

Construction of Doctor's Cosmetics Market



Building Doctors Cosmetics Market

A request from a doctor who was consulted by a female patient was the beginning of this research and development - to reduce the irritancy and oxidizing property of whitening ingredient (hydroquinone). This research produced a newly improved whitening ingredient (SHQ-1). OEM products for medical institutions and other products for prescribing at hospitals are made with making use of the basic research of the ingredient. This ingredient has been sold to 154 companies and 1,224 medical institutions around the world within 3 years since it was developed.

Message to the Medical Institutions and Researchers

The ingredients which are developed by our group have been received a high evaluation from many dermatologists, plastic surgeons and cosmetic surgeons.

At the present time, we continuously improve the quality of the ingredients through studies and analysis of their “safety” “efficacy” “quality stability” “compatibility with other ingredients” and “texture” using patented technology, to prove their efficacy at the various conferences.

Over the past several years, SHQ-1 has continued to receive Excellent Evaluation and Positive Feedbacks from the leading & trustworthy doctors in Japan.

Voices from Doctors (who used to prescribe Hydroquinone)

I prescribed hydroquinone since the past approximately 30 years...

However, patients complained of inflammation and itching, contact-related dermatitis had been caused by only 1-2 times of use by the constitution and physical condition came conventionally.

Therefore, I tried various Hydroquinone, but the problems did not disappear.

However, all problems disappeared after switching to SHQ-1 from 2004.”

- Dermatologist with 35 years’ experience, Tokyo



“I used the steroid medicine of the infinitesimal together to suppress inflammation by the stimulation on the occasion of conventional hydroquinone prescription” Since I started to prescribe SHQ-1 to my patients, No claims to be heard (e.g. redness, itching), and there was no need to use steroid together for the treatment.

- Formation vanity surgery specialist with 12 years’ experience, Tokyo

“Since SHQ-1 does not produce stimulation and a reddish tinge, I combine it with cream as medicine for external application of the stains for these past several years and prescribe it to patients. It is also easy to use compared with the former Hydroquinone since it is difficult to deteriorate by oxidation.”

- Dermatologist with 20 years’ of experience, Tokyo

Q&A concerned with medical field

Q1. What is SHQ-1?

A1. The “first of its kind “raw material derived from Hydroquinone
(a pharmaceutical ingredient).

It is highly effective, reliable and safe “Skin Whitening & Brightening” ingredient.
It is blended even in cosmetics thanks to its - “Stability & Safety ”

Many doctors around the world use the hydroquinone for treating skin blemishes

The history of this therapeutic agent for dark spot and discoloration is old, and HQ (hydroquinone) has been used in Europe and the US for decades. It has also been used in Japan since the 1960s with a prescription by dermatologists.

Hydroquinone is highly effective, but the problems of the ingredient were that being easily deteriorated if not been stored properly, having strong stimulation, and being the cause of irritation to skin, SHQ-1 was developed thanks to the cooperation of many skincare professionals in order to improve these problems that hydroquinone had.

Thus, To put it simply, SHQ-1 is an ingredient with low irritant and hard to hurt skin. In addition, SHQ-1 can permeate gradually and it provides a sustained mild effect to the skin. The Japanese Dermatological Society has reported an improvement of between 10-40% using SHQ-1 over hydroquinone.

* SHQ-1 is a registered trademark of Ecology and Management Holdings Co., Ltd.

Q2. What is the safety of SHQ-1?

A2. Safety has been proven by various test data.

The important thing which we would like to mention about it that SHQ-1 is medically proved ingredient that it is safe, and effective ingredient.

We often hear about cases of deleterious cosmetic ingredients such as Hydroquinone mono-benzyl ether which is prohibited to add in cosmetic products or, Rhododenol, a skin-whitening agent which may cause vitiligo-like symptoms. However, SHQ-1 is totally different from such ingredients.

Q3. What is the effect of SHQ-1?

A3. It is effective in cases of abnormal increase of melanin, causing *blemishes and pigmentation on small areas of skin.

*Liver spot, freckles, post inflammatory hyperpigmentation, senile pigment freckles

The ordinal texture of hydroquinone is cream, and prevents it from changing its color by using antioxidant. It doesn't make the ingredient absorbing gradually. On the other hand, SHQ-1 made it possible to absorb into skin *gradually by our technology. **"gradually" describes a function which enables an active ingredient to dissolve slowly.

Thanks to the function, the ingredient gradually permeates, and is more effective to the skin with low stimulation.