

Additive-free*₁ mineral color protects skin!
Leaves your skin feeling pleasant by regulating sebum secretion

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

“MAKE-UP BASE LONG LASTING UV EX”

HABA Laboratories, Inc., headquartered in Chiyoda-ku, Tokyo, released “MAKE-UP BASE LONG LASTING UV EX” (make-up base) on Wednesday, June 27, 2018 in overseas shops, principally in Asia, and four shops in Japan*₂.



“MAKE-UP BASE LONG LASTING UV EX” (make-up base) 25 ml 2,600 yen (tax not included)

HABA Laboratories, Inc. has been committed to using additive-free*₁ formulas since its foundation. And, based on the idea that makeup should protect skin, it has been providing makeup items that flatter skin without straining it. We have focused on using mineral-based colors (inorganic pigment), which are considered the safest among existing pigments. Many years of study has convinced us of the need to use mineral-based colors and our entire makeup product line has used only mineral colors since 1999.

Because many Asian women prefer a natural makeup finish, we will release a makeup base that ensures a naturally beautiful makeup finish that lasts all day long. Our formula keeps makeup from smudging off or becoming shiny due to high temperatures and humidity while protecting skin against intense sun. A makeup base is a crucial item that determines the quality of the makeup finish. With SPF 38/PA+++, our makeup base protects skin every day from UV rays, and prevents clogging or uneven application of foundation by adsorbing and solidifying sebum, a cause of makeup smudging. It withstands sweat to keep skin silky dry and bright.

*1 Uses no paraben (preservative), petrochemical surfactant, mineral oil, tar color or artificial fragrance. *2 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 26, 2018)

Description

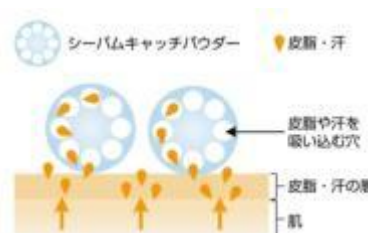
- Product name: “Mineral Essence MAKE-UP BASE LONG LASTING UV EX” (make-up base)
- Net Wt./Price: 25 ml 2,600 yen (tax not included)
- Color SPF/PA: Bright Up Beige SPF38/PA+++
- Release date: Wednesday, June 27, 2018



- Features: **This is where HABA differs from the others!**

HABA’s mineral colors use naturally-obtained safe mineral pigments that have been used for about 20,000 years.

1. Coating-processed powder repels sweat and sebum and blocks the penetration into the powder to prevent makeup from smudging off.
2. Formulated with “sebum catch powder”^{*1} that adsorbs and solidifies excess sweat and sebum. The spherical porous powder solidifies sebum to prevent makeup from smudging off. Silky-dry smooth skin is maintained for many hours.
3. Once spread over the skin, the “3D net” ingredients^{*2} hug the shape of the face and facial movement and form a cohesive veil which maintains a fresh application without clogging.
4. With SPF 38/PA+++, it prevents sunburn and dryness caused by UV rays.
5. The “bright-up beige” color blends with any skin tone, and conceals a dull complexion to provide a brighter finish.



*1 METHYL METHACRYLATE CROSSPOLYMER, VINYL DIMETHICONE/METHICONE SILSESQUIOXANE CROSSPOLYMER
*2 POLYMETHYLSILSESQUIOXANE, ACRYLATES/DIMETHICONE COPOLYMER

- Directions



1. Shake bottle well. Take an appropriate amount, about the size of a small red bean, and apply several dots on forehead, cheeks, nose and chin. Spread quickly over the entire face.
 2. Apply the foundation of your choice.
- *Use adequate amounts to prevent an uneven or insufficient application.
*Remove with cleanser after use.

■ Roots of HABA’s mineral color

The Republic of Namibia, located in the west of southern part of Africa, is a land with a hot desert climate and extreme aridity with scarce rainfall. The Himba, the indigenous people who live on this land, are accustomed to coating themselves with a special red clay mixture called “ochre” as a fashion and to protect skin against UV rays and bugs. The skin of Himba women is unbelievably smooth, flawless and healthy despite living in a harsh environment. HABA took notice of this custom of the Himba, which is a fusion of the fun aspects and the functionality of makeup application.



■ Commitment to safety

Tar-based organic synthetic pigments made from petroleum, which are used in ordinary makeup products, are indispensable in creating beautiful colors. However, such pigments may cause irritation to skin. Although pigments prepared from safflower or cochineal are natural, they may cause allergic reactions in some people. HABA’s mineral colors are prepared by pulverizing and highly-refining natural inorganic substances such as soil, stones and rocks. They cannot penetrate inside the skin and do not develop pigmentation. They are said to be mild and hypoallergenic, and much safer than other types of pigments.