

## Announcing the release of high penetrating\*1 anti-aging skincare\*2 “RM series” for overseas markets!

Our unique, original formula combines ceramide nanocapsules containing “squalane” with skin-beautifying marine energy.

“REVITALIZING MOISTURE SERUM”

“REVITALIZING MOISTURE LOTION”

HABA Laboratories, Inc., headquartered in Chiyoda-ku, Tokyo, will release “REVITALIZING MOISTURE SERUM” (high-moisturizing and firming serum) and “REVITALIZING MOISTURE LOTION” (high-moisturizing lotion) on Wednesday, May 23, 2018 in overseas shops, principally in Asia, and four shops in Japan\*3. These two products are part of the skincare RM series, which features ceramide nanocapsules containing the moisturizing ingredient, squalane.



**“REVITALIZING MOISTURE LOTION” (high-moisturizing toner) 120 mL / 3,800 yen (left, tax not included)**  
**“REVITALIZING MOISTURE SERUM” (high-moisturizing and firming serum) 30 mL / 4,200 yen (right, tax not included)**

Because Asian women have a higher awareness of the beauty inherent in natural skin, HABA Laboratories, Inc. has developed “REVITALIZING MOISTURE SERUM” (high-moisturizing and firming serum) and “REVITALIZING MOISTURE LOTION” (high-moisturizing toner) and added these products to its skincare RM series which focuses on the moisture retention and permeability characteristics required by anti-aging care.

HABA’s own technology has allowed for a reduction in the moisturizing ingredient squalane, and other skin-beautifying ingredients that are highly effective in anti-aging care, to a nano-sized level now included in ceramide nanocapsules featuring a similar structure to that of human skin. These nanocapsules are quickly and stably absorbed into the skin, delivering effective ingredients to the entire stratum corneum.

In particular, “REVITALIZING MOISTURE LOTION” (high-moisturizing lotion) is the first lotion formulated with ceramide nanocapsules which contain the moisturizing ingredient squalane. By nano-capsuling a large collection of skin-beautifying ingredients, moisture and oil can be supplied to every layer of the stratum corneum. Using these two high-moisturizing and anti-aging care products together helps achieve healthy skin that is radiant and resilient.

\*1 Deep into stratum corneum \*2 Age appropriate moisturizing and firming care

\*3 Overseas countries where sales are scheduled: Hong Kong, Taiwan, China, Singapore and USA. Domestic shops where sales are scheduled: HABA GINZA SIX; HABA Ginza Flagship Store; Keio Department Store, Shinjuku; Daimaru Shinsaibashi Store South Building (as of May 22, 2018)

## Description

- Product name: **REVITALIZING MOISTURE SERUM**  
“REVITALIZING MOISTURE SERUM” (high-moisturizing and firming serum)
- Net Wt./Price: 30 mL / 4,200 yen (tax not included)
- Release date: Wednesday, May 23, 2018



### Features

- ① Ceramide nanocapsules (described below) quickly diffuse moisturizing and skin-beautifying ingredients into every layer of the stratum corneum for long-lasting moisture retention.
- ② Glides on smoothly and is quickly absorbed by the skin, making it plump, supple and resilient. Milky-white color. Fragrance free.

### ➤ Featured ingredients

#### 1. **Proteoglycan (Soluble proteoglycan)**

Extracted from Hokkaido salmon nasal cartilage. Excellent in moisture retention, it makes skin firm and resilient. It also regulates oil and moisture content to adequately moisturize skin.

#### 2. **Crithmum maritimum stem cells (Crithmum maritimum callus culture filtrate)**

Crithmum maritimum (also known as sea fennel) found in the Brittany region of France, is believed to be the first plant that evolved to adjust itself from a marine to a land environment. Its stem cells are obtained from the seashore plants, which have a high tolerance to the harsh environment in which they grow.

#### 3. **Super hyaluronic acid (Sodium acetylated hyaluronate)**

Super hyaluronic acid is thoroughly absorbed by the skin and its moisture retention ability in the epidermis is higher than that of hyaluronic acid at the same concentration. It helps plump up and hydrate the skin.

- Product name: **REVITALIZING MOISTURE LOTION**  
“REVITALIZING MOISTURE LOTION” (high-moisturizing lotion)
- Net Wt./Price: 120 mL / 3,800 yen (tax not included)
- Release date: Wednesday, May 23, 2018



### Features

- ① This is HABA's first lotion formulated with ceramide nanocapsules containing the moisturizing ingredient, squalane. Ceramide nanocapsules (described below) quickly diffuse moisturizing and skin-beautifying ingredients into every layer of the stratum corneum.
- ② Serum-like rich texture. Deep moisture helps firm up skin to make it brighter and silky smooth. Colorless. Fragrance free.

### ➤ Featured ingredients

#### 1. Rausu deep ocean water (seawater)

Deep ocean water, found at ocean depths greater than 200 meters, contains an excellent balance of minerals. Because its composition is very similar to that of body fluids, it is readily absorbed by the skin. With excellent moisture retention, this water is gentle to skin.

#### 2. Tremella fuciformis polysaccharide

It is said Empress Yang Guifei, one of the world's three most beautiful women, used this Tremella fuciformis (snow fungus), a luxury foodstuff, to maintain her beauty. Its moisture retention ability is greater than that of hyaluronic acid. It keeps skin moisturized and supple.

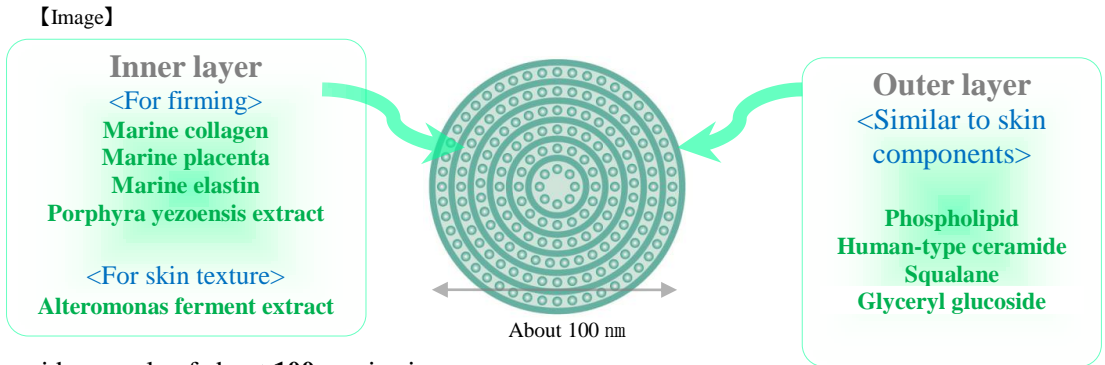
#### 3. Hyaloveil® (Hydroxypropyltrimonium hyaluronate)

Hyaluronic acid's adhesive “moisturizing veil,” which is not easily rinsed off, wraps around to keep skin hydrated.

□ Features and ingredients common to the two products - **This is where HABA differs from the rest!** -

<<HABA's original ingredients: "High moisturizing" and "anti-aging care\*2" ingredients>>  
**Ceramide nanocapsules, which contain "squalene," quickly diffuse skin-beautifying ingredients into every layer of the stratum corneum for long-lasting moisture retention.**

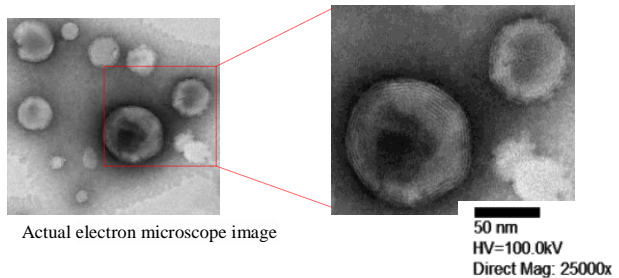
\*2 Age appropriate moisturizing and firming care



A ceramide capsule of about **100 nm** in size (1/10,000 mm; equivalent to about the size **1-12,000,000th of a pore\***) penetrates into the stratum corneum. The outer layer of the capsule, whose structure is similar to that of a cell membrane, contains four types of ingredients, including quick-absorbing squalane, and the inner layer contains five types of ingredients for anti-aging care.

Long-lasting moisture makes skin smooth and resilient. Moisture and oil are supplied to every layer of the stratum corneum at the same time by sealing in high concentrations of skin-beautifying ingredients.

\*A pore on the cheek of a woman in her 40s is calculated to be 0.1 mm<sup>2</sup>



Reference: Advanced Cosmetic Dermatology

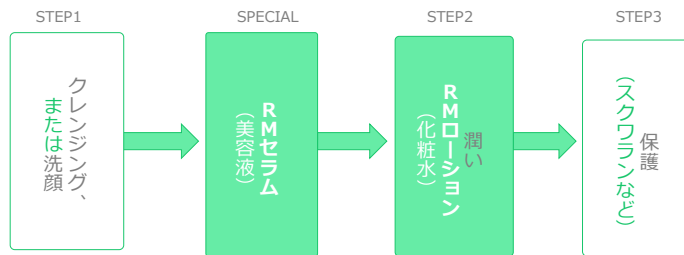
□ Main anti-aging care ingredients common to the two products

Formulated with an abundance of rich marine ingredients that make skin beautiful. Rough, dry skin is thoroughly hydrated and smoothed.

Squalane	A skin moisturizing ingredient. Protects skin.
Glyceryl glucoside	Moisturizes and firms to brighten skin tone.
Marine collagen (Hydrolyzed collagen)	Marine collagen derived from fish. Collagen works like bed springs to keep skin firm and resilient.
Marine elastin (Hydrolyzed elastin)	Make skin resilient by replenishing elastin, which decreases with age.
Marine placenta extract (Placenta extract)	Placenta extract of salmon native to Hokkaido. Marine Placenta <sup>®</sup> *4 contains amino acids, collagen, chondroitin, hyaluronic acid, nucleic acid and elastin to provide moisture, firmness and luster to skin. *4 Marine Placenta <sup>®</sup> is a registered trademark of Nippon Barrier Free Co., Ltd.
Alteromonas ferment extract	An extract obtained from marine plankton found in the protected waters of the Brittany region of France. It firms the skin.

- ◆ Non-additive formula uses no paraben (preservative), petrochemical surfactant, mineral oil, tar colour or artificial fragrance.
- ◆ Alcohol (ethanol) free.

□Directions



HABA products  
SQUA CLEANSING  
SQUA FACIAL FOAM



High-grade "SQUALANE"

After washing or cleansing, and before applying toner, dispense two to three pumps of "REVITALIZING MOISTURE SERUM" (high-moisturizing and firming serum) in the hand and apply over the entire face.

Next, dispense two to three pumps of "REVITALIZING MOISTURE LOTION" (high-moisturizing lotion) in the hand and apply over the entire face. Using the same line of products can enhance the skin's ability to retain moisture.

Cleansing or  
face washing

REVITALIZING  
MOISTURE  
SERUM

Moisturizing  
REVITALIZING  
MOISTURE  
LOTION

Protection  
(SQUALANE, etc.)