine powder becomes the color a little darker.

* For light brown and dark brown, please use a generous amount, and leave it in your hair for two hours.