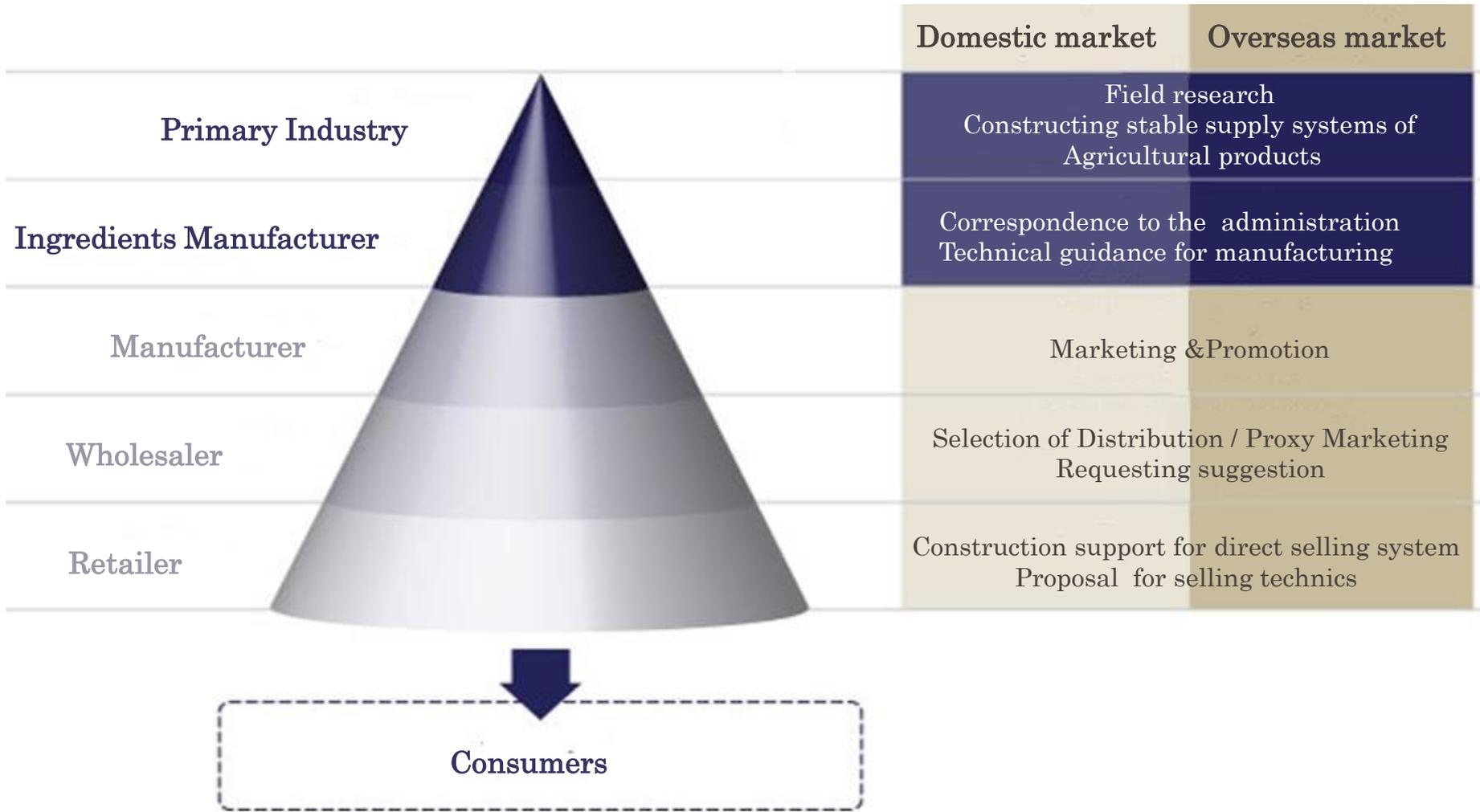
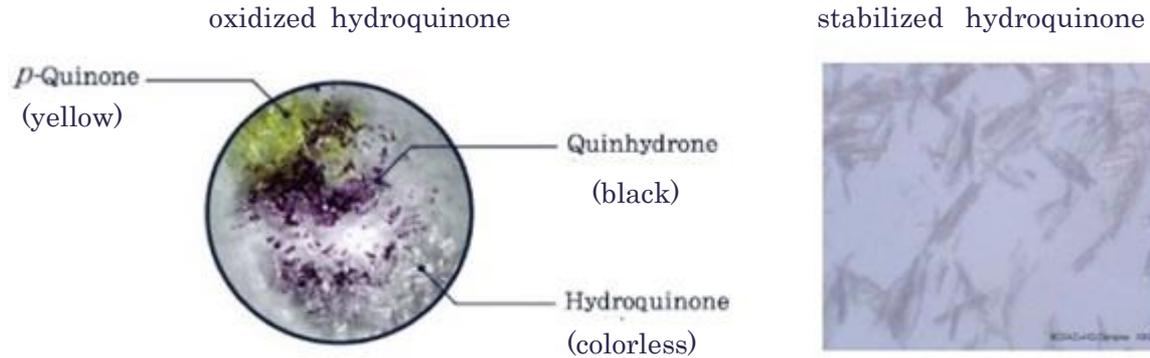


Research and Development Business



Continuously providing cosmetics to the market making best use of traditional wisdoms and pharmaceutical knowledges, and operating research and development. We always consider the harmony of nature, human and industry.

Research and Development collaborating with enterprises, the government & municipal offices



announcement of our study report
at the symposium
(Meiji Kinenkan, Minato-ku, Tokyo)



announcement of our study report
overseas (Radisson Hotel, Kathmandu)



We researched and developed a whitening ingredient that used to be prescribed only at medical institutions. This study enabled to add the ingredient in cosmetic products. We also announced the study at the symposiums and conferences.

In this study, we change hydroquinone which easily to be oxidized into the molecular complex by the hydrogen bond. In addition, we conducted a research to make hydroquinone's bleaching activity of melanin release safely to the human skin with the method to inhibit oxidation. using a method of molecular complexing hydroquinone (raw material for medicine) which easily oxidizes by hydrogen bonding and preventing oxidation.

Joint Researchers: (Ministry of Ministry of Economy, Trade and Industry, fast-acting R&D by regional regeneration consortiums)
Governing Corporate: Niigata Industrial Creation Organization

Research and Development Business of Beeswax Products



The research and development of beeswax products with a method of the UK, Cambridge University bee-culture technique has been conducted in surrounding area with high altitude of the Himalayas including the data validation.

The beeswax products produced by the method got 1st Prize in the section of beeswax products at National Honey Show in the UK in 2002. The show has a history of nearly 100 years.

Collaborating Researchers: Dr. Naomi M. Saville / Karnali Organic Inc.

Natural Skincare product

SHQ-1 Stick Essence HADA PEARL gold

- Blending 3% of SHQ-1
(Stabilized Hydroquinone; gentle to skin)
- Abundantly using Organic, Natural Ingredients

So gentle to skin that one
can keep using it.

SHQ-1 Stick Essence HADA PEARL gold

Restore confidence in beauty inside of you.

Spot-care essence leading your skin to
transparent bare skin.
SHQ-1 Stick Essence HADA PEARL gold



Restore confidence in beauty inside of you.

美への自信が甦る

透明感のある素肌へ導くピンポイントケア
SHQ-1 STICK ESSENCE

SHQ-1
3%

Paraben
Free

Alcohol
Free

Coloring
Free



3 main ingredients

-excellent performance in moisturizing and skin conditioning



Stabilized Hydroquinone

SHQ-1 is Hydroquinone which reduces irritation to the skin thanks to its formulation of permeating into the skin in a controlled manner. Moreover, it is so stable at molecule level that SHQ-1 has little loss by deterioration or volatilization. Therefore, it can permeate into the skin effectively. *in comparison to Ordinary Hydroquinone(According to research by ECOM.)



Beeswax

Special Asian beeswax contains 8 kinds of Amino acids. It also contains approximately 90 kinds of beneficial ingredients including vitamins, minerals and enzymes.



Prinsepia Oil

Rich in Vitamins(A, D, E, K), Amino acid, omega 9, Linoleic acid, omega 6 and 3 which is not contained neither in Olive oil nor Argan oil. It also contains gamma tocopherol 35 times as much as in Olive oil.

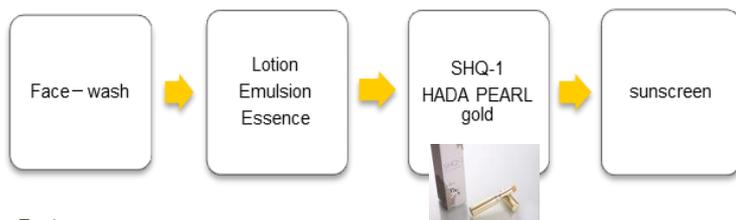
Fragrance



Pelargonium Graveolens oil

Mixture of Zeranum and Ylang Ylang oil imparts pleasing and gentle fragrance

How to apply HADA- PEARL gold



It is easy to start-

You can simply add in your daily skin care process.
(as a spot care)

When you go out during the day time,
please apply sunscreen after applying it.

Organic & Natural Ingredients / Special Process

- There are more than 2,000 people who consider their skin as “sensitive skin” in Japan...
- This stick essence is for those who have high conscious about health, so as for Natural Products.



The world's first high quality natural ingredient manufactured by Nano technology

◆ Prunella Oil

It is rich in Vitamins, amino acid. This oil is used as natural medicine which can promote curing injury and inflammation on skin. It is expected to have Anti-aging effect. The first Moisturizing oil in Japan. Moreover, It is highly permeable since the composition of the oil has the most suitable balance of pH for human skin.

◆ Beeswax

Beeswax from Asian bee in West Nepal. The beeswax contains 8 kinds of Amino acids which are unable to synthesize in human body. It also contains approximately 90 kinds of beneficial ingredients including vitamins, minerals and enzymes which help in activating skin cells. This Beeswax is said to have low level of propolis, so it is relatively safe for children and those who have sensitive skin.

◆ British bee-culture technique

Dr. Naomi Sabeer, who studied bee-culture technique at Cambridge University stayed in Nepal and introduced the skill (British bee-culture technique) to the local people. The Beeswax products which were produced by the method got 1st Prize in the section of beeswax products at National Honey Show in the UK in 2002. The show has a history of nearly 100 years.

◆ Cold Press Process

To extract the natural ingredients without breaking the compositions.

We set the low temperature which is less than 20°C, so that we can extract the oil with high quality. We never use chemical substances when extracting the oil such as catalysts. We set our own provision of 25°C when extracting oil (generally, the temperature is set 30°C at ordinary factories)

Usefulness of Low Irritation

About SHQ-1

Stabilized, low-stimuli Hydroquinone -born from Japanese nano technology

Hydroquinone is known as an ingredient which has high effectiveness in skin-bleaching.

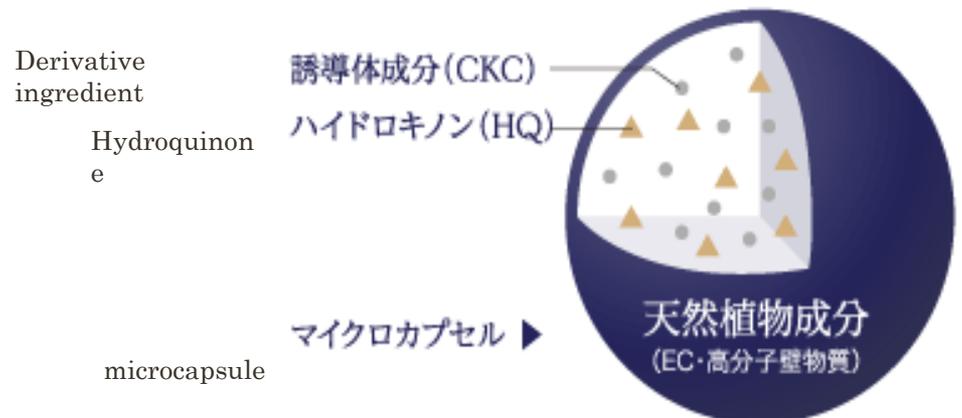
However, it can easily lose its effectiveness because it is likely to be oxidized soon.

Moreover, Hydroquinone has strong irritation to skin and it is difficult to prescribe to patients.

SHQ-1 is improved Hydroquinone, and it solved these two problems which Hydroquinone used to have.

Improved irritation and safety dramatically –Thanks to Nano technology

- **SHQ-1** stabilized the Hydroquinone by CKC(derivative ingredient). Moreover using Nano technology methods and processes, **SHQ-1** was successful in dramatically reducing skin irritation while enhancing its safety and stability.
- **SHQ-1** can easily penetrate the skin and affects it gradually by encapsulating Hydroquinone and derivative ingredient (CKC). It can also prevent Hydroquinone from oxidization.



** Hydroquinone Monobenzyl is an ingredient which is prohibited to contain in cosmetic products, and it is a totally different ingredient from Hydroquinone.*

Natural Plant Component

Track record : Introduction of SHQ-1

(as ingredient for medical institutions / as cosmetic products for consumers)

“78.8%”^{*1} ~ “84.8%”^{*2}

of the users are satisfied with its excellence in feeling of use.

^{*1}) according to a reply data of 2319 users by our research (conducted in 2013)

^{*2}) According to reply data by Rakuten /Kenko.com (Ecommerce) in October 15th, 2013

Bulk Introduction to Medical institutions



Track record of bulk introduction
(SHQ-1 seed cream)

To 1,031 medical institutions

*Can be converted to 42,893 SHQ-1 cream

**SHQ-1 5% blended brightening cream (5g)

Track record of SHQ-1
(as ingredient)

*Can be converted to 340,000 SHQ-1 cream

**SHQ-1 5% blended brightening cream (5g)

SHQ-1 is known as

“Seiruka method cream” among

hospitals and dispensing pharmacies

Source: 「Byoin-Yakkyoku seizai the 6th edition

Edited by Nippon Hospital/Pharmacy Association」

(as ingredient)

Introduction to cosmetics makers



*Can be converted to 1,840,000 SHQ-1 cream

**SHQ-1 5% blended brightening cream (5g)

*Can be converted to 3,220,000 SHQ-1 cream

**SHQ-1 3% blended brightening cream (5g)

*Can be converted to 4,600,000

SHQ-1 0,1%

blended brightening beauty liquid (11ml)

(Own brand goods)

SHQ-1 blended cream (5% / 3%)

(March, 2013 ~ March, 2014)



SHQ-1

5% blended brightening cream (5g)

25,000

3% blended brightening cream (5g)

11,000

The records are calculated according to the accumulated data in March, 2013.

About Prinsepia oil - Cooperation with farmers in remote area (such as Jumla, Humula)

Social Commitment:

Through this business model, we support community empowerment in remote area in Nepal.

We import prinsepia oil as cosmetic ingredient from a local enterprise in Nepal.

We sincerely agree with the business concept of the enterprise there which produce prinsepia oil with local farmers, empowering them to fight poverty and improve their living standard, while protecting nature in Nepal which has unique biodiversity and taking positive action in addressing global climate change.

They have 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 around the world.

