

E.

10 year age increment skin

E. Perfect Cream

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5 functions in 1

Lotion/Serum/
Milky lotion/Cream/Mask

Fragrance Free, Colourant Free,
Paraben Free, Alcohol Free

An age-specific all-in-one cream that looks at the life of the skin.



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10 year age increment skin

**Lotion, Serum, Milky Lotion, Cream and Mask.
An all in one cream that fulfils 5 functions.**

E.Perfect Cream is an all-in-one cream with a new concept that aims to improve the beauty of each of the seven age groups of women's skin in 10-year increments.

As women's skin ages, its needs change little by little.
And so do the skin problems you feel...

Our skin research has focused on the fact that these changes appear in a 10-year cycle. We have chosen an unprecedented approach called "**10-year age-step skin**" to respond to what the skin of that age wants most at that time.

We want to look after women's skin throughout its life.
A completely new anti-ageing care regime has begun with 7 age-specific all-in-one creams.

Ageing care: age-appropriate moisture care

I WILL LIVE WITH THIS SKIN FOREVER



Deliver it to the inside of the skin*¹.

So two nanocapsules.

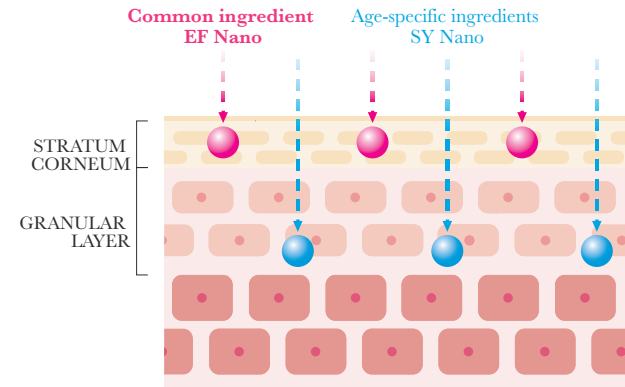
E. has developed 2 types of nanocapsules² of different sizes to deliver beauty moisturising ingredients deep into the stratum corneum and maintain their moisturising effect for an extended period of time.

By altering the penetration speed, the product successfully delivers moisture to the stratum corneum and keeps it there for a longer period of time.

The "Common Ingredient EF Nano" delivers important basic ingredients to all skin types first, while the "Age-Specific Ingredient SY Nano" aims for beautiful skin of each age group.

*1: Stratum corneum

*2: The "nano" in nanocapsules is an extremely small unit, where 1 nm is one millionth of a millimetre.



ORGANIC RAW MATERIALS AND SAFE IN-HOUSE PRODUCTION*1



E. Perfect Cream was formulated for each age group in 10-year increments based on cumulative skin data*2 of over 1 million women.

Plant materials are organic agricultural products grown by contract farmers throughout Japan. Water is taken from the clear HIJI River, one of the 100 best waters in Japan. The products are manufactured under thorough quality control at the company's own factory in Ozu, Ehime, which is also blessed with limpid air.

*1 Affiliated company Bloom Classic Co.,Ltd.

*2 Data collected and analysed by sister company Bloom Classic, which has been operating beauty salons since 1987.



Manufacturing Factory : BLUM CLASSIC EHIME TECHNO FACTORY

ISO 9001:2015 (quality management system)

ISO 14001:2015 (environmental management system)

ISO 22716:2007 (cosmetics GMP)



No.1 ~24 Years Old, Problem Skin

E.Perfect Cream 1

Moisturises and smoothens adult skin that tends to fluctuate.

This age group is prone to skin problems due to the stress of a busy lifestyle and irregularities such as lack of sleep. Many people suffer from acne, pimples and blackheads in the pores. Unlike adolescent skin problems, recurring redness and pimples on adult skin are partly due to a disturbance in skin rhythms caused by dryness. Moisturising and conditioning care that balances moisture and oil is very important.



50g ¥3,630 (incl tax)



10g ¥715 (incl tax)

Transparent gel type with a supple feel to regulate fluctuations in mature skin.

"Cordyline Terminalis Leaf Extract" for keeping skin healthy "Cynara Scolymus (Artichoke) Leaf Extract" for moisturising and conditioning for a smooth and pleasant feeling the moment you touch your skin with your hands, for moist, flawless and fresh skin beauty.



Pyrus Malus (Apple) Juice

(Skin Conditioning Ingredients)



Cordyline Terminalis Leaf Extract

(Skin Conditioning Ingredients)



Cynara Scolymus (Artichoke) Leaf Extract

(Skin Conditioning Ingredients)



Glycine Soja (Soybean) Sterols

(Moisturising Ingredients)

No.2 25~34 Years Old, Problem Skin

E.Perfect Cream 2

Skin changes, moisture for the Around 30th generation.

They experience new problems such as tightness of the skin due to reduced moisture content, and open pores and blackheads. This is the age when changes in metabolism and hormones become apparent and people begin to feel different from before in various situations. It is also around this age that the skin's ability to recover from skin problems caused by stress such as changes in the living environment declines. To combat dryness and pore problems caused by texture disorders, use a skincare regime that focuses on replenishing moisture.



50g ¥3,850 (incl tax)



10g ¥770 (incl tax)

What you want is a gel cream that always feels soft and skin smooth.

"Trifolium Pratense (Clover) Flower Extract" to improve skin texture "Squalane" to keep skin plump and soft Fresh, bouncy and beautiful skin that can withstand changes in life and environment.



Trifolium Pratense (Clover) Flower Extract

(Skin Conditioning Ingredients)



Squalane

(Moisturising Ingredients)



Oryza Sativa (Rice) Lees Extract

(Moisturising Ingredients)



Royal Jelly Extract

(Moisturising Ingredients)



No.3 35~44 Years Old, Problem Skin **E.Perfect Cream 3**

Ageing skincare that starts with the skin's future in mind.

This is the generation that begins to experience spots, wrinkles and sagging, said to be the three major skin problems of women, and is concerned about skincare. Inside the skin, collagen, hyaluronic acid and other substances decrease, weakening the skin's ability to support firmness and elasticity, while on the surface, spots, wrinkles and dullness appear due to the effects of UV rays and external stimuli that the skin has been exposed to. Switch to an ageing care regime suited to your skin's condition to keep your skin looking vibrant and fresh.



50g ¥4,070 (incl tax)

Gel cream with a light, thick texture for bouncy, firm, bright and clear skin.

"Plantago Major Seed Extract" for healthy skin
 "Ubiquinone" for firm skin full of moisture: provides the moisture the skin needs now to achieve a comfortable firmness and elasticity.



10g ¥825 (incl tax)



Plantago Major Seed Extract (Moisturising Ingredients)



Scutellaria Baicalensis Root Extract (Skin Conditioning Ingredients)



Ubiquinone (Antioxidant Ingredients)



Oryza Sativa (Rice) Lees Extract (Moisturising Ingredients)

*Ageing skincare, ageing care: age-appropriate moisture care.

No.4 45~54 Years Old, Problem Skin **E.Perfect Cream 4**

Skincare focused on all-round skin concerns.

The body's hormonal balance is changing and the skin impression is gradually changing. As metabolism slows down, turnover is disturbed and the skin texture becomes rough and pores widen. Wrinkles and sagging skin begin to become more noticeable due to the loss of elasticity, and spots become darker and larger. In this age group, when skin problems spread in all directions, it is important to take care of ageing skin with an emphasis on moisturising.



50g ¥4,400 (incl tax)

A rich, easy-rolling gel cream with moisture firmness and elasticity that bounces back off the fingers.

Hydrolyzed to deliver deep moisture "Hyaluronic Acid" to deliver deep moisture
 "Soluble Collagen" for plumpness and elasticity
 Collagen for a moist, voluptuous and glowing skin to maintain an everlasting skin impression.



10g ¥880 (incl tax)



Hydrolyzed Hyaluronic Acid (Moisturising Ingredients)



Glycine Soja (Soybean) Seed Extract (Skin Conditioning Ingredients)



Soluble Collagen (Firming Ingredients)



Prunus Mume Seed Extract (Firming Ingredients)

*Ageing care: age-appropriate moisture care.



No.5 55~64 Years Old, Problem Skin **E.Perfect Cream 5**

Simple care with this one product for complex skin problems.

Various visible skin problems such as spots, wrinkles, sagging and dullness are compounded. Face lines become blurred and the skin's firmness and elasticity look different when touched by hand. The skin's potential is boosted by an emollient treatment that responds to overlapping skin concerns in an all-in-one solution, which is not compatible with the conventional skincare routine.



50g ¥4,620 (incl tax)



10g ¥935 (incl tax)

Thick, rich gel cream
for prestige-looking, radiant skin.

"Hydrolyzed Elastin" for a feeling of moisture firmness and elasticity.

"Ubiquinone" for fresh skin: an anti-ageing treatment that fills the skin with high-quality moisture for a variety of skin problems and emphasises luminosity and bulk.



Hydrolyzed
Elastin
(Firming Ingredients)



Acetyl
Hexapeptide-8
(Anti Wrinkle
Ingredients)



Fullerenes
(Skin Conditioning
Ingredients)



Ubiquinone
(Antioxidant Ingredients)

*Ageing care: age-appropriate moisture care.

No.6 65~74 Years Old, Problem Skin **E.Perfect Cream 6**

The aim is to achieve ageless beauty forever.

When the turnover process is down, a thick layer of dead skin cells accumulates on the epidermis. The skin loses transparency and at the same time lacks moisture, which deepens the appearance of roughness and lack of firmness. Visible signs of ageing, such as lines and marionette lines, will also progress. Keep your skin soft and glowing forever with deep moisture.



50g ¥4,950 (incl tax)



10g ¥990 (incl tax)

Rich cream with a rich, dense texture
for positive skin that feels vibrant.

Juicy moisturising elasticity 'Prunus Persica (Peach) Fruit Extract' 'Glycine Soja (Soybean) Seed Extract' for feminine soft skin Age-defying skin is beautifully radiant, moist and full of luminosity, firmness and elasticity.



Prunus Persica
(Peach) Fruit
Extract
(Firming Ingredients)



Royal Jelly
Extract
(Moisturising
Ingredients)



Acetyl
Hexapeptide-8
(Anti Wrinkle
Ingredients)



Glycine Soja
(Soybean) Seed
Extract
(Skin Conditioning Ingredients)



No.7 75~ Years Old, Problem Skin **E.Perfect Cream 7**

E. Highest moisturising power ever, for blissfully moist skin

The skin gradually loses its firmness and luster, and the entire face becomes blurred in appearance and impression. As dead skin cells accumulate and keratinisation progresses, the skin becomes noticeably dull and less transparent. When the skin is in good condition, you feel refreshed and radiant. Keep your skin soft, relaxed and full of moisture to keep it looking and feeling fresh and bouncy.



50g ¥5,280 (incl tax)

A thick cream that wraps the skin in a veil of luxurious moisture.

"Royal Jelly Extract" for healthy skin "Soluble Proteoglycan" for a feminine glow you'll always cherish. For smooth, flawless skin that is pleasant to the touch.



10g ¥1,045 (incl tax)



Sodium Hyaluronate
(Moisturising Ingredients)



Royal Jelly Extract
(Moisturising Ingredients)



Soluble Proteoglycan
(Firming Ingredients)



Squalane
(Moisturising Ingredients)

HOW TO USE

(1) After washing your face Dry your face with a towel.



(2) With the special spatula Take a small amount (about 2 cm in diameter)



(3) Warm the cream in the palm of your hand.



(4) Gently smooth over the face and neck.



- * To apply as a pack, apply a little more to your face and massage gently. Leave on for a few minutes, then pat off excess cream with a tissue or sleep with it on and wash your face the next morning.
- * If dryness is a concern, apply after cleansing and toning your skin.
- * After use, wipe off the spatula with a tissue and store in a clean place.