



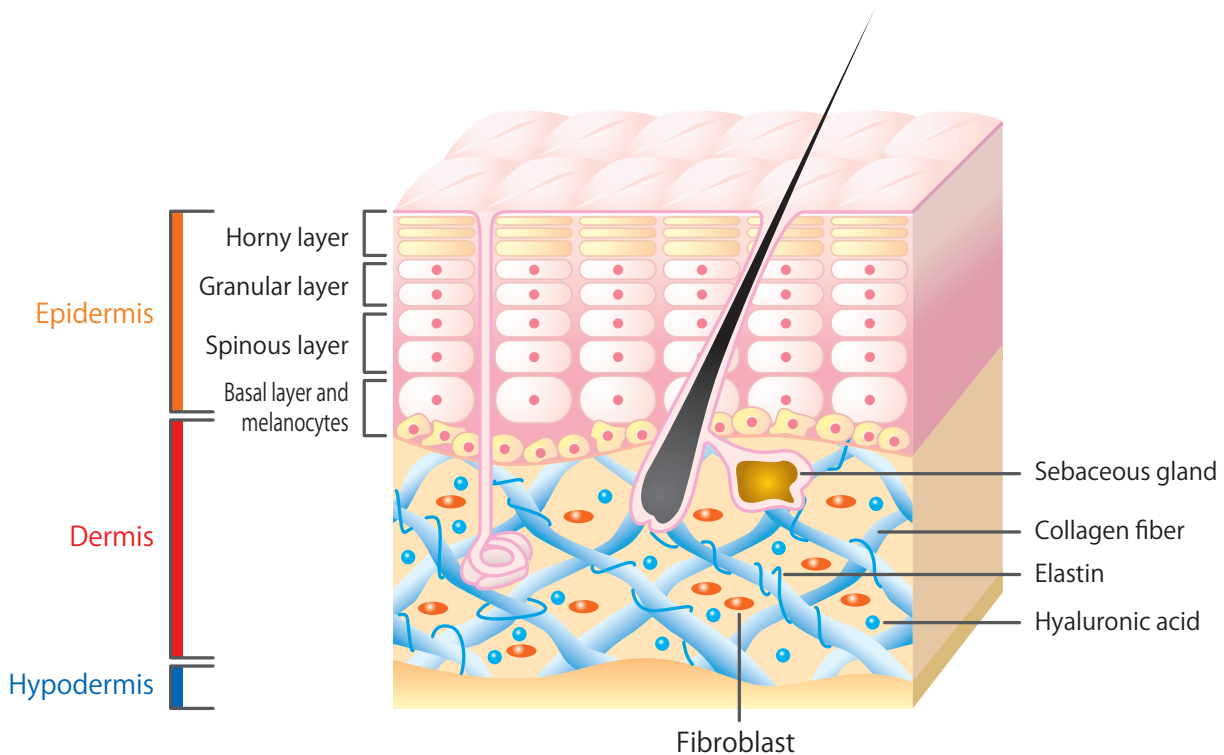
美いね!  
— bene —  
Brand concerning the  
heart and body



Premium Raw Collagen Essence

Choice Japan Co., Ltd.

The cross section of the epidermis is divided into three layers. There is an epidermis, dermis and hypodermis in order from the surface. There are sebaceous glands and sweat glands as accessory organs.



## 【Epidermis】

This is the outermost part of your skin. This has the role of protecting the skin itself. This works to protect the interior of your body from stimulation such as ultraviolet rays, bacteria and drying. This has a thickness of about 0.2 mm.

## 【Dermis】

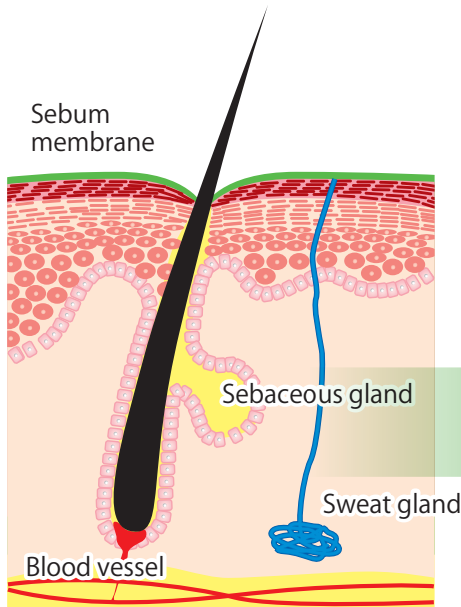
This is a thick layer containing a lot of moisture. This is the layer that is the source of tension and elasticity in your skin. The part for which the main ingredient is the fiber (collagen) that keeps the tension in your skin and the part for which the main ingredient is the fiber (elastin) that keeps the elasticity in your skin are stretched in a mesh shape. This is the source of the tension and elasticity in your skin.

## 【Hypodermis】

This is the part that protects the inside of your body from various shocks. This is also called subcutaneous fat tissue because it contains a lot of fat. This has a cushioning role and heat retention function.

The most important parts for beautiful skin are mainly the **epidermis** and **dermis**. However, these functions decline and various troubles occur with age.

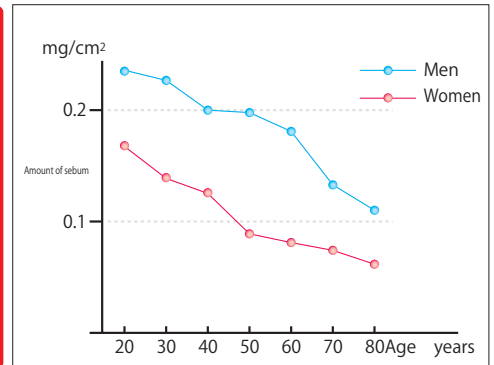
# Surface of Your Skin: Protected by Sebum Membrane



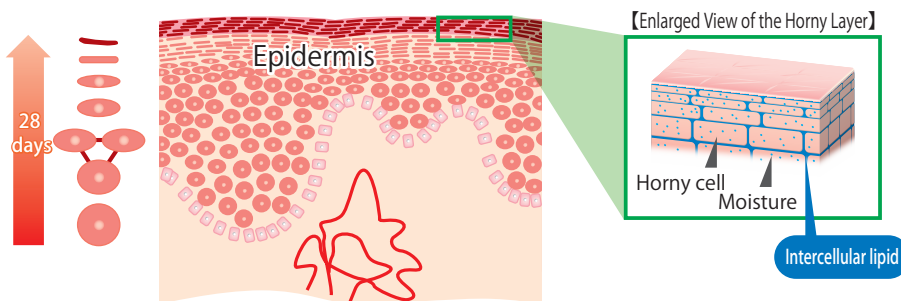
The sebum membrane is a natural cream formed by sebum (oil) secreted from sebaceous glands and sweat (moisture) secreted from sweat glands. This has an important function to keep your skin moist by minimizing the evaporation of its moisture. Moreover, it protects your skin from external stimuli and harmful substances. However, the amount of this sebum membrane decreases with your age.

Your sebum membrane decreases as you age

Changes with Age in Sebum Production Capacity



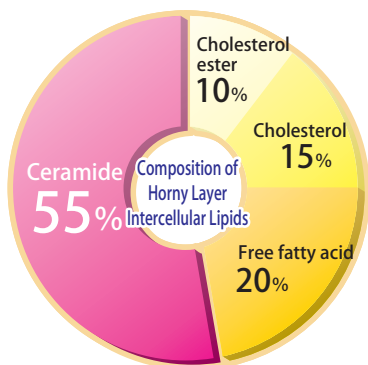
## Epidermis: Maintains Beauty with Rebirth



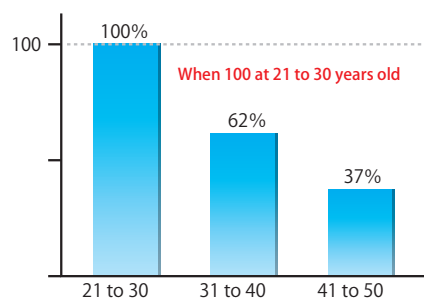
The horny layer at the outermost of your skin retains moisture due to the regularized horny cells and intercellular lipids. The texture of your skin will become disturbed and you will lose a sense of transparency if you suffer a decrease in intercellular lipids.

The rebirth of skin that is called the healthy turnover of skin (metabolism) occurs in a 28-day cycle. If this turnover cycle is disturbed, your skin will lose its soft feel and smoothness. Furthermore, your skin will become harder and dullness will appear.

The intercellular lipid moisturizing ingredient called "ceramide" decreases if normal turnover collapses due to the environment and aging.



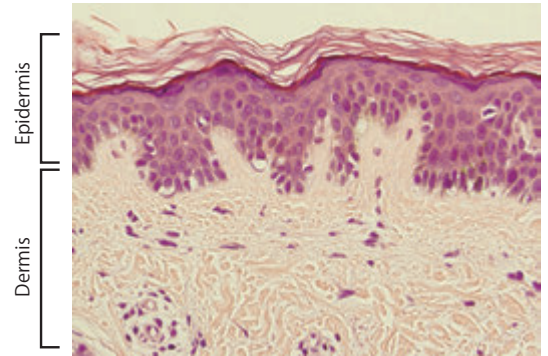
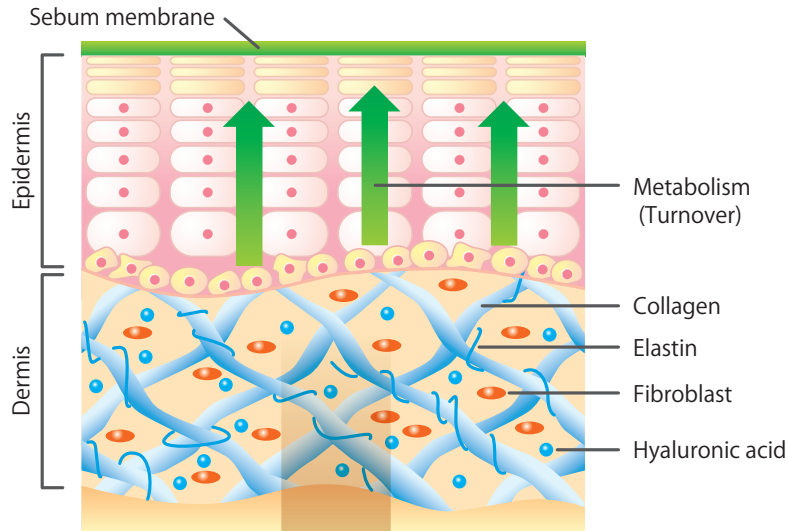
Ceramide is the main ingredient of intercellular lipid.



Comparison of the Amount of Ceramide by Age

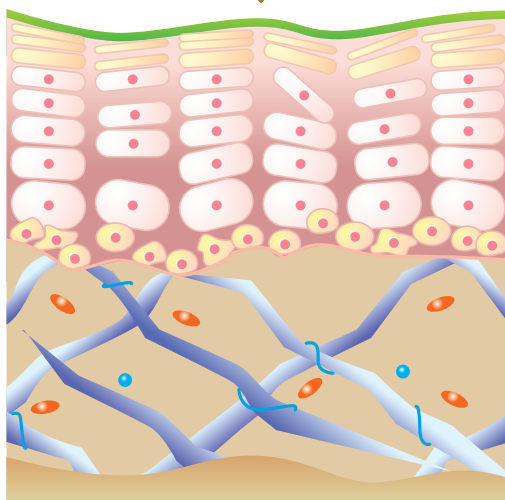
You will lose the most important barrier on the outside of your skin and suffer a significant loss in the moisturizing power of your skin itself if the ceramide on your skin surface decreases.

# Elasticity of Your Dermis Creates Youthfulness



Cross-section View of the Skin (Photograph)

Your dermis has a sponge-like structure in which water-retaining polymers (e.g. hyaluronic acid) spread out while containing plenty of moisture between the fibers of protein (e.g. collagen and elastin). The elasticity of your skin is determined by the condition of your dermis. Healthy skin is rich in tension and flexibility from collagen, elastin, hyaluronic acid and other polymers. The cells in your dermis (fibroblasts) are produced in these skin components.



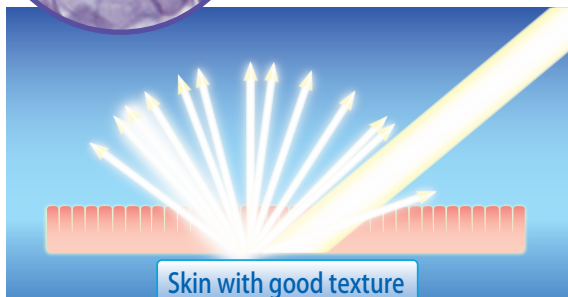
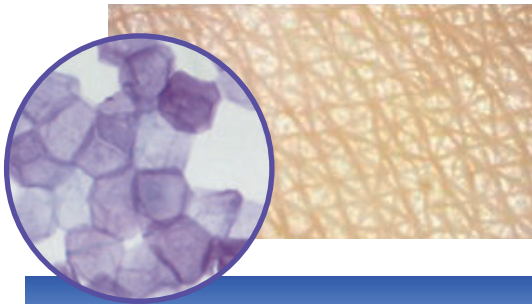
Dermis Damaged Skin

Aging or ultraviolet ray damage will result in collagen and elastin in your dermis degenerating and becoming hard and losing its elasticity. At the same time, hyaluronic acid will also be lost and there will be a reduction in moisture as well. Furthermore, elasticity will disappear. This will leave your dermis tissue sagging. As a result, wrinkles and sagginess will appear on your skin.

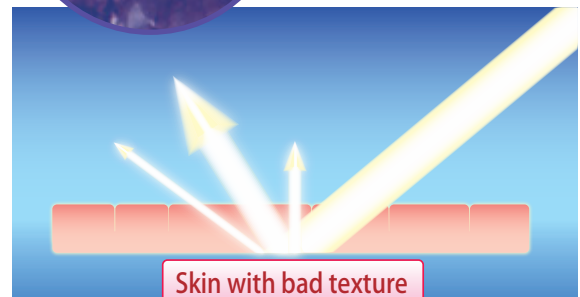
# What Is Skin Texture?

This is the unevenness of the epidermal depressions and crista cutis (bumps) on the surface of your skin. Texture and dullness have a close relationship.

## On the surface of your skin Texture

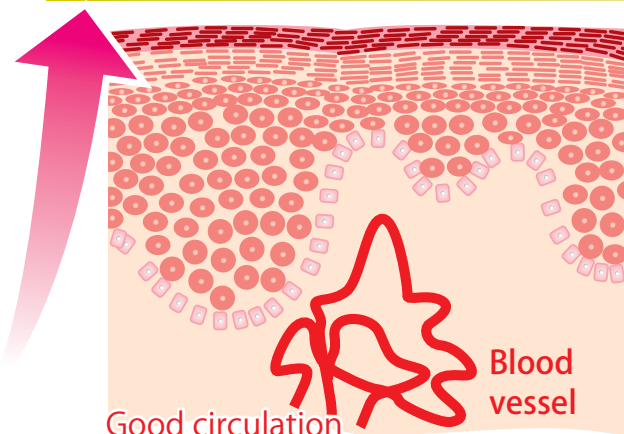


The state in which the texture is in order is one in which the width of the epidermal depressions is narrow, the crista cutis are uniformly aligned and beautiful triangles form a line. In such a state, light finely rebounds in a complex manner and appears fluffy white. This creates a sense of transparency on your skin.

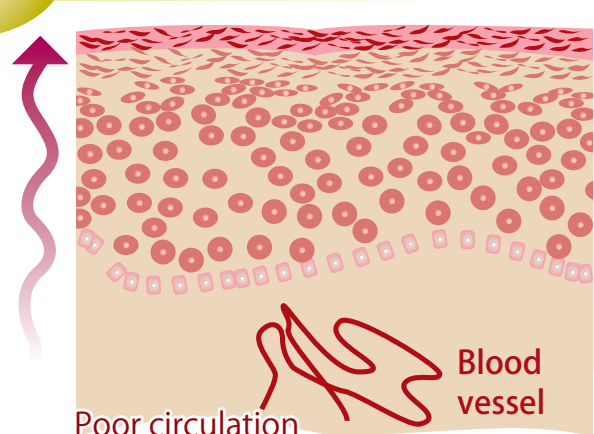


The state in which the texture is out of order is one in which the width of the epidermal depressions is wide, there is a difference in height and unevenness in the crista cutis, and triangle and rectangles are jumbled together. In such a state, diffusion of light is low and uneven. This causes your skin to look dull.

## In the inside of your skin Dullness



There is good circulation and plenty of moisture in the horny layer. Therefore, turnover is performed smoothly. The texture is in order and there is a sense of transparency.



There is poor circulation, insufficient moisture in the horny layer and the turnover is also slow. Therefore, old horny skin does not peel and fall off. The texture becomes rough and the skin looks dull.

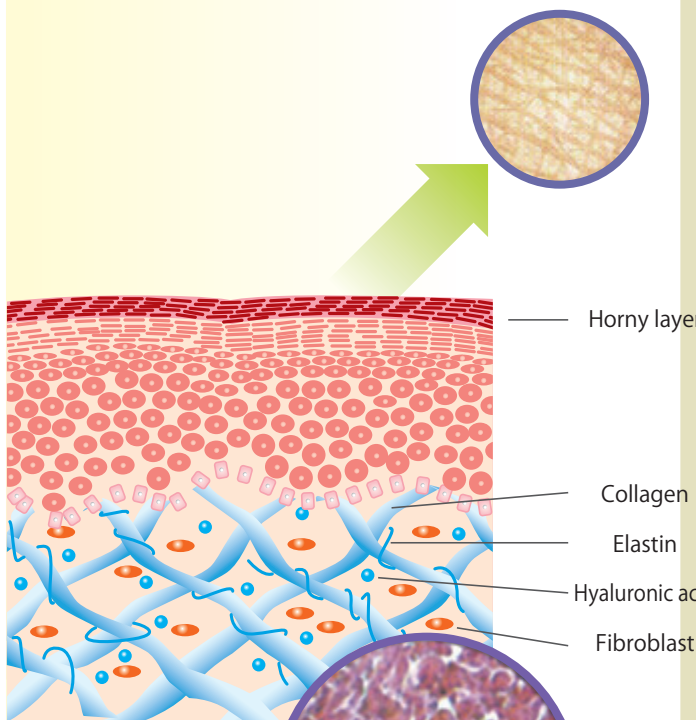
- Let's remove the old horny skin and keep skin clean
- Let's give plenty of moisture to the horny layer
- Let's improve blood circulation and make turnover normal



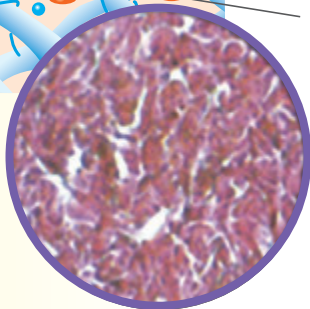
Cause of fine wrinkles: Insufficient moisture in the epidermis

Cause of sagging and wrinkles: Decline of elasticity in the dermis

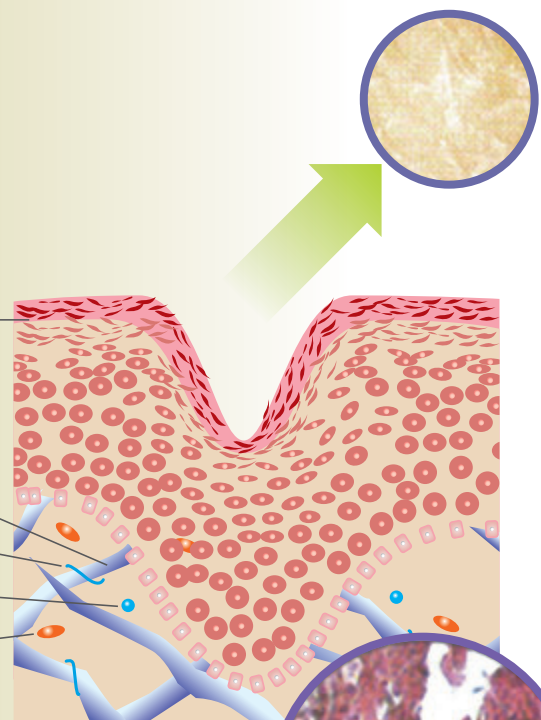
## Wrinkle-free skin



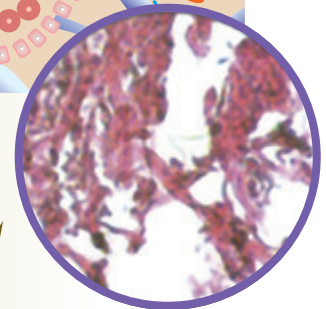
There is sufficient moisture in the epidermis and the structure of the dermis is also firm. The texture is finely elastic.



## Wrinkled skin



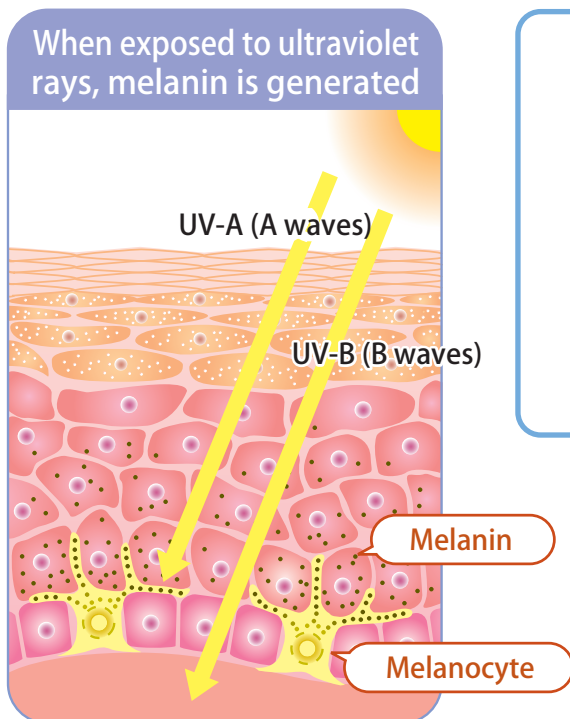
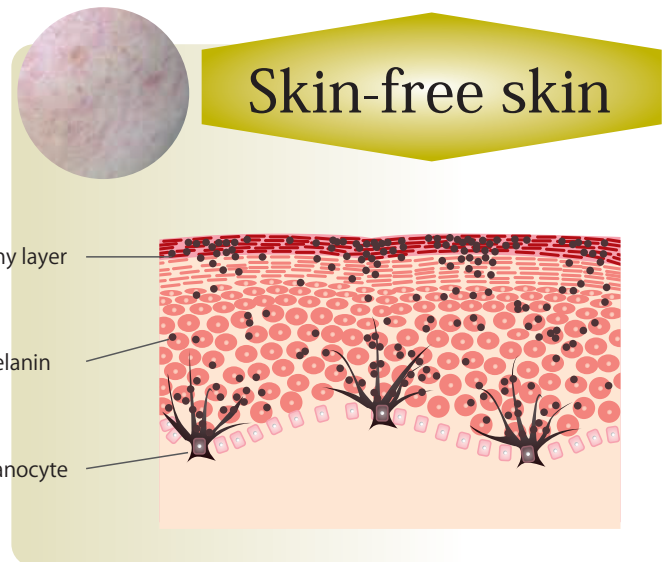
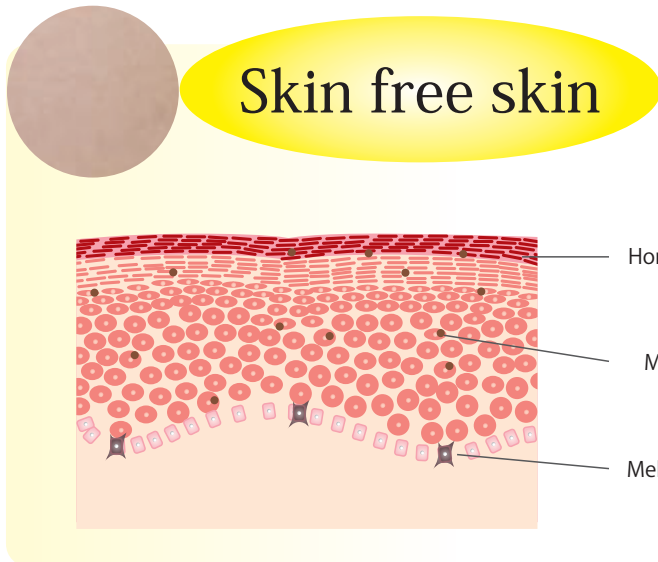
There is no moisture on the epidermis so fine wrinkles form. Dermal ingredients decrease, elasticity is lost and deep wrinkles are liable to form.



Ultraviolet rays, drying and aging advance the progress of wrinkles and sagging.

Let's thoroughly maintain skin so that moisture is not lost  
Let's take care to raise the vitality of the dermis  
(Take anti-aging measures such as massages and beauty lotions)

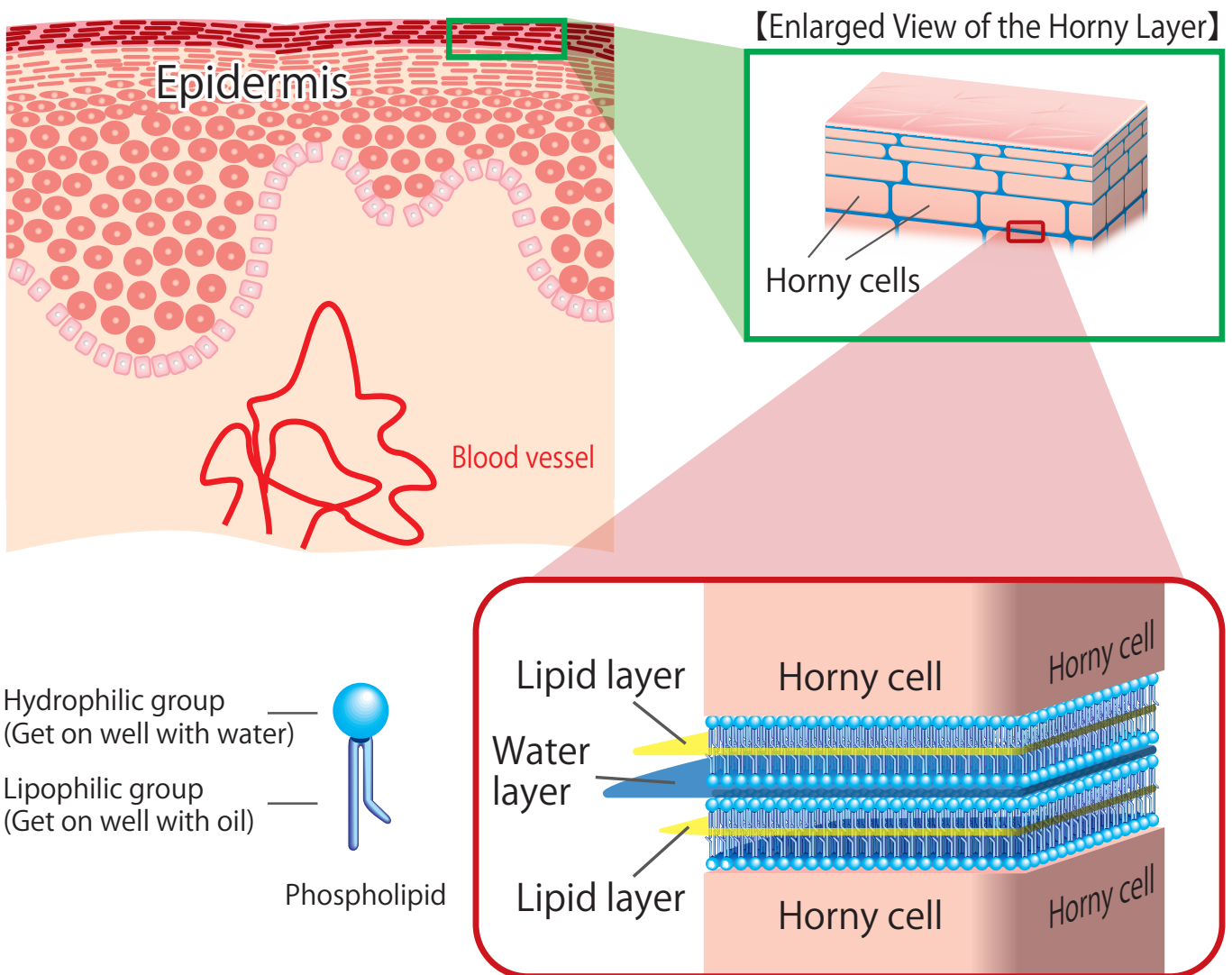
Spots and freckles: Parts where the production of melanin is high  
Cause: Amount of ultraviolet rays to which the skin has been exposed × Aging



Melanin has a function to protect your skin from ultraviolet rays. The color of your skin is determined by the amount of this melanin. When exposed to ultraviolet rays, the number of melanocytes (pigment cells) increases and the amount of melanin generated increases. Spots, freckles and dark skin are caused by the generation of excessive melanin due to ultraviolet rays. In addition, the partial increase in activity of melanocytes due to aging leads to spots.

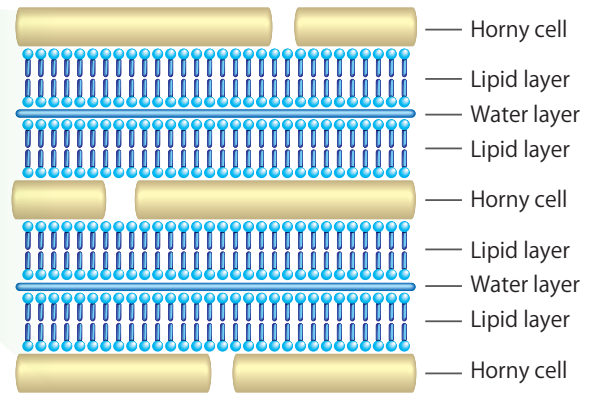
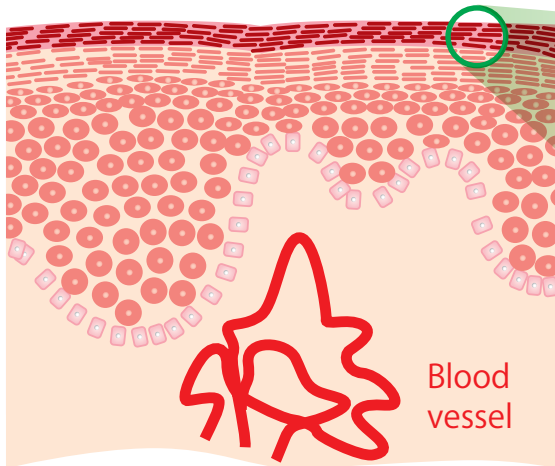
Let's activate the rebirth of skin  
Let's suppress the generation of melanin  
(e.g. ultraviolet ray prevention and whitening beauty lotions)

The horny layer is maintained with intercellular lipids and NMF moisture. Horny cells are connected just like cement filling the gaps between bricks. The main ingredient of intercellular lipid is ceramide. (NMF: Moisturizing ingredient that people original possess)



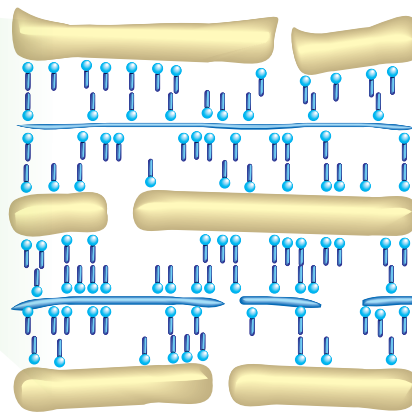
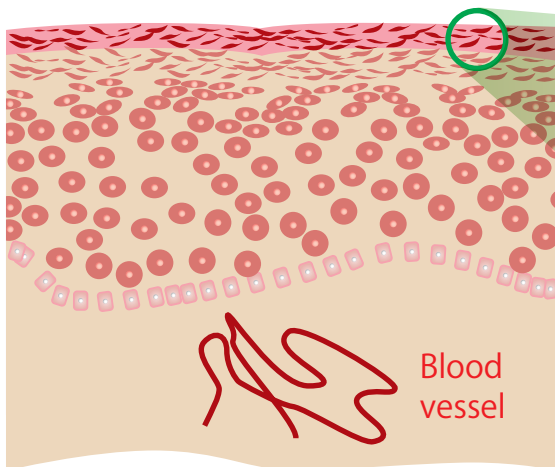
Your skin is determined by the condition of the horny layer. The horny layer is determined by the condition of the lamellar structure. In other words, it is essential to keep the lamellar structure normal to maintain healthy skin.





### 【Healthy Skin】

In healthy skin, the phospholipids are lined up and the lamellar structure is in place.



### 【Unhealthy Skin】

In unhealthy skin, there are insufficient phospholipids and the lamellar structure is disturbed.

Choice Japan believes it is essential to supplement the raw collagen and phospholipids originally found in living bodies to keep the lamellar structure normal. Ensuring the skin is in a state in which both moisture and oil are kept in plentiful supply increases its barrier function and eliminates various skin troubles!

In general, there are three types of collagen.

① Raw collagen

This is the collagen originally possessed inside our bodies. It has a triple helix structure.

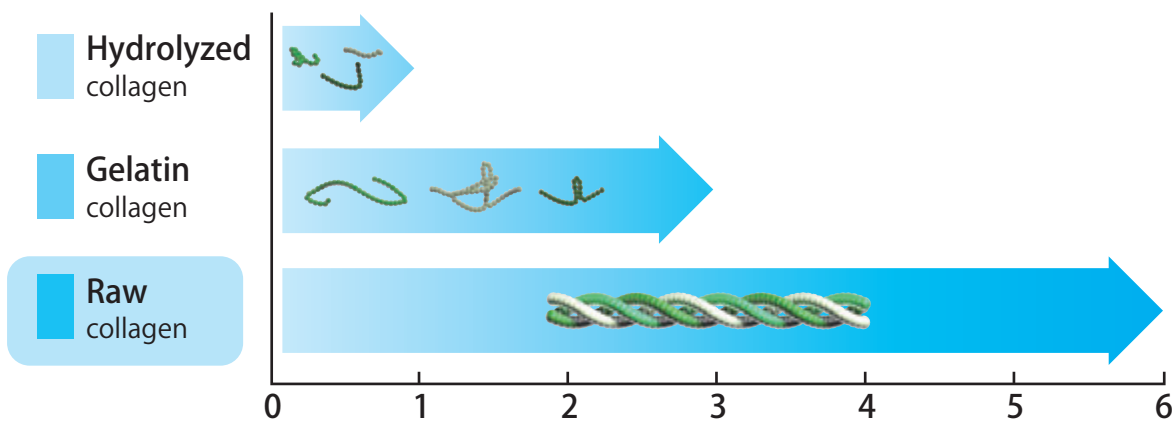
② Gelatin

This is collagen in a state in which the triple helix structure of raw collagen has been unraveled.

③ Hydrolyzed collagen

ぜ This is collagen in which gelatin has been broken down by enzymes and is easily soluble in water.

The primary difference between the three types of collagen is their water retention capabilities. If we say that the water retention capability of hydrolyzed collagen is 1, it would be 2 for gelatin and 6 for raw collagen.



Comparison of the Types of Collagen and Their Water Retention Capabilities

Raw collagen boasts a strong water retention capability. However, its weak point is that it is not strong against heat. Therefore, until now, raw collagen had to be freeze-dried and mixed in with a special solution prior to use before being stored in a refrigerator. The raw collagen adopted by Choice Japan[ ご注意ください。 ] overcomes this weakness.

\*The secret to this is adopting triple helix scale collagen extracted from the scales of the tilapia freshwater fish native to the basin of the Nile River. The purity of this is higher than the collagen of other fish and it is possible to make fibers resembling biological tissue quickly. Therefore, it has a property of being resistant to denaturation (this is when the helix structure unravels and changes to gelatin due to a rise in temperature).

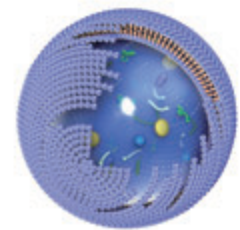
\*However, please keep away from direct sunlight and high temperatures the same as with regular cosmetics.

The useful ingredients contained are all enclosed and blended into the three nanocapsules below. It is possible to deliver the necessary ingredients to where they need to be delivered like a sensor by properly using and formulating three types of nanocapsule.

Molecularization and Post-nano Processing Capsulation  
Ingredients are carried into the deep part of the skin after safely passing through the barrier layer.

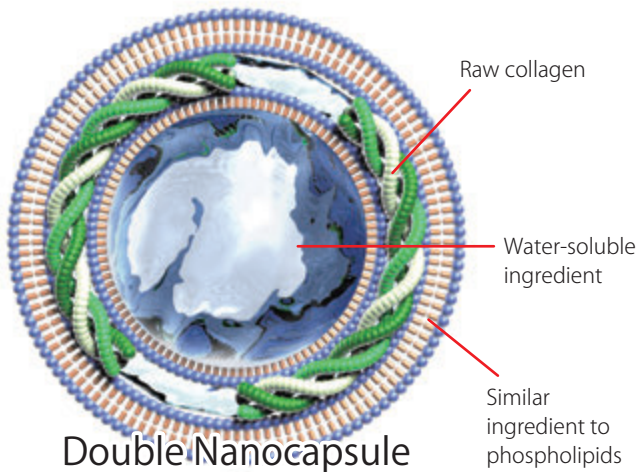
Surprisingly small world

The relationship between the size of 1 m and 1 nm is the same as the relationship between the size of the earth and a one yen coin.



Nanocapsule

## Permeating Raw Collagen



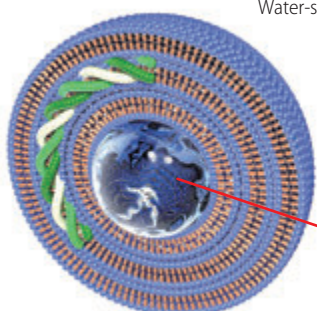
Double Nanocapsule

### Nanocapsule Features

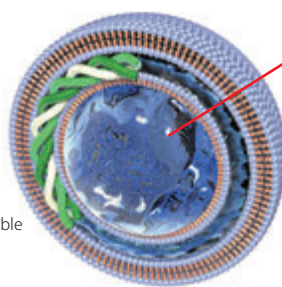
- Multiple layers with soft membranes
- Possesses rotational mobility
- High permeability
- Ingredients similar to the phospholipids in the skin
- Collagen has differences in its molecular weight and speed of delivery, so we mix in all three types of collagen.

The three types of nanocapsule deliver the useful ingredients with a time difference.

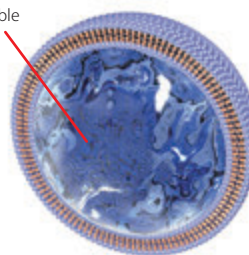
Water-soluble ingredients: Hydrolyzed collagen, hyaluronic acid (Na), Hyalorepair, VC ethyl and Ceracute



This is a multi-layered nanocapsule that ensures the thorough permeation of useful ingredients



This is a double nanocapsule that contain useful ingredients in large quantities



This is a single nanocapsule that quickly delivers useful ingredients to the dermis

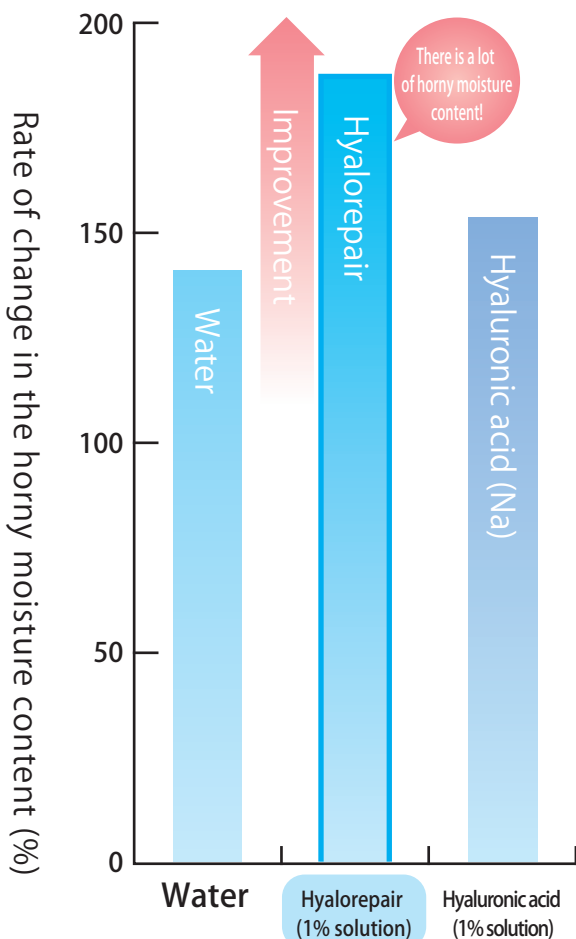
Choice Japan has formulated a new ingredient to care for the lamellar structure together with raw collagen. This is called “Hyalorepair.” Hyalorepair enters the water layer of the lamellar structure together with raw collagen to restore the barrier function and improve your skin’s moisture content and moisture transpiration.

Hyalorepair is called “restorative hyaluronic acid” that gives a function to approach the barrier function with hyaluronate sodium which has high water retention capability, moisturizing and excellent tissue affinity. It is necessary to prevent transpiration of moisture and enhance the barrier function to properly care for the lamellar structure. In other words, Hyalorepair is the most suitable ingredient for lamellar care.

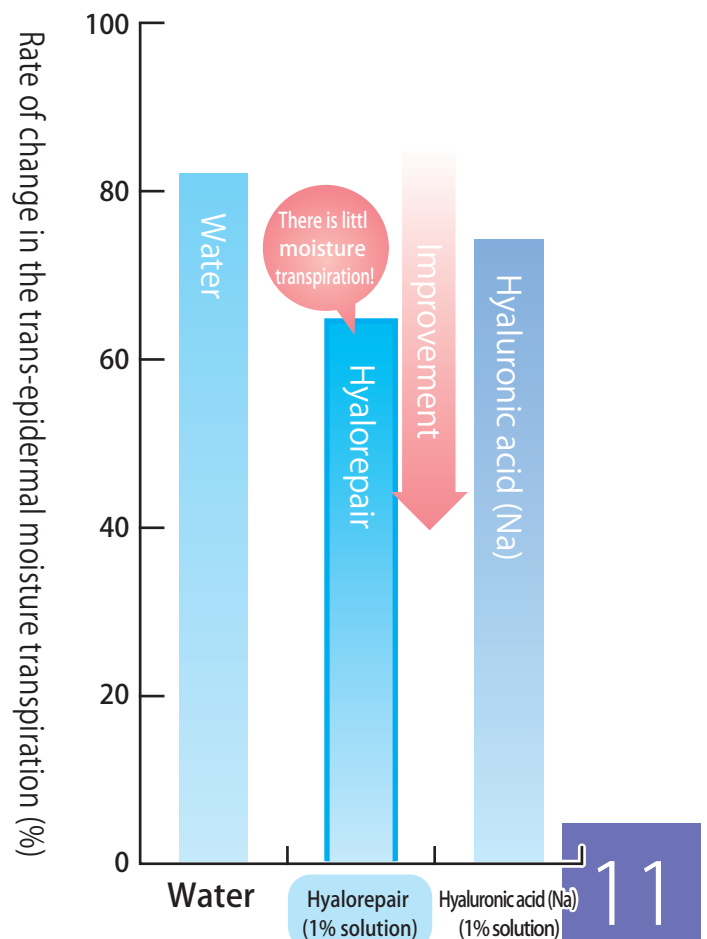
## Changes in the Horny Moisture Content

**Hyalorepair (1% aqueous solution) suppresses moisture transpiration the best.**

【Rate of Change in the Horny Moisture Content Three Days after Application】

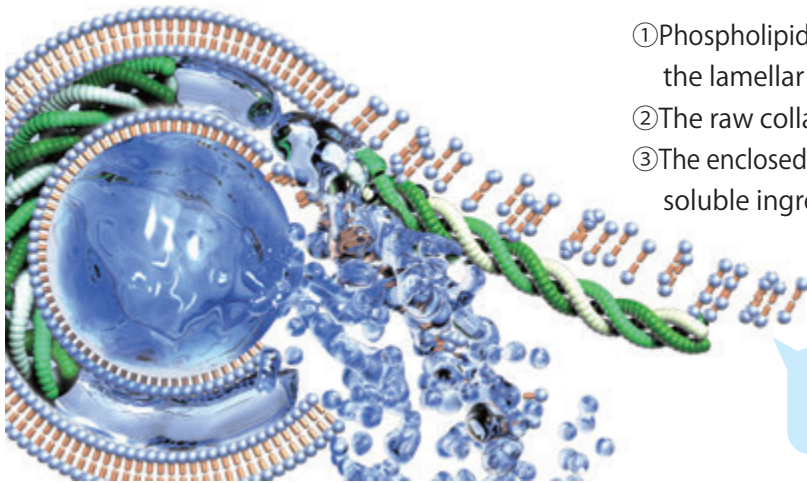


【Rate of Change in the Amount of Trans-epidermal Moisture Transpiration】



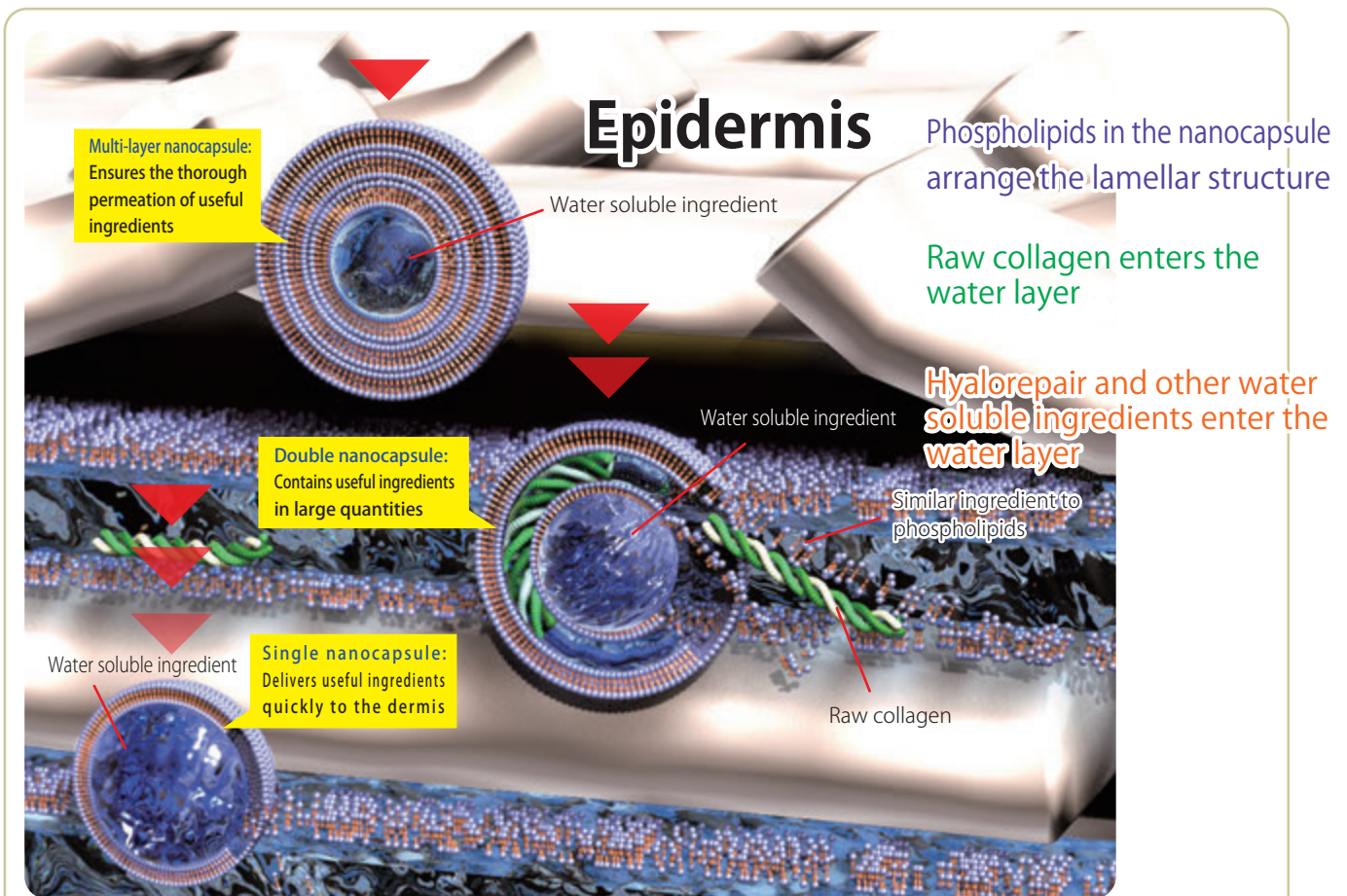


The raw collagen and useful ingredients enclosed in three types of nanocapsule care for the lamellar structure.



- ① Phospholipids in the nanocapsule permeate while arranging the lamellar structure.
- ② The raw collagen is guided inside.
- ③ The enclosed Hyalorepair, Ceracut, VC ethyl and other water soluble ingredients enter the water layer.

The phospholipids in the nanocapsule carry out structural repair while becoming the materials of the lamellar structure.





It is not possible to say your skin is truly healthy if you neglect care for the surface of your skin even if you completely care for the inside of your skin. Care for the surface of your skin that is directly exposed to external stimuli is also very important.

## Hyaluronic Acid Crosspolymer

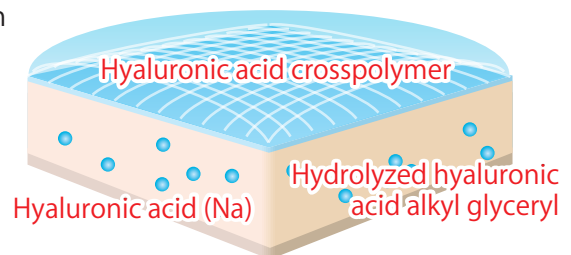
There are various invisible normal bacteria flora on the surface of the skin. These release the hyaluronic acid breakdown enzymes to breakdown hyaluronic acid. Hyaluronic acid crosspolymer is seven times the size of regular hyaluronic acid. Hyaluronic acids have a three-dimensional structure like that of a net basket. Mixing useful ingredients into this three-dimensional structure causes hyaluronic acid and useful ingredients to demonstrate effectiveness over a long time while gradually being broken down by hyaluronic breakdown enzymes. This lifts up fine wrinkles from the interior.

### Tri Type: Three New Types of Hyaluronic Acid

\*Moisturizing ingredients display names: Hyaluronic acid (Na), hyaluronic acid crosspolymer (Na) and hydrolyzed hyaluronic acid alkyl (C12-13) glyceryl

There is a function to thoroughly protect the skin from dryness and external stimuli. Moreover, dryness of the skin is prevented by the three-dimensional water retention method with even better water retention than ever before.

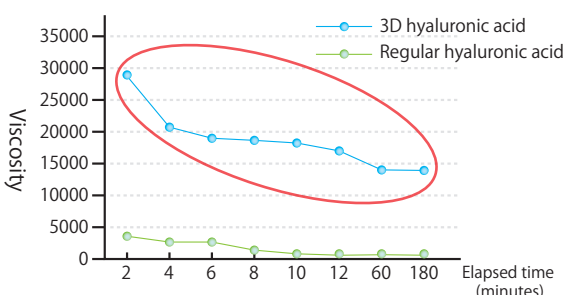
**3D structure**



### Three Features Compared to Regular Hyaluronic Acid

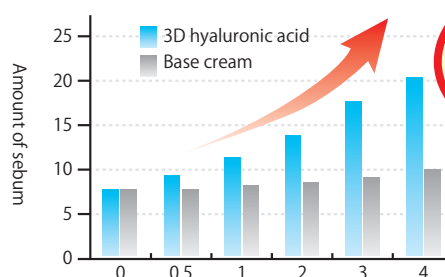
- **Super-moisturizing:** It is possible to maintain the moisturizing effect for a long time because it becomes hyaluronic acid for the first time by enzyme breakdown
- **Time release effect:** Active ingredients are confined in the inside of the mesh structure and then released together with the broken down hyaluronic acid
- **Immediate repair:** The hyaluronic acid in the three dimensional network lifts up fine wrinkles from the interior to repair wrinkles

Comparison of the Structure for Hyaluronic Acid Breakdown Enzymes



Viscosity decreases as the hyaluronic acid breaks down. It is possible to see that high viscosity is maintained even with the passage of time compared to regular hyaluronic acid. This demonstrates that there is an advanced capability to provide hyaluronic acid to the skin over a long period of time.

3D Hyaluronic Acid Moisturizing Effect



This is a graph that compares how the amount of moisture changes in the horny layer with the passage of time when cream formulated with hyaluronic acid crosspolymer (Na) and the unformulated cream are applied. We can see that the horny layer maintains a high water retention capability over a long period of time due to the effect of the hyaluronic acid crosspolymer (Na).

Ceramide, the main ingredient of intercellular lipid, is an indispensable ingredient to keep skin moisturized. Ceracute is a newly developed ingredient modeled on this ceramide. It is said to have approximately five times the elasticity improvement rate of collagen and has a very similar structure to ceramide. These Ceracute form a network on the surface of skin and pull against each other to perfectly lift up sagging skin.

**This powerful lift improvement is the secret to feeling the immediate effect the moment this product is applied.**

**Check**

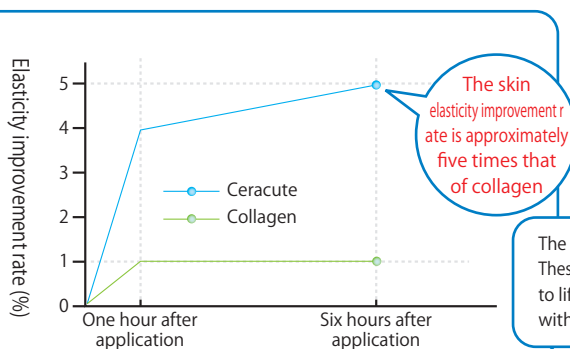
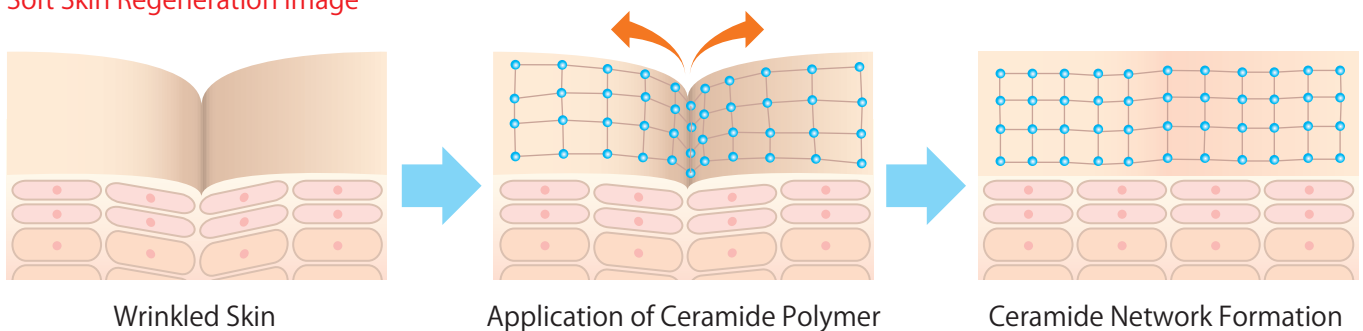
## Polymer Ingredient with a Ceramide Structure

### “Ceracute”

is a polymer ingredient developed modeled on the ceramide (the main ingredient of intercellular lipid) that keeps the skin moisturized and has a very similar structure to ceramide. Therefore, it has an excellent affinity with the skin. Furthermore, a ceramide network is formed on the skin surface due to the affinity between these Ceracute by polymerization.

**This lifts up skin and it is possible to regenerate skin rich in flexibility and elasticity.**

### Soft Skin Regeneration Image



Ceracute, which closely resembles the ceramide structure of skin, tightens skin and gives tension by knitting pinned to the surface of skin. There is also a soft elasticity and a touch that feels as though skin has been completely reborn.

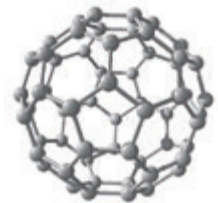
The polymer of the Ceracute forms a mesh network on the surface of loose skin. These then strongly pull from both sides to firmly push up sagging skin. The power to lift up strongly has a might exceeding that of collagen in the instant applied with an immediate action.

# Specially Formulated Useful Ingredients

Choice Japan does not cut corners when it comes to useful ingredients in addition to moisturizing.

## Fullerene

Fullerene is an ingredient that has drawn global attention since Dr. Kroto and others won the Nobel Prize in Chemistry in 1996 for their achievements based on the discovery of fullerene. This ingredient is composed only of carbon like diamond and has a shape like that of a soccer ball. It has a function to suck up the reactive oxygen that causes aging like a sponge. It also has an antioxidant function 125 times that of vitamin C and a collagen generation promotion function 800 times that of placenta. This is an extremely expensive ingredient. However, it is possible to expect the following beauty effects and so it has a truly savior-like existence for women.



### 【Fullerene Beauty Effects】

- Reactive oxygen removal effect: Fullerene removes the reactive oxygen that causes aging to give you youthful skin.
- Cell fat prevention effect: Fullerene blocks attacks on skin cells by reactive oxygen generated in response to the stimulation of ultraviolet rays.
- Melanin suppression effect: Fullerene sucks up the harmful stimuli that cause melanin generation to prevent pigmentation by melanin.
- Cellulite suppression effect: Fullerene has an effect of suppressing the accumulation of fat.

## Ginseng Extract

Saponin is famous as an active ingredient of ginseng. Saponin normalizes turnover in the skin rebirth cycle, removes unnecessary horny substances on the surface of skin, and leads to soft and smooth skin. Furthermore, it prevents wrinkles and pigmentation. It also has an effect of increasing the repair speed of skin. These effects are obtained by the high antioxidant function possessed by saponin. Moreover, the moisturizing ingredient called panagin acid brings about an advanced beauty effect. It is possible to expect an effect on rough skin, dry skin and atopic skin.



## VC Ethyl (Vitamin C Ethyl)

VC ethyl is a kind of vitamin C derivative. Vitamin C derivatives are those for which enzyme reactions in the body produce vitamin C. Vitamin C is hardly absorbed even if ingested in the body as it is because its molecules are unstable. Vitamin C derivatives compensate for this drawback. Furthermore, VC ethyl has the feature of turning into vitamin C in an extremely short time compared to regular vitamin C. Therefore, it has an excellent immediate effect and also a continued action that remains in the body for 72 hours. This is truly a derivative to vitamin C that is one step ahead of others. Antioxidant power is synergistically increased by being simultaneously blended with fullerene.

## Peace of Mind Formulation

We don't use any parabens, phenoxyethanol, fragrances, colorings, mineral oils, synthetic surfactants or alcohols.

## How to Use

Take an appropriate amount in the palm of your hand. Apply it as though pushing it with the palm of your hand focusing on the parts you are concerned about. Please use after washing your face when moisture is most liable to evaporation. Create the conditions in which your skin easily receives moisture. You will then further enhance the effect of the face lotion and milky lotion you use afterward.

