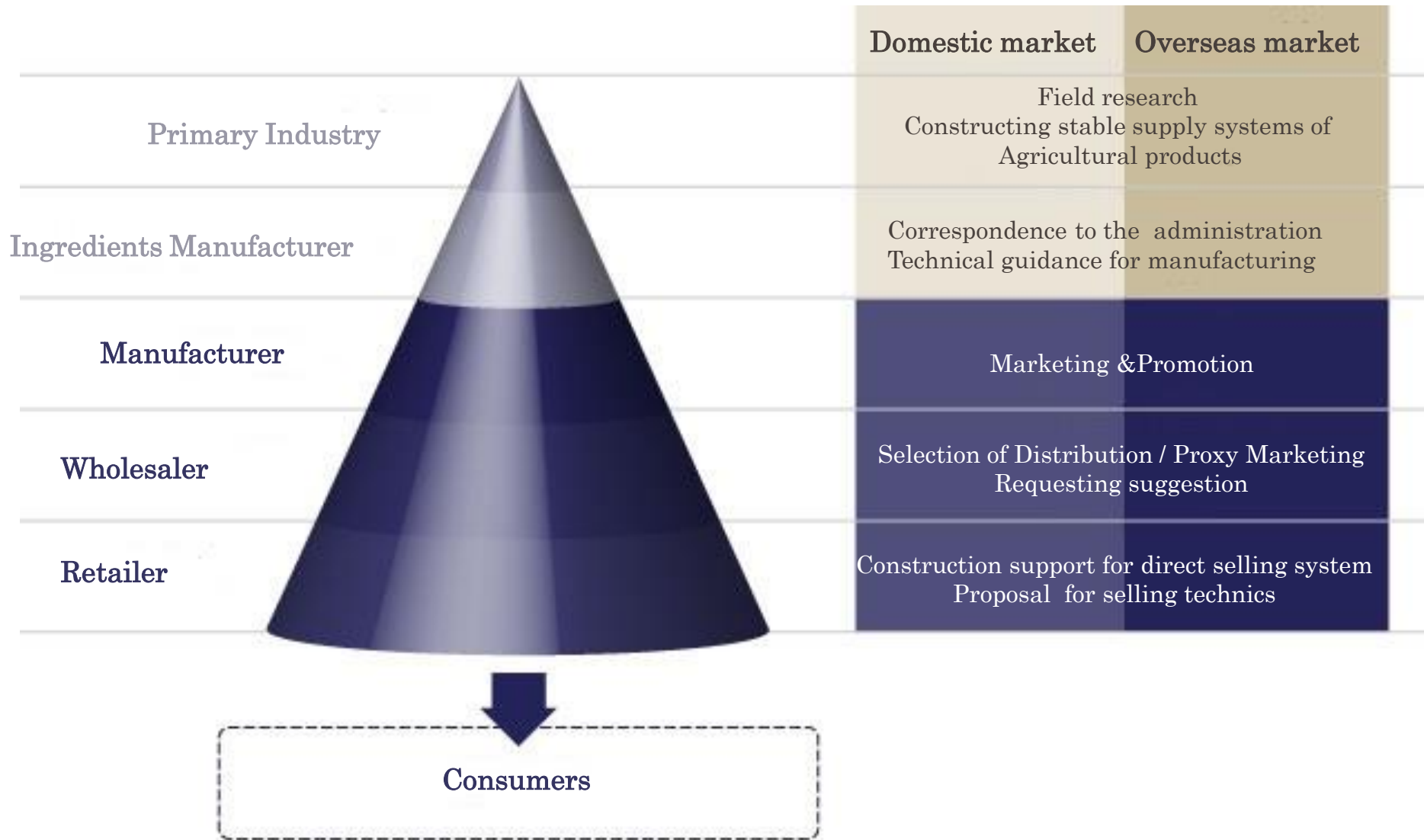


# Construction of Business Models for Cosmetics

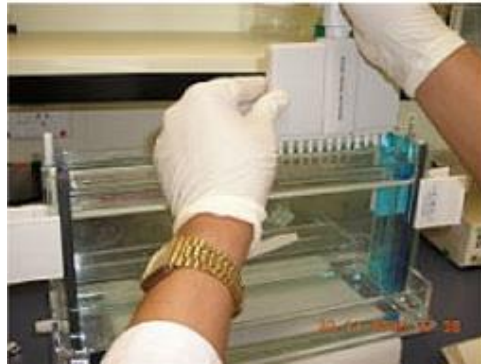


The world of cosmetics is very deep. It is complex to do customs procedures and registration application. Regarding marketing, new markets are continuously developed by branding and world view depend on the age and trend. We build our own business models by obtaining marketing information and legal research conducted in each country.

# Research and Development Business of Prinsepia as a Beauty Ingredient



Loading gels:  
biotechnology laboratory activity    Advanced Laboratory (Nepal)



Traditionally, prinsepia has been used as a topical application for treatment of rheumatism, muscular pain, stomach pains, skin infections and relief of coughs and colds. It also has been preferred as cooking oil, and the raw fruits can be eaten and are especially enjoyed by children in everyday life.

We conducted various researches and developments of prinsepia, from basic study to safety evaluation regarding beauty efficacy and anti-aging effect of the plant.

Collaborating Researchers: Asia Science / Initiative for Development of Entrepreneurship in Asia and others



BUDHI

# BUDDHI



BUDDHI

Retreat Cosmetics “BUDDHI” oil serum & massage oil

(BUDDHI Retreat Oil )Oil serum (3 kinds of aroma)  
(BUDDHI Treatment Oil )Massage oil.

The Concept of “**Re-treat**”

Being apart from the stress in daily life, caring and  
“getting back to yourself”  
in your own time, to energize yourself.

“BUDDHI” means “a person awaked”, “wisdom”, “state of mind”,  
“understanding”, “true nature” in Sanskrit language.

This oil nourishes and beautifies the skin – face, body, and  
hair. Its fluid texture penetrates quickly.

“BUDDHI Retreat oil” contains a unique blend of Prinsepia oil,  
humus extract and amino composite with 3 kinds of aroma -  
NOBARA(rose woody), IGUSA(woody green) and  
MITSU(floral bouquet)-The star ingredient in this oil is  
prinsepia oil, which is rich in fatty acids and vitamins A,D, E  
and K, and has recently started getting attention amongst  
skincare brands for its anti-ageing properties.

This oil promote a healthy skin glow and improve hair shine  
and strength. It can be used with “BUDDHI treatment oil” as  
massage oil.

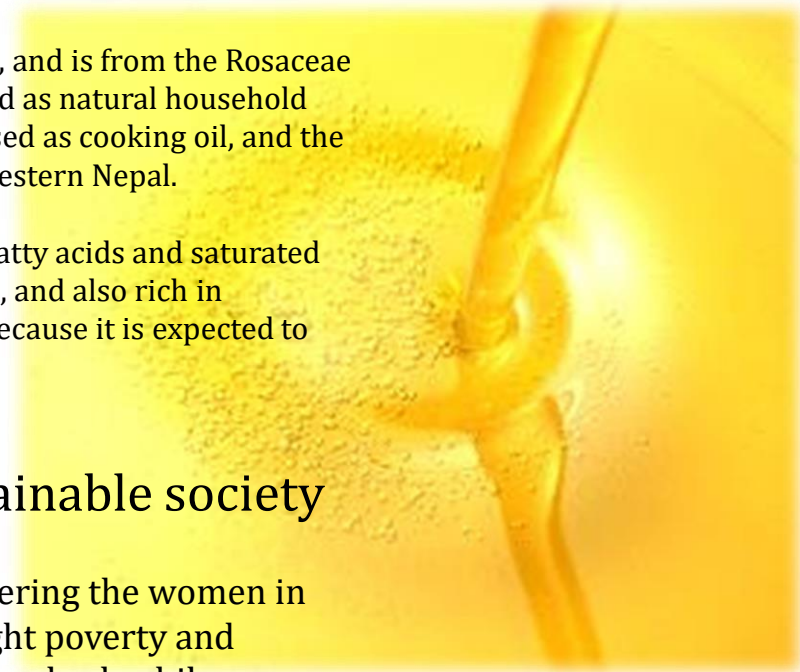




# Prinsepia Oil

“Prinsepia” is a deciduous shrub. “Prinsepia utilis Royle” is its botanical name, and is from the Rosaceae family. This oil is called “Golden oil, bounty from Himalaya”, traditionally used as natural household medicine which can promote curing injury and inflammation on skin, also used as cooking oil, and the fruits are liked and eaten by children in rural communities in the central to Western Nepal.

The ratio of three fatty acids (monounsaturated fatty acids, polyunsaturated fatty acids and saturated fatty acids) in its seed is well balanced. The oil is very suitable for human skin, and also rich in Vitamins(A,D,E,K). Due to its high permeable capacity, it is getting attention because it is expected to have Anti-aging effect.



## About our Project

## To make a sustainable society

This project is empowering the women in rural community to fight poverty and improve their living standard, while protecting Nepal's unique biodiversity and taking positive action in addressing global climate change.

It has been creating employment and income generating opportunities at a local level, while monitoring forest sustainability and addressing social and economical issues.

These efforts are helping create reliable supply chains that will benefit local communities for years, while giving customers high quality unique natural products.



Feel strong, yet sweet vitality of a rose  
blooming in a field

## NOBARA 野ばら



The aroma becomes harmonized with your feeling by spreading to the depth of your body with deep breathing...  
The power of aroma is essential to reset your mind and body. The destination was “3 kinds of aromas” that are with your feelings in sickness and in health.  
Clove, Prtigrain, and Cypress which emits depth and silence are the accents of fresh “Nobara” – it means wild rose in Japanese.  
It describes mature elegance which reminds you of not only being lovely, but also the vitality and flexibility of flowers – blooming in a field.

# Re-creation of “absolute comfort” when snuggling down on “Tatami”

- Tatami is a traditional set of mats are woven reed or rush with rice straw core. It is deeply rooted in Japanese culture.



IGUSA

い草

The aroma of tatami - that are engraved on the soul of the Japanese at the DNA level .  
Refreshing, and pure blend of grass and patchouli makes you clear-headed, and it awakens a calm mind.  
Gentle feeling filled with peace will be brought by the aroma of Japanese cypress to be fragrant later.  
It symbolizes the spirit of BUDDHI, which connecting yourself to the purification of mind and body  
by the pursuit of not overdoing for all time.



Nectar aroma of flowers  
evoking soft femininity



MITSU  
蜜

- The aroma of MITSU is full of elegance and gorgeousness - like nectar from thousands of freshly picked flowers -which is a collection of a gem of a drop of each.

A blend of honey and bitter-orange makes your heart leap and brings you a feeling of happiness.

The aroma of sweet flowers is not the only character of the product line of BUDDHI.

But also Neroli, rising quietly has granted graceful and calm impression, and shaped the entire of the aroma of it.



# Dilution oil focusing on the mixing ratio



## Retreat oil Kishaku

希釈

Dilution oil with which enables you to feel the power of prinsepia oil with all your body.

Containing prinsepia oil as a base oil, sesame oil, rice bran oil, and jojoba oil are formulated with it by superb balance so that the oil spreads well, having high penetration power and moisturizing effect.

# BUDDHI Product Line

## Beauty Oil Serum

-main ingredients: prinsepia oil, amino acid composite, and Fumus extract



BUDDHI Retreat Oil  
NOBARA  
野ばら  
20ml  
18,000yen



BUDDHI Retreat Oil  
IGUSA  
い草  
20ml  
18,000yen



BUDDHI Retreat Oil  
MITSU  
蜜  
20ml  
18,000yen

## Treatment Oil

-main ingredients: Prinsepia oil, jojoba oil



BUDDHI Retreat Oil  
Kishaku  
希釈  
120ml  
8,800yen

## Direction to use of Beauty Oil Serum

- \_As a booster before applying lotion after washing your face.
- \_Mix a few drops to your lotion or cream
- \_as scalp massage oil before shampooing
- \_as hair treatment oil
- \_as body care oil
- \_as nail care oil

## Direction to use of Treatment Oil

Pour about 500 Japanese yen coin-sized of treatment oil(2.5ml) into the palm of one hand, mix it with a few drops of retreat beauty oil serum and apply it to your body for moisturizing care, and also as a massage oil.