

Usage: To remove makeup.



- ⊙ An oil-based makeup remover.
- ⊙ Spreads well and cleanses without hard rubbing.
- ⊙ Washes off easily without stickiness.
- ⊙ Contains extract of Wakan plant (Japanese and Chinese traditional medicinal plants), evening primrose (oenothera biennis) oil*1.
- ⊙ The active ingredient, stearyl glycyrrhetinate, protects the skin from damage and pimples.



*1 Evening Primrose
月見草 (tsukimiso)

ELTHEO
OIL CLEANSER
Oil-based make-up
cleanser for the face.
300mL

Why is it oil based?

Oil based cleanser cleanses more powerfully than other types.

- ⊙ The Oil Cleanser spreads well and starts acting on the finest textured skin surface.
- ⊙ Gentle to the skin because you only need to dab lightly during the wash.
- ⊙ Removes eye makeup that is hard to get off.
- ⊙ Washes off thoroughly without any sticky after-wash feeling.



ELTHEO OIL CLEANSER



Milk-based cleanser

by K Company



Cream type cleanser

by H Company



gel type Cleanser

by H Company

* Oil based cleanser blended well with the makeup, and so a lip stick that was normally difficult to remove came off simply by applying the cleanser to the skin.

How to apply: Washing off

【 Step1 】 Blend the Oil Cleanser with the makeup



① The face and the palm must be dry.



② Pump the Oil Cleanser 3 times onto a dry palm.

※ You need more Oil Cleanser while applying, add by pumping once at a time.



③ Apply the Oil Cleanser on a wider surface such as the cheek or forehead first. Gradually spread it to the rest of the face.



④ Work the Oil Cleanser into the makeup using a circular motion.

※ It is important to do this gently without rubbing the skin hard.

【 Step 2 】 Before washing the Oil Cleanser off



⑤ Wet the entire face with a palm-full of water.

⑥ Combine the Oil Cleanser applied on the face with water using a circular motion as in ④.

⑦ When fingers require more lubrication for a smoother motion, repeat action ⑤ and ⑥ 3 times.

【 Step3 】 Washing off

⑧ Wash off thoroughly using cold or lukewarm water.

※ Remember also to wash off thoroughly along the hair line and the face line.



【To the next step】 Continue to the soap wash page

Make sure to wash the face with soap after washing off the Oil Cleanser.

Basic steps

OIL CLEANSER

▶ SOAP

▶ SKIN LOTION

▶ ESSENCE

▶ MILK LOTION

▶ crystalution
or
fairlution

Recommended Usage:

How to remove eye makeup that is hard to wash off

How to remove eye makeup that is hard to wash off such as waterproof mascara: Work the Oil Cleanser into the eye makeup first. Then work it onto the rest of the face. By allowing a little extra time, you can even remove a waterproof mascara.

* Spread the Oil Cleanser onto your palm, then apply a small amount at a time. This will prevent any Oil Cleanser getting in your eye.

How to cleanse clogged pores

If you are concerned with clogged pores that give skin a 'sandy' or rough feeling, allow extra time (1 to 2 minutes) when working the Oil Cleanser into those areas. This will cleanse pore-clogging matter and roughness.

* Pore-clogging matter is a mixture of sebum and protein (stratum corneum cells) which form in our pores.

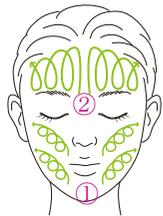
How to feel refreshed with Oil Cleanser massage

Light massaging applied while working the Oil Cleanser into the makeup will not only cleanse your pores but also enhance the circulation of blood and lymphatic fluids. Massage should be given during ④ of **[Step1]** in the How to apply section of the reverse side.

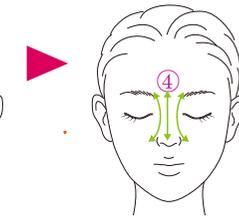
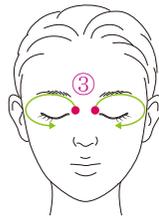
*Improving the circulation of blood and lymphatic fluids can reduce puffiness, which, in turn, creates a better defined face line.

★ Use the full length of four fingers to massage a wider area on the face (cheek, forehead). Use the centre of the middle finger as the main finger to massage a smaller area (around the eye, wing of the nose) .

①·② From the centre of a cheek or the forehead, work the fingers outward using a circular motion. Repeat this 3 times.



③ Press the pressure point located at the inner end of an eyebrow (●) for 3 seconds. Then, massage along the upper eye lid towards the outer end of an eyebrow and return.



④ Massage the ridge of the nose up and down 6 times each way.

⑤ Massage around the wings of the nose 6 times.
 ⑥ Massage to push up the corners of the mouth.



⑦ Massage to push up the entire cheeks and ⑧ the face line. Repeat 3 times. Then, press the pressure points on the temples (●) for 3 seconds.



* Massage should be gentle, slow, and thorough.

FAQ

What is mineral oil ?

Mineral oil is a type of oil derived from minerals. The ingredients of cosmetics that are not animal-derived or plant-derived are mineral-derived. There are

Incorrect application:

I cannot wash the Oil Cleanser off so easily

After working the Oil Cleanser into the makeup, let it emulsify instead of washing it off at once. This will promote a thorough wash off. Emulsification occurs when water and oil are combined, and this forms emulsification particles. When oil in the Oil Cleanser and the makeup is combined with water, the mixture becomes lighter and so easier to wash off.

* Refer to ⑤, ⑥, ⑦ of **[Step2]** Before washing the Oil Cleanser off in the How to apply section of the reverse side.

My skin turned red from massaging with the Oil Cleanser.

Do not press hard when massaging and continue a gentle massage for 1 to 2 minutes only. Hard rubbing of the skin or leaving the Oil Cleanser on the skin for a long time irritates the skin and may cause dryness or other skin troubles.

* The Oil Cleanser is formulated to give gentle care to the skin when removing the makeup but it is not intended to be used as a massage oil. Excessive massaging will irritate the skin.

Usage: Face washing



ELTHEO SOAP
Cleansing soap for the face.
100g

- ⊙ Makes a fine lather and removes dirt thoroughly.
- ⊙ Moisturizing action component keeps skin's own moisture within and gives the skin a gentle finish.
- ⊙ Gently removes oxidised sebum and old stratum corneum giving the skin a translucent look.
- ⊙ Contains extract of Wakan plant, betula alba bark*2.
- ⊙ The active ingredient, dipotassium glycyrrhizate, protects the skin from damage and pimples.



SOAP NET



Birch *2
白樺 (shirakaba)

Framed soap is made by slowly drying and maturing the ingredients in moulds.

- ◆ Soap bars can be made by moulding (framing) the soap mixture over a long time (Japanese craftsmanship) or by fast machine milling.
- ⊙ Eltheo Soap is framed soap that is dried naturally (matured) over 60 days.

How is Eltheo Soap different from common soap?

- ⊙ It is possible to add more effective ingredients such as moisturizing action components to framed soap compared to milled soap. This makes the soap lather softly and gently on the skin.

We also paid attention to the soap base, a fatty acid.

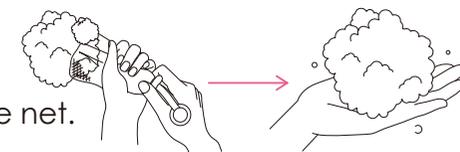
- ⊙ Soap formulated for cleansing and lather as the primary feature often removes too much skin's natural oil. This causes protein to malform and damage the skin.
- Eltheo Soap uses only fatty acids that are gentle on the skin.

How to apply: Wash with lather

【 Step1 】 Place Eltheo Soap in a soap net and lather.



- ① Rinse your face and hands lightly.
- ② Soak Eltheo Soap and the soap net in water, Place the soap in the net and rub gently, then take the soap out.
- ③ Aerate the net. Rub the net gently in your palm and lather.
- ④ Squeeze the lather out of the net.



* Lather up to the size of a tennis ball.

【 Step2 】 Wash



- ⑤ Wash as if cocooning the entire face gently with lather.
- ※ Roll the lather on your face instead of rubbing the skin.

【 Step3 】 Rinse



- ⑥ Wash off the soap thoroughly with cold or lukewarm water.
- ※ Remember also to wash off thoroughly along the hair line and the face line.
- ⑦ After the wash, dab your face gently with a dry towel.

【 To the next step 】 Continue to the Skin Lotion page

Moisten your skin with Eltheo Skin Lotion immediately after the wash.

Basic steps

OIL CLEANSER ▶ SOAP ▶

SKIN LOTION ▶

ESSENCE ▶

MILK LOTION ▶

crystalution
or
fairlution

○ Recommended Usage:

○ What is a method of washing that is gentle for my face?

The key is to lather the soap well and wash with the lather. To wash, roll the lather gently on your skin.

Do not rub the skin hard because it can damage the skin or cause dryness.

Rinse thoroughly afterwards.

Body temperature (34°C to 36°C) is the best water temperature to wash with.

Water that feels hot to the skin (40°C) will remove too much sebum.

Soak up excess water on your face by dab lightly with a dry towel.

○ How to make a lather that is not lost during washing

Lather envelops dirt which is then washed away. It is therefore important to make a fine and firm lather. Ideal lather is one that does not disappear while washing. The key to making such a lather is to mix in "water and air" while lathering.

After soak the soap and the soap net in water, aerate and lather up without applying force. This will make a fine and firm lather.

✗ Incorrect application:

○ The soap does not lather. What can I do?

Before lathering up, check that your palm has no residual oil cleanser or dirt. If oil is left on your palm, soap does not lather well. You need to lather up on a clean hand.

* If the soap net has oil on the surface, likewise, it will affect lathering.

* Soap nets are a consumable item. When the net loses its shape or has a hole making it difficult to lather, get a new soap net.

○ It hurts when soap gets in my eye.

When your eye hurts, the soap is telling you to wash it off.

Eltheo Soap is made with ingredients that are gentle to the skin. However, take care not to get it in your eyes.

○ Washing the skin directly with a soap net caused my skin to sting.

A soap net is an item for lathering. It uses a coarse material to get the best lathering effects. It may therefore hurt the skin if you rub the skin directly with the soap net.

To wash the face, apply gently the fine lather made with the soap net.

□ FAQ

○ How many times should I rinse?

It depends on the individual and is hard to define the right number of rinses. When washing your face, the important thing is not to leave any part unrinsed. Especially, remember to rinse well along the hair line. After rinsing off, check in the mirror that no part is unrinsed. Rinse 10 more times approximately.

Use lukewarm running water when rinsing. The water temperature should be of skin temperature.

Usage: To improve skin texture and moisturize the skin.



- ⊙ Penetrates fast and deep into the stratum corneum and replenishes.
- ⊙ Gently firms up your skin and makes it plump.
- ⊙ Contains extracts of Wakan plants, artemisia capillaris flower*³, poria cocos sclerotium*⁴, paeonia albiflora root*⁵, and artemisia princeps leaf*⁶.
- ⊙ The active ingredient, dipotassium glycyrrhizate, protects the skin from damage and pimples.
- ⊙ Soothes redness due to sun burn or snow burn.

ELTHEO SKIN LOTION
Moisturizing lotion for the face.
300mL



*³
Artemisia Capillaris
茵陳蒿 (inchinko)



*⁴
Poria Cocos
茯苓 (bukuryo)



*⁵
Peony
芍藥 (shakuyaku)



*⁶
Mugwort
艾葉 (gaiyo)

Why is the Skin Lotion white?

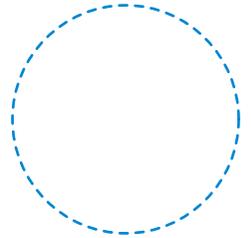
The Skin Lotion is formulated to penetrate fast and deep into the stratum corneum by reducing beauty components into particles (microemulsion). These microemulsified particles reflect light making Eltheo Skin Lotion look milky white.

How to apply: Apply with cotton pads

【 Step1 】 Use cotton pads.

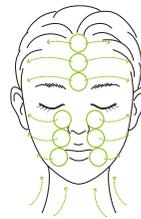


- ① Hold a cotton pad between your index and little fingers.
- ② Soak the reverse side of the cotton pad with the Skin Lotion until it is fully absorbed.



* App the Skin Lotion generously making a patch the size of a 50 cent coin.

【 Step2 】 Dab gently, rather than wiping to moisten the skin.



- ③ Apply the cotton pad on your skin, and dab gently and lightly.
- ④ Work slowly and thoroughly outwards from the centre of your face.
- ⑤ Moisten thoroughly the face line and also the nape.
✧ If the cotton pad starts drying up, add more Skin Lotion.

【 Step3 】 Check if your skin is well moistened, then, move to the next step.

- ⑥ Cup the face gently in both palms, and let the moisture settle.



【 To the next step 】 Continue to the Essence page

Eltheo Essence will give your skin a translucent and firm look.

Basic steps

OIL CLEANSER ▶ SOAP ▶ SKIN LOTION ▶ ESSENCE ▶ MILK LOTION ▶

crystalution
or
fairlution

Recommended Usage:

1 Cotton pack is recommended ①
When you are concerned with dryness.

When you are concerned with dryness, it is effective to do a cotton pack by applying a generous amount of Skin Lotion on cotton pads. Apply the pack for about 5 to 10 minutes. In the morning, if busy, even a 5-minute cotton pack can enhance the moisture level in the stratum corneum.

An increased moisture level removes dullness of the skin, gives a translucent look, and your face will take the makeup better.

2 Cotton pack is recommended ②
Soothes redness after a sun burn.

Even if you had put on enough sun screen lotion but got sun burnt and your face feels hot, a cotton pack is recommended. The Skin Lotion contains dipotassium glycyrrhizate that cools down the heat caused by sun burn. It soothes redness from the sun and nourishes your skin gently.

* If your skin stings from sun burn, it is most important to cool the skin. After the skin has settled, apply a cotton pack to nourish the dry skin resulting from the sun.

3 In summer, try cooling the Skin Lotion in the refrigerator before applying.

In summer, applying the Skin Lotion after cooling it in the refrigerator will give you a pleasant relief.

* Cosmetics are susceptible to changes in temperature. Once you have cooled the Skin Lotion in a refrigerator, the Skin Lotion should always be refrigerated except when being applied.

FAQ

1 Don't I need to pat the skin?

The Skin Lotion is microemulsified through our own emulsification technology formula. Without patting the skin, it penetrates fast and deeply into the stratum corneum.

2 I can smell alcohol. What is alcohol for?

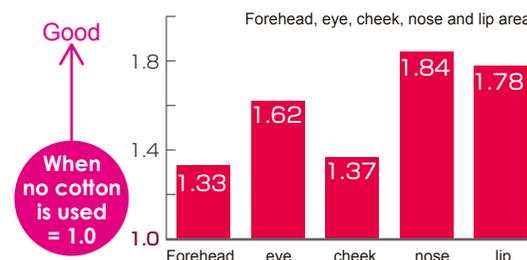
Alcohol helps skin soften and enhances the speed of nutrients to reach deep into the stratum corneum. It also helps the emulsification technology, a feature of Eltheo Skin Lotion, reduce the size of emulsification particles infinitely and enhance the stability and safety of the product.

Incorrect application:

1 Use of cotton pads improves moisture content and firmness of your skin.

*Data from tests conducted by Septem Soken

Effects of cotton use on the moisture level of stratum corneum:



Relative values of moisture level of the stratum corneum are shown by assigning 1.0 to the level when the Skin Lotion is applied by hand:

Effects of cotton use on the moisture level and firmness of the skin:



Relative values of moisture level of the stratum corneum and skin firmness are shown by assigning 1.0 to the level when the Skin Lotion is applied by hand:

When applied with cotton, it is evident that areas around the eyes, nose and lips are thoroughly moistened with the Skin Lotion. Differences are also detected in firmness of the skin.

2 I cannot attend to my skin care immediately after the bath.

After a bath, moisture is lost from the skin at a rapid rate. Try taking care of your skin as soon as possible after a bath.

* If you are too busy to take care of your skin right away, applying the Skin Lotion alone can make a significant difference to the level of moisture loss.

3 Cotton pack felt so good that I fell asleep with the pack.

If you fall asleep without removing the cotton pack, drying cotton takes away the moisture from the skin. Cotton pack is most effective when applied for the right duration (5 to 10 minutes).

Usage: To give the skin a firm and translucent look.



- ⊙ Natural moisturizing action components keep the skin moistened for a long time.
- ⊙ Prevents fine lines caused by dryness.
- ⊙ Gives the skin fine texture and firmness.
- ⊙ Contains extracts of Wakan plants, artemisia princeps leaf (licorice) root*7, morus alba root*8, ganoderma lucidum (mushroom) stem*9, coix lacryma-jobi (ma-yuen) seed*10, panax ginseng root*11, sanguisorba officinalis root*12, and ginkgo biloba leaf*13.
- ⊙ The active ingredient, dipotassium glycyrrhizate, protects the skin from damage and pimples.
- ⊙ Soothes redness due to sun burn or snow burn.
- ⊙ It feels non-sticky and moist to use.

ELTHEO ESSENCE
Moisturizing essence
for the face.
30mL



Can I apply if my skin is prone to acne?

Eltheo Essence is not only effective in moisturizing action but also prevents skin inflammation. "Oil based products promote acne ... but I want to ensure an adequate moisturizing active skin care ..." If this is your concern, this is a safe product to use.

* Do not apply Eltheo Essence to infected acne.

How to apply: Apply gently with your palm

【 Step1 】 Take an appropriate amount on your palm.



① Take an appropriate amount of Eltheo Essence (1 to 2 pumps) on your palm.



② Dab it on five locations; both cheeks, forehead, ridge of the nose, and chin.

【 Step2 】 Work it on the skin.



③ Work outwardly from the centre of your cheek.

④ Work the areas that are prone to dryness such as around the eyes and lips more thoroughly.



【 Step3 】 Adjust the amount of use according to your skin condition.



⑤ Apply more to the areas that are dry or prone to dryness.

⑥ Apply less to an area, such as T zone, that is prone to shine or for the makeup to come off.



【To the next step】 Continue to the Milk Lotion page

Maintain the moistened skin using the Milk Lotion, the last step in Eltheo care.

Basic steps

OIL CLEANSER ▶ SOAP ▶ SKIN LOTION ▶ ESSENCE ▶ MILK LOTION ▶

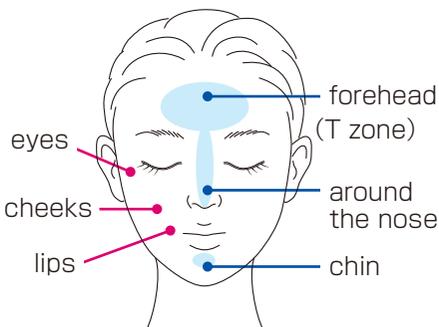
crystalution
or
fairlution

○ Recommended Usage:

Use Eltheo Essence and Milk Lotion as required and adjust the amount according to your skin condition of the day.

Areas that are prone to dryness:

Low-grade dryness causes fine lines and aging of your skin. Apply a little more Eltheo Essence to these areas.



Areas prone to shining.

Surprisingly, a T zone that is prone to being shiny may be under moisturized. Use a small amount of Essence and work it well in such an area.

○ A recommended amount of 1 to 2 pumps is a guide only.

If you feel your regular amount of Essence is not enough, keep adding 1 pump at a time until your skin is replenished.
* Tap gently without applying force.

○ If dryness concerns you, take more time to work the Essence into the skin with your finger tips.

Take the Essence on a finger tip and apply to areas prone to dryness such as around the eyes and the lips. Tap these areas lightly with the centre of your fingers. This will improve the penetration of effective ingredients and your blood circulation.

○ Use your palms to apply to areas prone to shining

For the areas the skin is prone to shining such as the T zone, spread the Essence on both palms to prevent excessive application. This method is also suitable for those who do not like a sticky feeling.

□ FAQ

○ Is the Essence preservative free?

It contains preservatives. People often believe that natural or preservative-free cosmetics are safe to use. However, preservative free does not always mean it is good. For example, people do not have a good impression of paraben, one of the most well-known preservatives. We, at Septem Products, believe that it is better to add a small amount of paraben, which has a high preservative property, than to formulate many different preservatives and take a risk. We endeavour to produce safe and stable quality products.

✗ Incorrect application:

○ Applying too much Essence at a time does not work well.

Even when dryness is a concern, do not apply too much Essence at a time. Your skin will not absorb the Essence well. To be effective, apply 1 pump at a time and let the skin absorb it first. To apply more than the recommended amount, 2 pumps, increase the amount by checking if the previous application has been absorbed before applying another pump.

○ I find working the Essence on the skin is time consuming.

If you move on to the next step with the residual Essence still on your skin surface, the next item will not be absorbed well. After applying the Essence to the entire face, cup the face gently with your palms and check that the Essence has been well absorbed before moving to the next step.

* The Essence is not the only item that requires good working. You must allow each item to be absorbed well by the skin before moving to the next step. This will also enhance the moisturizing action.



○ I do not want to use Essence because it is sticky.

With the Eltheo and Elvenus series of products, you can select items according to your requirements and how it feels to use. The Essence is full of beauty components. In addition to moisturizing effects, the Essence promotes fine and soft texture of the skin. It should be used whenever you feel the skin needs it.

Usage: Long lasting moisturization and protection of the skin.



- ⊙ Excellent moisturizing action and protection of rough or sensitive skin.
- ⊙ Superb emollient effect makes the skin plump.
- ⊙ Contains extracts of Wakan plants, perilla ocymoides leaf*14, zizyphus jujuba fruit*15, sophora angustifolia root*16, saxifraga sarmentosa*17, and rosa multiflora fruit*18.
- ⊙ The active ingredient, dipotassium glycyrrhizate, protects the skin from damage and pimples.
- ⊙ Soothes redness due to sun burn or snow burn.
- ⊙ It feels non-sticky and moist to use.

ELTHEO MILK LOTION
Moisturizing emulsion for the face.
100mL



*14
Perilla
紫蘇
(shiso)



*15
Jujube
大棗
(taiso)



*16
Sophora Angustifolia
苦參
(kujin)



*17
Saxifrage
雪ノ下
(yukinoshita)



*18
Rosa Fruit
薔実
(eijitsu)

Eltheo Milk Lotion is a veil that encloses benefits from five Eltheo items.

By using Eltheo Milk Lotion as the last of five items, moisture and beauty components absorbed thus far will be retained deep in the stratum corneum for a long time.

How to apply: Apply gently with your palm

○ **【 Step1 】 Take an appropriate amount on your palm.**



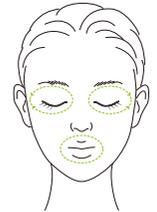
- ① Take an appropriate amount of Eltheo Milk Lotion (1 to 2 pumps) on your palm.
- ② Dab it on five locations; both cheeks, forehead, ridge of the nose, and chin.



○ **【 Step2】 Work it on the skin.**



- ③ Work outwardly from the centre of your cheek.
- ④ Work the areas that are prone to dryness such as around the eyes and lips more thoroughly.



○ **【 Step3】 Adjust the amount of use according to your skin condition.**



- ⑤ Apply more to the areas that are dry or prone to dryness.
- ⑥ Apply less to an area, such as T zone, that is prone to shine or for the makeup to come off.



○ Eltheo Milk Lotion concludes a course of basic skin care using five Eltheo items.

Elvenus products are suited to anti-aging or whitening treatment.

Basic steps

OIL CLEANSER ▶ SOAP ▶ SKIN LOTION ▶ ESSENCE ▶ MILK LOTION ▶

crystalation
or
fairlution

○ Recommended Usage:

○ A recommended amount of 1 to 2 pumps is a guide only.

The Milk Lotion used as the last of five Eltheo items should be added 1 pump at a time until your skin is replenished.

○ When dryness concerns you, repeat application.

After applying the Milk Lotion on the face, take another pump on the finger tip and repeat application to areas that are prone to dryness such as around the eyes and the corners of a mouth, Tap gently using the centre of the fingers so that the Milk Lotion will settle. This will form a veil of nutrients.

○ If you are concerned by a sticky feeling, rub the Milk Lotion in your palms 4 to 5 times before applying.

If you are concerned by a sticky feeling, rub the Milk Lotion in your palms 4 to 5 times before applying to your skin. This will give you a smooth feel.

○ To prevent makeup from coming off, rub the Milk Lotion in your palms.

As shown above, rub the Milk Lotion 4 to 5 times in your palms before applying to the skin. In addition, use the centre of your fingers and your palms to thoroughly work the creases and areas where the makeup is prone to come off.

□ FAQ

○ I am worried about a new product because I have a sensitive skin.

The products of Septem Products are formulated and developed for safe use.

For those who have experienced skin problems from cosmetics in the past or have extra sensitive skin, to ensure safe use, we recommend switching existing products with one new item each day rather than replacing all the products you were accustomed to at once. When switching products, one new item should be added each day in the order of the Milk Lotion, which offers a protective property, followed by the Essence, Skin Lotion, soap, and Oil Cleanser. You might like to use Crystalution or Fairlution to follow.

✘ When redness or itchiness is felt after application, wash off the cosmetics immediately and stop using it.

✘ Incorrect application:

○ Do I have to use the Milk Lotion even if I find it sticky?

There is no need to apply the Milk Lotion to the whole face. Apply only the amount required to the area required. By applying the Milk Lotion as the last of the five items, it acts as a veil that covers all the nutrients applied thus far. Apply it only where you are concerned about dryness or protection of the skin.

○ My skin is dry but I get pimples.

Excess sebum is not the only cause of pimples and acnes. Pliability is lost when the skin is dry and this turns the skin sandy. Subsequently, pores clog more easily making them susceptible to pimples.

○ How do I care for my skin when I get pimples?

When pimples (acne) are caused by pores being clogged with sebum, oil contained in Eltheo Milk Lotion or Elvenus (Crystalution, Fairlution) may trap the sebum in the pores resulting in an aggravation of pimples. Therefore, avoid applying Eltheo Milk Lotion or Elvenus to skin that is inflamed, swollen, or has acnes or abnormalities. When you have pimples, avoid stress such as ultraviolet rays or dryness and, after washing, moisturize your face with the Skin Lotion and the Essence that has a good heat retentive property. Apply the Milk Lotion and Elvenus to dry areas only.

Usage: Anti-aging. *When you are concerned with wrinkles and sagging skin*



- ⊙ Elvenus Crystalution is an anti-aging beauty treatment targeting dry skin caused by aging and chapped skin caused by poor blood circulation to peripheral vessels.
- ⊙ Penetrates deep into the stratum corneum and forms a barrier for your skin.
- ⊙ Helps to make your skin firm and plump.
- ⊙ A long lasting hydration that encapsulates moisture.
- ⊙ Contains our original capsules that deliver the effective components “continuously” to “wider areas”.
- ⊙ Effective components:
 Tocopherol acetate*¹ (prevents skin from chapping)
 Stearyl glycyrrhetinate*² (prevents skin from chapping)

ELVENUS crystalution
Anti-aging essence
for the face.
30g

*¹ Commonly used to prevent aging of the skin as it has an antioxidation property which inhibits generation of active oxygen. Also increases the amount of blood flow to the peripheral vessels.

*² Has anti-inflammatory and anti-allergy properties. Often used in cosmetics because of its mild action with very few side effects.

How to apply: Apply gently with your palm

○ **【 Step1 】 Take an appropriate amount on your palm.**



- ① Take an appropriate amount of Elvenus Crystalution (2 to 3 pumps) on your palm.
- ② Dab it on five locations; both cheeks, forehead, ridge of the nose, and chin.



○ **【 Step2 】 Apply problem areas first:**



- ③ Apply to the areas you want to prevent fine lines.
- ④ Work outwardly from the centre of your cheek.
- ⑤ Work outwardly from the face line and also the nape.



○ **【 Step3 】 Adjust the amount of use according to your skin condition.**

- ⑥ Apply less if you are concerned with shiny T zone or the makeup coming off.



Our original ” super moist HC capsules”

- *³ Ceramide capsule  *³ One of the main components of intercellular lipid.
- *⁴ Retinol capsule  *⁴ A type of vitamin A. It is known to have a cell activation property.

The capsule films dissolve and release action at different intervals.

Film capsules made with hyaluronic and collagen contain ceramide and retinol. The capsules penetrate deep into the stratum corneum and act extensively and continuously.

Ceramide is a key to encapsulate moisture.

The stratum corneum of our skin contains intercellular lipid which prevents moisture loss and protects the skin. One of the main components of intercellular lipid is ceramide.

Recommended Usage:

☉ **Massage the areas that have fine lines using a circular motion.**

To spread well, massage around the eye by stroking gently outwardly from the inner corner of the eye. Massaging promotes the circulation of blood and lymphatic fluids making your skin firm and plump the next morning.



* Massage slowly using the centre of your middle fingers.

☉ **Massage is also effective around the mouth and nasolabial folds.**

Around the mouth, massage 4 to 5 times with moderate pressure to push up the corners of the mouth using the centre of your middle and ring fingers.



* The pressure should be pleasant and not excessive.

☉ **Can I change the order of applying the items?**

You can change the order of items in the Eltheo and Elvenus series used to replenish your skin as suited.

However, to achieve the maximum hydration effects that are essential to the care of aging skin, it is confirmed that the best results are achieved by following the Eltheo basic steps followed by a treatment with Elvenus (Crystalution or Fairlution).

It is therefore recommended to follow prescribed basic steps.

Basic steps

Select the items your skin requires from the basic steps, and use appropriate quantities as required.

SKIN LOTION



ESSENCE



MILK LOTION

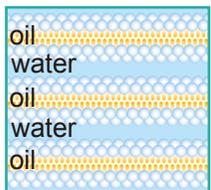


Crystalution or Fairlution

FAQ

☉ **What is lamella liquid crystal?**

It has a structure similar to intercellular lipids, which have ceramide as the main component. It has alternate layers of water and oil.



It typically acts as a barrier by preventing dehydration of the skin caused by inner workings of the body and protecting the skin from external stress. Elvenus Crystalution and Fairlution utilise a lamella liquid crystal structure.

The lamella liquid crystal structure is similar to intercellular lipids and acts as a barrier that protects the skin.

☉ **How do I store the cosmetics?**

Avoid extremely high or low temperature and direct sunlight as the cosmetics are vulnerable to changes in temperature. Once a package is opened, continue using it until it is empty without leaving it out for too long.

Usage: For whitening of the skin



- Ⓞ A beauty treatment that inhibits generation of melanin and prevents blotches and freckles.
- Ⓞ Penetrates deep into the stratum corneum and forms a barrier for your skin.
- Ⓞ Revitalizes your skin with a translucent look.
- Ⓞ A long lasting hydration that encapsulates moisture.
- Ⓞ Contains our original capsules that deliver the effective components “continuously” to “wider areas” .
- Ⓞ Effective components:
L-ascorbyl glucoside*⁵ (whitening component)
Stearyl glycyrrhetinate*² (prevents skin from chapping)

ELVENUS fairlution
Skin-whitening essence
for the face.
30g

*⁵ Components that inhibit melanin production and reduces the effects of melanin.

*² Has anti-inflammatory and anti-allergy properties. Often used in cosmetics because of its mild action with very few side effects.

Our original ” super moist HC capsules”

- *³ Ceramide capsule  *³ One of the main components of intercellular lipid.
- *⁶ VC-IP capsule  *⁶ Oil soluble vitamin C derivative. Known for its whitening action.

The capsule films dissolve and release action at different intervals.

Film capsules made with hyaluronic and collagen contain ceramide and VC-IP. The capsules penetrate deep into the stratum corneum and act extensively and continuously.

The whitening component takes effect on melanin at varying intervals and angles.

The effective ingredient, L-ascorbyl glucoside, and VC-IP ascorbyl tetraisopalmitate contained in the capsule both take effect on melanin from varying angles.

How to apply: Apply gently with your palm

【 Step1 】 Take an appropriate amount on your palm.



- ① Take an appropriate amount of Elvenus Fairlution (2 to 3 pumps) on your palm.
- ② Dab it on five locations; both cheeks, forehead, ridge of the nose, and chin.



【 Step2 】 Apply problem areas first:



- ③ Apply to the areas you want to prevent blotches and freckles.
- ④ Work outwardly from the centre of your cheek.
- ⑤ Work outwardly from the face line and also the nape.



【 Step 3 】 Adjust the amount of use according to your.

- ⑥ Apply less if you are concerned with shiny T zone or the makeup coming off.



Recommended Usage:

◎ To give your skin concurrent aging and whitening treatment

Recommended method ① : Separate morning and night treatments

We recommend you apply one in the morning and the other at night if you want to do both aging and whitening skin treatment.

夜 Apply moisturizing Crystalution treatment at the end of your night skin care.

朝 Apply refreshing Fairlution treatment at the end of your morning skin care.

Recommended method ② : Do both skin treatments at the same

You can apply Crystalution and Fairlution at the same time.



Apply Fairlution all over the face to give a translucent look.

◎ Can I apply Elvenus on my body?

Yes, of course.

Both Crystalution and Fairlution have lamella liquid crystal structure that is similar to intercellular lipid that controls skin's barrier function. The lamella liquid crystal structure acts as pseudo intercellular lipid and protects dried skin.

Many ways to use Elvenus:

★ As a hand cream

For the anti-aging or whitening care of your hands, Elvenus is pleasant to use as it is not sticky.

★ Suitable for the care of chapped elbows and heels

Rub in Elvenus generously to thick and hardened elbows and heels.

◎ Caution: Fairlution does not contain sun screen.

Fairlution inhibits generation of melanin caused by the sun and has a proven property to prevent blotches and freckles. However, it does not block ultraviolet rays. When out in the sun, make sure to apply sun screen.

FAQ

◎ Fairlution has a unique scent of herbs.

The Elvenus series (Crystalution, Fairlution) contains many varieties of plant extracts. No fragrance is added and so scent from plant extracts are more prominent.