

Distributors

Manufactured and distributed by : BLOOM CLASSIC CO.,LTD
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CELLPHYCS77

[CAUTION]~Do not use on wounds, rashes, sores, pigmentation problems, etc.

If you notice any redness, swelling, itching, irritation, discolouration or darkening of the skin during or after use or when exposed to sunlight, discontinue use. Please consult a dermatologist for advice. Do not use on a regular basis as it may aggravate the condition.

-Keep out of reach of children. -Do not store in extremely high or low temperatures or in direct sunlight. -Do not store in extremely high or low temperatures or in direct sunlight. -Do not store in extremely high or low temperatures or in direct sunlight. -If it gets into your eyes, rinse immediately with water.

-Please use as soon as possible after opening the package.

*The name of the product is a generic name (not a trade name).

*This product is made from natural ingredients and may vary in colour and fragrance.

*Please note that we reserve the right to change specifications without notice.



UNLEASHING THE 7 RHYTHMS*

*How skin has changed over the past week



It is a release from all worries^{*1}.
Now, with the rhythm of the seven^{*2}
To achieve your ideal radiance.



BORN FROM NEW IDEAS AND THEORIES*¹

CELLPHYCS 77

We are controlled by different rhythms, and
Our skin changes with the passage of time.

It is said that the skin's ideal glow and freshness
is the result of a precise "biological rhythm".

CELLPHYCS 77 is a skin care system that uses plants*³ and fragrances*⁴ to
keep the skin's rhythm*² at the correct tempo.

Beauty with every rhythm.

The skin is moisturised and radiant.

*1 Change in skin condition over one week *2 Change in skin condition over time

*3 Contains plant extracts in all products *4 Excluding AP MILD series and Protect Base

CELLPHYCS 77

4 MAIN FEATURES



1

PURPOSE-BUILT TRIPLE NANO CAPSULE FORMULA

2

A SERIES OF 4 DIFFERENT TYPES OF SKIN CARE PRODUCTS

3

RICH TEXTURE AND SKIN PENETRATION*¹ AND PENETRATION*²

4

ORIGINAL SCENTING OF ESSENTIAL OILS*³

*1: To the stratum corneum *2: MILD MILK GEL, MILD CREAM, MOIST GEL, BRIGHT GEL *3: Excluding AP MILD series and PROTECT BASE

Feature 1

PURPOSE-BUILT TRIPLE NANO CAPSULE FORMULA

3 types of nanocapsules with high penetrating power* contain the beneficial ingredients required by the skin to work in a targeted way.



① CLEANSING GEL ② FACE WASHING MOUSSE ③ CLEAR LOTION ④ CLEAR SERUM ⑤ CLEAR GEL ⑥ CLEAR MASK ⑦ MILD CLEANSING & FOAM ⑧ MILD LOTION ⑨ MILD MILK GEL ⑩ MILD CREAM ⑪ MOIST LOTION ⑫ MOIST SERUM ⑬ MOIST GEL ⑭ BRIGHT LOTION ⑮ BRIGHT SERUM ⑯ BRIGHT GEL ⑰ BRIGHT MASK ⑱ PROTECT BASE

*To the stratum corneum

* () Figures in parentheses are labeled names.

*The photograph and illustration of the ingredients are for illustrative purposes only.

Feature 2 A SERIES OF 4 DIFFERENT TYPES OF SKIN CARE PRODUCTS

This series is based on the concept that "**SKIN IS NOT ALWAYS THE SAME**".

It is designed to be used according to the skin's own rhythm*, to help the skin become more hydrated and radiant.

AC CLEAR Series

Balances the moisture and oil content of the skin



CLEAR LOTION CLEAR SERUM CLEAR GEL CLEAR MASK

- Often feels shiny and sticky
- Pore size, clogging and blackheads are a problem
- Skin problems occur in the same place
- Feeling of tightness in the skin
- Coarse and dull skin
- About makeup wearing off

AG MOIST Series

Moisturises the skin and firmness



MOIST LOTION MOIST SERUM MOIST GEL

- Dry and flaky
- Skin feels tight after cleansing
- Lack of lustre and skin elasticity
- Dry, sensitive and powdery
- Bad makeup
- Concerned about eyes and mouth

AP MILD Series

For sensitive and fragile skin care



MILD CLEANSING & FOAM MILD LOTION MILD MILK GEL MILD CREAM

- Tingling and stinging
- Dry, flaky and tight
- Feeling a bit twitchy
- Prone to redness
- Prone to skin changes and seasonal changes prone to skin problems

WH BRIGHT Series

With a radiant glow Brighter skin



BRIGHT LOTION BRIGHT SERUM BRIGHT GEL BRIGHT MASK

- Skin feels dry and dull
- Want a brighter skin tone
- Want to maintain current skin condition
- Longing for moist, glowing skin
- Shine in the T-zone or dryness in parts

Feature 3 RICH TEXTURE AND PENETRATION*¹ INTO THE SKIN*²

A rich texture is sought and achieved.
In addition, we have succeeded in improving the skin's penetration*¹.

SMOOTH,
DENSE AND RICH
TEXTURE

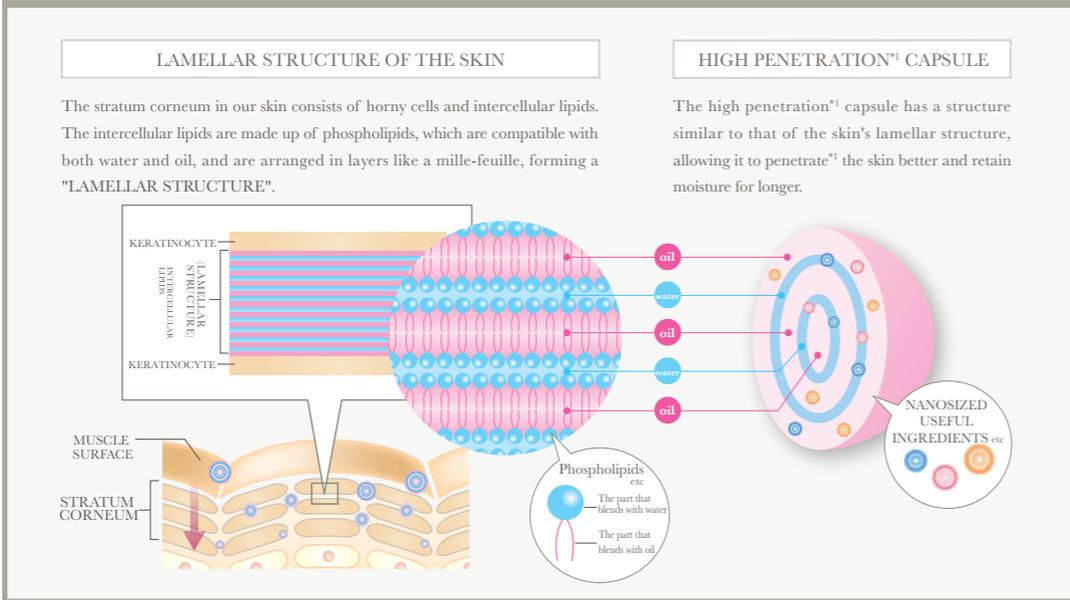
PREVENTS SKIN
IRRITATION
CAUSED BY
FRICTION

HIGH
PENETRATION*¹

KEEP YOUR
MOIST



FORMS A STRUCTURE SIMILAR TO THE LAMELLAR STRUCTURE OF THE SKIN



*1 : To the stratum corneum *2 : MILD MILK GEL, MILD CREAM, MOIST GEL, BRIGHT GEL

Feature 4 ORIGINAL SCENTING OF ESSENTIAL OILS*¹

THE ESSENTIAL OILS IN EACH SERIES HAVE BEEN UNIQUELY PERFUMED AND BLENDED.

CLEANSERS / AC CLEAR Series



HERBAL CITRUS

A fresh, clear fragrance of herbs and citrus

COMBINED WITH ESSENTIAL OILS*²

- Lemon
- Grapefruit
- Lychee Akbeba
- Peppermint
- Eucalyptus
- Cedarwood

AG MOIST Series



FRUITY FLORAL

Floral freshness and cute fragrance

COMBINED WITH ESSENTIAL OILS*³

- Palmarosa
- Roman chamomile

WH BRIGHT Series



ELEGANT FLORAL

The elegance of a bouquet
A luxurious fragrance

COMBINED WITH ESSENTIAL OILS*⁴

- Orange
- Geranium
- Lavender
- Palmarosa
- Bergamot
- Clary sage

*1: Excludes AP MILD series and Protect Base *2 : Citrus Limon (Lemon) Peel Oil / Citrus Grandis (Grapefruit) Peel Oil / Litsea Cubeba Fruit Oil/ Mentha Arvensis Leaf Oil / Eucalyptus Globulus Leaf Oil / Juniperus Virginiana Oil *3 : Cymbopogon Martini Oil / Anthemis Nobilis Flower Oil *4 : Citrus Aurantium Dulcis (Orange) Peel Oil / Pelargonium Graveolens Oil / Lavandula Angustifolia (Lavender) Oil / Cymbopogon Martini Oil / Citrus Aurantium Bergamia (Bergamot) Peel Oil / Salvia Sclarea (Clary) Oil

FOR ALL SKIN
TYPES
CLEANSERS

Cleansers



It removes makeup and dead skin cells while caring for the skin.
for all skin types.

Herbal
Citrus fragrance

CLEANSES WHILE CONTAINS MOISTURIZING
INGREDIENTS THAT LEAVE SKIN
SOFT AND SUPPLE



Amino Acids*
<Beautiful skin
Moisturising ingredient>



**Sodium
Hyaluronate**
<Beautiful skin
Moisturising ingredient>



Soluble Collagen
<Beautiful skin
Moisturising ingredient>



**CELLPHYCS 77
CLEANSING GEL**

<Makeup remover in gel form> rinse off type
150g

The soft, gel-like make-up remover blends with make-up and quickly lifts away dirt and grime. The soft gel-like make-up remover blends with make-up and quickly lifts away dirt and grime, leaving the skin moisturised and healthy.

CONTAINS SKIN CONDITIONING
INGREDIENTS FOR MOIST SKIN



**Artemisia Princeps
Leaf Extract**
<Beautiful skin,
Skin conditioning Ingredient>



**Ananas Sativus
(Pineapple)
Fruit Extract**
<Beautiful skin,
Skin conditioning Ingredient>



Resilient and dense
Cushioned foam



**CELLPHYCS 77
FACE WASHING MOUSSE**

<Washing>
120mL

This mousse-type facial cleanser eliminates the need for lathering. The elastic, chunky foam removes excess oil and dirt, leaving your skin moisturised and refreshed.

<VALUE SERIES>

PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
CLEANSING GEL	150g	480g	3.2 times
FACE WASHING MOUSSE	120mL	330mL	About 2.8 times

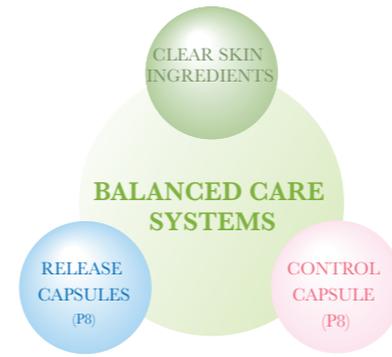
*Serine, Valine, Isoleucine, Threonine, Proline, Histidine, Phenylalanine, Glycine, Alanine, Aspartic Acid, Arginine

*Photographs and illustrations of ingredients are for illustrative purposes only.



Helps to improve the skin's moisture and oil balance
 Leads to a brighter, clearer complexion

Herbal
 Citrus fragrance



CONTAINS EXFOLIATING AND TONING INGREDIENTS TO HELP CLEAR THE SKIN			
Crataegus Cuneata Fruit Extract <Beautiful skin, Skin conditioning Ingredient>	Ziziphus Jujuba Fruit Extract <Beautiful skin, Skin conditioning Ingredient>	Pyrus Malus (Apple) Fruit Extract <Beautiful skin, Skin conditioning Ingredient>	Citrus Grandis (Grapefruit) Fruit Extract <Beautiful skin, Skin conditioning Ingredient>
Citrus Aurantium Dulcis (Orange) Juice <Beautiful skin, Skin conditioning Ingredient>	Citrus Limon (Lemon) Juice <Beautiful skin, Skin conditioning Ingredient>	Citrus Aurantifolia (Lime) Juice <Beautiful skin, Skin conditioning Ingredient>	



**CELLPHYCS 77
 CLEAR LOTION**

<Lotion>
 120mL
 This lotion provides freshness and moisture to keep the skin healthy. It helps to firm and tone the skin, leaving it supple and smooth.



**CELLPHYCS 77
 CLEAR SERUM**

<Serum>
 45mL
 A light-textured serum that helps to improve the skin's firmness and elasticity. It helps to restore the skin's balance* and prevent roughness.



**CELLPHYCS 77
 CLEAR GEL**

<Moisturising gel>
 48g
 This refreshing gel moisturiser is designed to moisturise and protect the skin from dryness. It helps to improve the skin's texture and smoothness.



**CELLPHYCS 77
 CLEAR MASK**

<Mask> rinse off type
 200g
 This mask helps to improve the skin's texture and prevent roughness, leaving it smooth and supple.

*Balance of moisture and fat * The picture is for reference only.



CELLPHYCS 77
TRIAL SET CLEAR

- | CLEANSING GEL <gel type makeup remover> 30g
- | FACE WASHING MOUSSE <Washing> 30mL
- | CLEAR LOTION <Lotion> 28mL
- | CLEAR SERUM <Serum> 8mL
- | CLEAR GEL <Moisturizing Gel> 8g

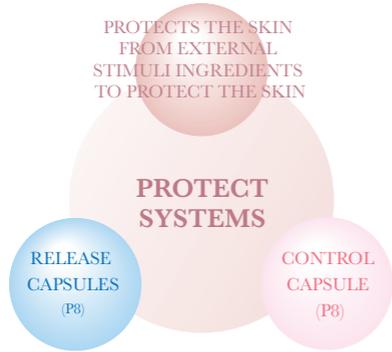
<VALUE SERIES>

PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
CLEAR LOTION	120mL	280mL	about 2.3 times
CLEAR SERUM	45mL	95mL	about 2.1 times
CLEAR GEL	48g	140g	about 2.9 times

<SKIN CARE LINE STEPS>



Soothes, moisturises and nourishes sensitive and fragile skin.



CONTAINS INGREDIENTS TO PROTECT THE SKIN FROM EXTERNAL STIMULI DUE TO DRYNESS

	Ananas Sativus (Pineapple) Fruit Extract <Beautiful skin, Skin conditioning Ingredient>		Rosmarinus Officinalis (Rosemary) Leaf Extract <Beautiful skin, Skin conditioning Ingredient>
	Schizosaccharomyces/ Fig Fruit Ferment Filtrate <Beautiful skin Moisturising ingredient>		Soluble Collagen <Beautiful skin Moisturising ingredient>



CELLPHYCS 77 MILD CLEANSING & FOAM

<Cleansing Foam> 145mL

This cleansing foam acts as both a cleanser and a facial cleanser. It removes impurities and improves the skin's texture while protecting its moisture.
 <CLEANSING> Quickly lifts and removes oil-based make-up and sebum stains.
 <WASHING> When used with water, the fine foam cleanses the skin of dirt and excess oil.



CELLPHYCS 77 MILD LOTION

<Lotion> Face & Body 120mL

A lotion with a fresh texture to cleanse the skin. It penetrates into the stratum corneum and fills the skin with moisture. It is also suitable for use on the body.

Stinging tested*.
(This does not mean that stinging does not occur in all people.)



CELLPHYCS 77 MILD MILK GEL

<Gel Emulsion> Face & Body 120mL

This moisturising gel emulsion protects the skin from dryness. It is rich in moisture and helps to keep the skin supple. It is also suitable for use on the body.

Stinging tested*.
(This does not mean that stinging does not occur in all people.)



CELLPHYCS 77 MILD CREAM

<Cream> Face & Body 100g

The melt-in texture of the cream moisturises the skin and prevents roughness. It protects the skin from dryness and leaves it looking healthy, supple and radiant. It is also suitable for use on the body.

Stinging tested*.
(This does not mean that stinging does not occur in all people.)



CELLPHYCS 77 TRIAL SET MILD

- | MILD CLEANSING & FOAM <Cleansing Foam> 47mL
- | MILD LOTION <Lotion> 28mL
- | MILD MILK GEL <Gel Emulsion> 30mL
- | MILD CREAM <Cream> 30g

<VALUE SERIES>

PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
MILD CLEANSING & FOAM	145mL	480mL	about 3.3 times
MILD LOTION	120mL	280mL	about 2.3 times
MILD MILK GEL	120mL	280mL	about 2.3 times
MILD CREAM	100g	200g	2 times

<SKIN CARE LINE STEPS>



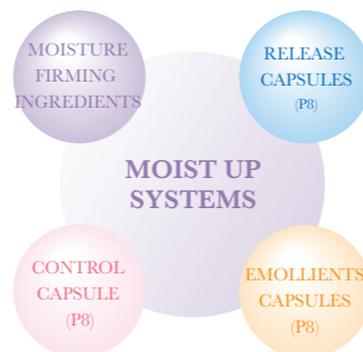
AG

Moist Series



Moisturizes the skin and makes it glow and firm skin

Fruity Floral fragrance



CONTAINS 11 AMINO ACIDS FOR MOISTURISED SKIN

Serine	Valine	Isoleucine	Threonine
Proline	Histidine	Phenylalanine	Glycine
Alanine	Aspartic Acid	Arginine	

CONTAINS INGREDIENTS TO IMPROVE SKIN ELASTICITY



Alpinia Speciosa Leaf Extract
<Firming ingredient>



Passiflora Edulis Seed Oil
<Firming ingredients>



CELLPHYCS 77 MOIST LOTION

<Lotion>
120mL

This lotion helps to moisturise the skin*, leaving it smooth and beautiful. The lotion has a moisturising texture and leaves the skin glowing and healthy.



CELLPHYCS 77 MOIST SERUM

<Serum>
45mL

This serum is designed to soften and improve the suppleness of the skin. Its moisturising action helps to smooth, firm and moisturise the skin.



CELLPHYCS 77 MOIST GEL

<Gel like Cream>
48g

This gel-like cream protects the skin from dryness and helps it to become more hydrated. It replenishes the skin with oil and protects it from dryness and irritation.

*To the stratum corneum *Ingredients are for illustrative purposes only.



CELLPHYCS 77

TRIAL SET MOIST

- | CLEANSING GEL <gel type makeup remover> 30g
- | FACE WASHING MOUSSE <Washing> 30mL
- | MOIST LOTION <Lotion> 28mL
- | MOIST SERUM <Serum> 8mL
- | MOIST GEL <Moisturizing Gel> 8g



<VALUE SERIES>

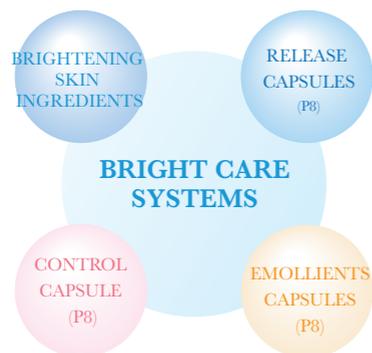
PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
MOIST LOTION	120mL	280mL	about 2.3 times
MOIST SERUM	45mL	95mL	about 2.1 times
MOIST GEL	48g	140g	about 2.9 times

<SKIN CARE LINE STEPS>



Protects the skin from external stimuli caused by UV rays
Leaves skin glowing, radiant and bright.

Elegant
Floral fragrance



CONTAINS TRADITIONAL PLANT EXTRACTS TO BRIGHTEN THE SKIN

<p>Scutellaria Baicalensis Root Extract <Beautiful skin, Skin conditioning Ingredient></p>	<p>Glycyrrhiza Glabra (Licorice) Root Extract <Firming ingredient></p>	<p>Artemisia Capillaris Flower Extract <Firming ingredient></p>
<p>Ziziphus Jujuba Fruit Extract <Beautiful skin, Skin conditioning Ingredient></p>	<p>Angelica Acutiloba Root Extract <Firming ingredient></p>	



CELLPHYCS 77 BRIGHT LOTION

<Lotion>
120mL

This lotion has a pleasant texture and a rich moisturising effect on the skin. It leaves the skin smooth, fresh and radiant.



CELLPHYCS 77 BRIGHT SERUM

<Serum>
45mL

A smoothing and moisturising serum. It helps to improve the skin's texture, leaving it supple and radiant.



CELLPHYCS 77 BRIGHT GEL

<Gel like Cream>
45g

A gel cream for brightening*. It is a richly moisturising cream that protects the skin from dryness and prevents skin irritation.



CELLPHYCS 77 BRIGHT MASK

<Mask> rinse off type
200g

A rinse-off mask for brightening*. It leaves the skin moisturised, smooth and soft.



CELLPHYCS 77 TRIAL SET BRIGHT

- | CLEANSING GEL <gel type makeup remover> 30g
- | FACE WASHING MOUSSE <Washing> 30mL
- | BRIGHT LOTION <Lotion> 28mL
- | BRIGHT SERUM <Serum> 8mL
- | BRIGHT GEL <Moisturizing Gel> 8g

<VALUE SERIES>

PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
BRIGHT LOTION	120mL	280mL	about 2.3 times
BRIGHT SERUM	45mL	95mL	about 2.1 times
BRIGHT GEL	45g	138g	about 3.1 times

<SKIN CARE LINE STEPS>



MOISTURIZING
MAKEUP BASE

Protect Base



The perfect base for your foundation

Protects the skin from UV rays while maintaining moisture

CONTAINS MOISTURISING
INGREDIENTS TO ENHANCE HYDRATION



Soluble Collagen
<Beautiful skin
Moisturising ingredient>



Sodium Hyaluronate
<Beautiful skin
Moisturising ingredient>



CELLPHYCS 77
PROTECT BASE

<Make base>
30g

This foundation base is designed to improve the application and consistency of your foundation. The moist texture helps to improve the skin's texture and prevent makeup from smudging. It protects the skin from UV rays and prevents sun spots and freckles.

<VALUE SERIES>

PRODUCT NAME	RETAIL SIZE	VALUE SIZE	VOLUME COMPARISON
PROTECT BASE	30g	60g	2 times



CELLPHYCS 77 can be used in a line tailored to your skin's needs* to improve its condition and make it healthier. We recommend the use of the full range, from make-up remover to make-up primer.



**FOR A RHYTHMIC,
MOISTURIZED AND RADIANCE SKIN**