

To be released in overseas shops and four shops in Japan!

Instantly absorbs for long-lasting hydration

“ABSOLUTE BRIGHTENING SERUM”

“ABSOLUTE BRIGHTENING MASK”

HABA Laboratories, Inc., headquartered in Chiyoda-ku, Tokyo, released “ABSOLUTE BRIGHTENING SERUM” (serum) and “ABSOLUTE BRIGHTENING MASK” (full face sheet mask) on Friday, June 22, 2018 in overseas shops, principally in Asia, and four shops in Japan*1.



“ABSOLUTE BRIGHTENING SERUM” (serum) 30 ml 4,000 yen (tax not included)
“ABSOLUTE BRIGHTENING MASK” (full face sheet mask) 5 sheets/set 3,000 yen (tax not included)

Especially for Asian women who consider clear fair skin a virtue, HABA Laboratories, Inc. presents the “ABSOLUTE BRIGHTENING SERIES,” which comes packaged with a snow crystal symbol denoting “Made in Hokkaido.” The serum is formulated with amphiphilic bis-ethoxydiglycol cyclohexane 1,4-dicarboxylate to increase absorption of skin-beautifying components, such as brightening skin care*2 ingredients and moisturizing kiwifruit extract. Our additive-free formula*3 also gently works on skin damaged by dry conditions and exposure to UV rays. Frequent use of “ABSOLUTE BRIGHTENING SERUM,” which hydrates and brightens skin, and “ABSOLUTE BRIGHTENING MASK” formulated with EPC (EPC-K)*4, which provides intensive care, ensures moisturized, clearer, even-textured skin.

*1 Overseas countries where product is available: Hong Kong, Taiwan, Singapore and USA. (Sales scheduled for China). Domestic shops where sales are scheduled: HABA GINZA SIX; HABA Ginza Flagship Store 2nd Floor; Keio Department Store Shinjuku 2nd Floor; Daimaru Shinsaibashi Store South Building (as of June 21, 2018) *2 After skin is moisturized: ingredients Paeonia suffruticosa root bark extract, Vitamin C derivative (Ascorbic acid glucoside/antioxidant), White tea extract(camellia sinensis leaf extract), Saccharomyces lysate extract, Yogurt filtrate *3 Uses no paraben (preservative), petrochemical surfactant, mineral oil, tar color or artificial fragrance. *4 A hybrid vitamin derivative in which Vitamin C and Vitamin E are linked by phosphoric acid/Potassium ascorbyl tocopheryl phosphate: antioxidant

Description

- Product name: **ABSOLUTE brightening SERUM**
- Net Wt./Price: 30 ml 4,000 yen (tax not included)
- Release date: Friday, June 22, 2018

Features

- ① Yogurt extract and kiwifruit extract provide moisture without straining skin.
- ② Refreshing texture enhances skin absorption providing a light after-feel on the skin.
- ③ After face washing or cleansing your face, take four to five pumps in the palm of your hand.

- Product name: **ABSOLUTE brightening MASK**
- Content /Price: 5 sheets/set 3,000 yen (tax not included)
- Release date: Friday, June 22, 2018



Features

- ① A single sheet is saturated with 21 ml of serum. The stretchy mask fits tightly and covers the entire face to provide skin-beautifying ingredients to the skin.
- ② Hydrolyzed rice bran extract exhibits excellent moisture retention to make skin clearer.

Main featured ingredients: **This is where HABA differs from the others!**

White tea extract (camellia sinensis leaf extract)	An extract obtained by refining white tea from the Fujian Province in China. White tea is rare because only small amounts of it are produced. Among all types of white tea, HABA uses the white tea known as “White Peony,” which has a tea bud consisting of one core and two leaves. The leaf is white on one side and green on the reverse. The name of this tea comes from its appearance in which leaves, wrapped around fuzzy white hair, look like a white peony flower.
Kiwifruit extract	Uses rare and premium “Rainbow Red” kiwifruit grown in Japan. The fruit of this kiwi, which is picked before maturity in order to create a large perfect oval-shape, contains an abundance of Vitamin C and polyphenol.
Hydrolyzed rice bran extract	An extract obtained from rice bran of organic rice. The enzyme that is used for the production of this pure plant extract is also derived from plants.

Directions

