

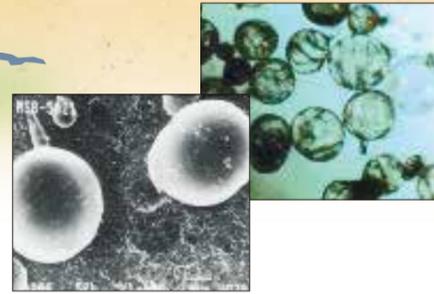
SHIRASU VOLCANIC ASH

from SAKURAJIMA JAPAN

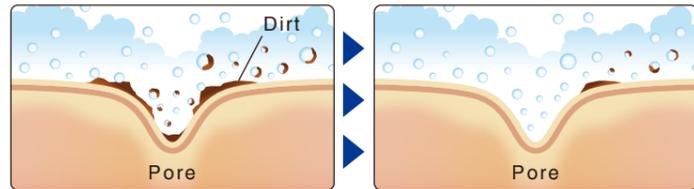
FACE SOAP SERIES

Clean with fine particle volcanic ash

Volcanic Ash used for "Shirasu-Volcanic Ash-Series" is made in Mt.Sakurajima in Kagoshima prefecture, and is well known for quality, the fine particles. Processing those particles at high temperature, they turn into minute round-shaped cavities which are called "Shirasu Balloon". This Shirasu Balloon is used as the main ingredient for the series, and gently cleanses the delicate skin.



Removing the dirt



Fine particle volcanic ash (Shirasu) washes right to the bottom of pores to remove impurities.

Impurities from the bottom of pores are caught and completely washed away with the adsorption power of volcanic ash (shirasu).

Moisturizing



In addition to polyquaternium-51, which is said to have twice the moisturizing power of hyaluronic acid, it contains plant-derived ingredients such as brown sugar, aloe vera leaf extract and royal jelly to moisturize the skin and protect it from tightening and drying out.

Media

Shirasu Soap has been featured in beauty magazines and was ranked No.1 on a famous cosmetics ranking site! It also gets favourable reviews on internet forums.



Delicate Face Wash



Shirasu -Volcanic Ash-Soap
NET.100g JPY 1,800

Elastic and Smooth Pack



Shirasu -Volcanic Ash-Pac
NET.100g JPY 1,800

- This product contains shirasu (volcanic ash) so please make sure not to get it in your eyes.
- If you do get it in your eyes, wash out immediately with water.
- If you feel like there is still something in your eye or there is continued discomfort, please consult an eye specialist.

Try the lather of creamy, high-density volcanic ash soap.

Create a creamy lather by adding Shirasu Soap to cold or lukewarm water little by little in the foaming net. Massage your face gently with the foam rather than rubbing. The springy, rich foam gently envelops your face and the fine particle volcanic ash soap washes away dirt right from the bottom of your pores. Feel refreshed and moisturized after washing.

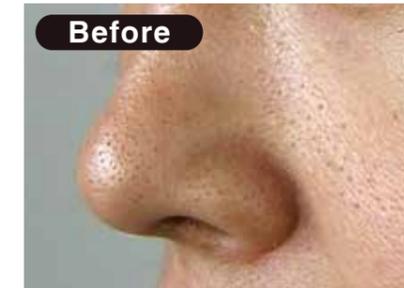
Such high density that the foam can support a coin

Shirasu Soap lather is fine and so dense that it will support a coin.



Lighter skin after washing

If we compare the area around the nose where sebum and pore impurities are most visible, we can see that the impurities in the pores and blackheads have been washed away after using Shirasu Soap. In addition, there is no shine from sebum and the skin looks lighter overall.



Cherry blossom essence added to volcanic ash-soap for even further mellow moisturizing.

Cherry trees are called "Prunus Cutibles" for Chinese medicine, and have been widely used since the Edo period in Japan. "Someiyoshino", one of the most popular among the Japanese Sakura family, is known for its ingredients which are effective for the beauty of the skin. The essence extracted from the leaves of Someiyoshino, is effective for prevention of the rough skin, anti-inflammatory effect, and skin-whitening (preventing the production of melanin).



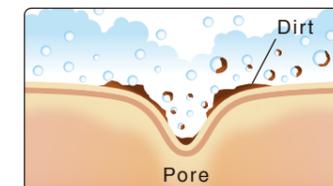
SAKURA Volcanic Ash-Soap

NET.100g JPY 1,800



Success to make into micro particles of Shirasu (volcanic ash)

Sakura Volcanic ash soap can be used for all skin types. Absorbing the dirt in the pores with the smooth creamy lather made from micro particles of Shirasu (volcanic ash).



Thoroughly removing the dirt in the deep pore with the minute particles of the volcanic ash, and gentle froth cleansing the sensitive skin.



Providing the skin with moisture with PRUNUS YEDOENSIS LEAF EXTRACT while totally cleansing the skin.