



# Anthropologie

北海道アンソロポロジー株式会社

た い せ つ 美 肌

## Foam-Free Beauty Serum Facial Cleansing Gel



# Concept New Concept Beauty Serum Cleansing Gel



**Precious beautiful skin  
Brand philosophy**

**「Nurturing Beautiful Skin is  
Important」**

**We strive to ensure that no unnecessary ingredients are added, making it safe for anyone to use. We are free from ingredients that may cause concerns for the skin. Our formula is gentle even for sensitive skin to address various skin concerns. It is an additive-free specification designed to maintain a healthy skin foundation.**

**Gentle Cleansing Gel with Surfactant-Free Formula  
Specially Designed for Sensitive Skin**

# Concept Oxygen nano bubble infused all-in-one gel cleanser

**Simply wash for a pure, radiant complexion!**

**No need for foaming, and that's a plus! A gel-type cleanser that's gentle even on sensitive skin.**

Gently cleanse while leaving skin moisturized.

Gently remove impurities, maintain healthy skin, and cleanse to achieve silky-smooth, moisturized skin with a skincare-inspired cleansing gel.

To ensure that even those who may experience irritation with commercial cleansers during skin sensitivities can use it with confidence, we have minimized the burden on the skin with a surfactant-free and additive-free formula.

**Additive-free all-in-one gel with beauty serum** can be used for cleansing, ensuring safety even for individuals with sensitive skin.

Not just delivering beauty but also revisiting the fundamental skincare of gentle care for delicate skin!

A rich gel formula with a high concentration of oxygen nano bubbles, nurtured by the natural waters of Hokkaido, adheres to the skin and acts on blackheads and dirt in pores, washing away impurities and unclogging pores. Its appeal lies not only in its gentleness but also in its high cleansing power, capable of removing even oily ballpoint pen marks!

The new standard in cleansing: a non-foaming gel-type beauty serum cleanser.

# Concept All-in-One Beauty Serum Gel

こんな悩みありませんか？



でも・・・

忙しくてスキンケアに時間がかけれない!

時短できてしっかりスキンケア  
できればいいのに!

そんなよくばりな女性に...

8 Functions all-in-one  
(8 in1)

From hassle-free cleansing  
without foaming to all in one!  
All-in-one up to cleansing!  
in an all-in-one

The Amazing New  
Revolution!!!

Combining Cleansing and All-in-One Gel in One!  
The Birth of the Ultimate All-in-One!

① Cleansing

② Toner

③ Serum

④ Lotion

⑤ Cream

⑥ Mask

⑦ Exfoliation

⑧ Pore care



# Concept Oxygen Nano Bubble Infused All-in-One Gel Cleanser

## Wash with beauty serum.

Born from the new idea that 'a beauty serum gel reduces skin burden more than frothy bubbles and doesn't strip away too much moisture. We reconsidered our cleansing routine due to the dilemma of drying out the skin the more we cleansed to remove pores and blackheads.

What we realized is that the ingredients needed to create foam were removing not only dirt but also the essential moisture our skin requires. It would be great if we could cleanse with beauty serum! With such thoughts, this product was developed.

## Time-saving and moisturizing all in one – non-foaming cleansing technology

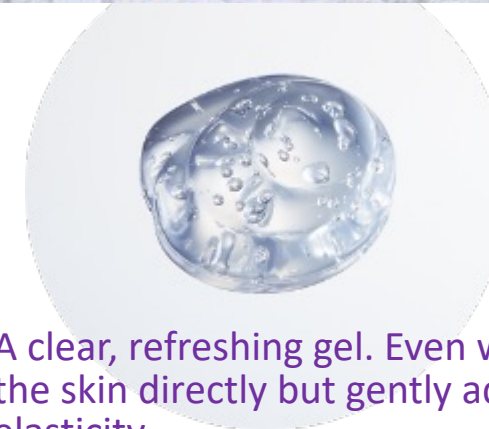
Rather than removing dirt with foam, it is designed to envelop dirt with a beauty serum gel.

An all-in-one gel that allows for exfoliation while preserving moisture during cleansing. Even though it's a facial cleanser, after washing, it moisturizes thoroughly as an all-in-one moisturizing beauty serum!

## Oxygen nano bubble The Power of Water Nurtured by the Nature of Hokkaido

While reducing the burden on the skin, preserving important ingredients and moisture for the skin, removing only unnecessary dirt effectively.

＼ 新感覚ジェルテクスチャー /



A clear, refreshing gel. Even when massaging, it doesn't rub the skin directly but gently adapts to the skin, preserving its elasticity. When rinsed off, it quickly blends with water, leaving the skin feeling moist and smooth.



# Material Point

**Advanced technology with oxygen nano bubble water infusion!  
Focusing on the water that makes up most skincare cosmetics.**

Point.1

**Unique Advanced Technology: Oxygen nano bubble water infusion! !**

Point.2

**Over 92.8% naturally derived ingredients! (Including water and oxygen)**

Point.3

**Formulated with three types of ceramides and domestic plant-derived polysaccharides!**



The human body is composed of about 60% water. Water is the source of our existence and the foundation of health and beauty. Additionally, the majority of ingredients in basic skincare products are water. The quality of water directly impacts the quality of cosmetics. We believe that the fundamental 'water' is the key to solving skin concerns and have developed our product with a strong commitment to the water used in its formulation.

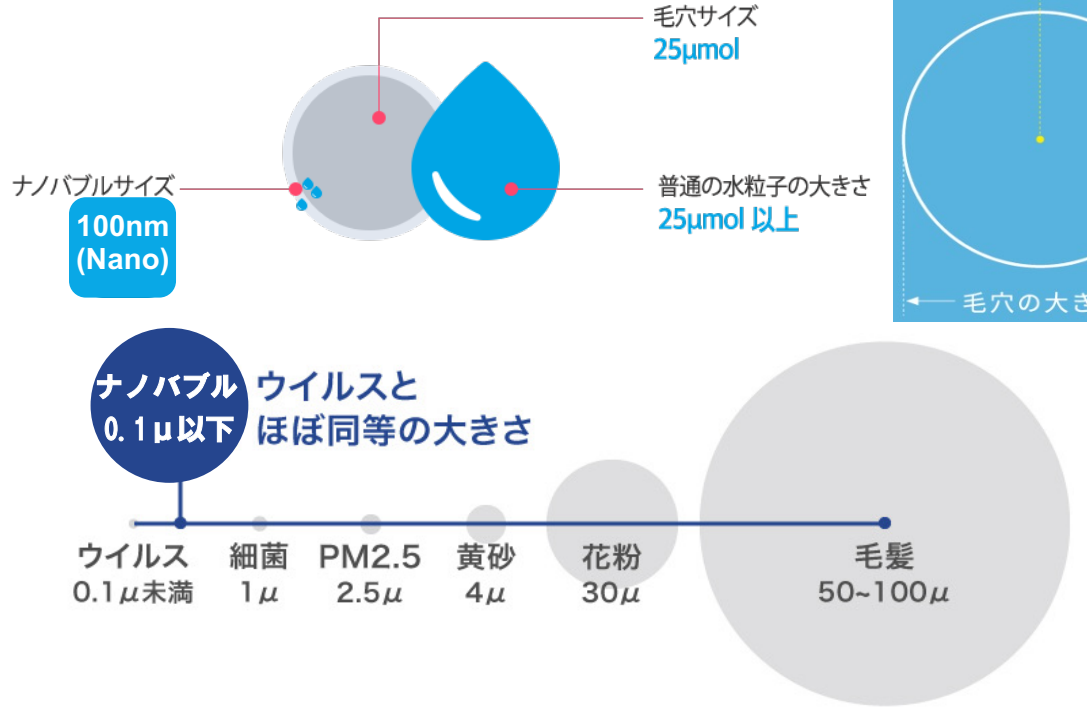
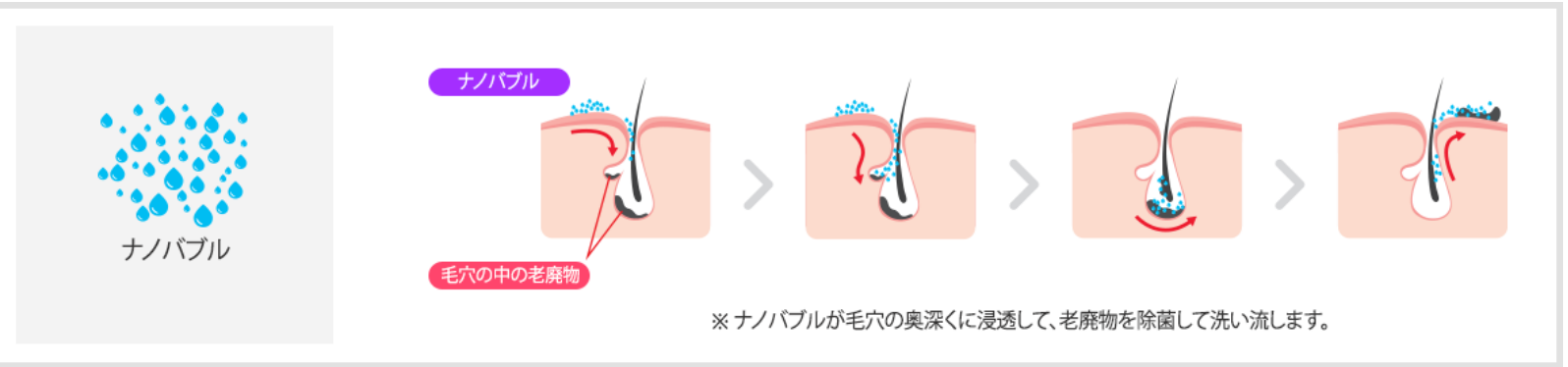
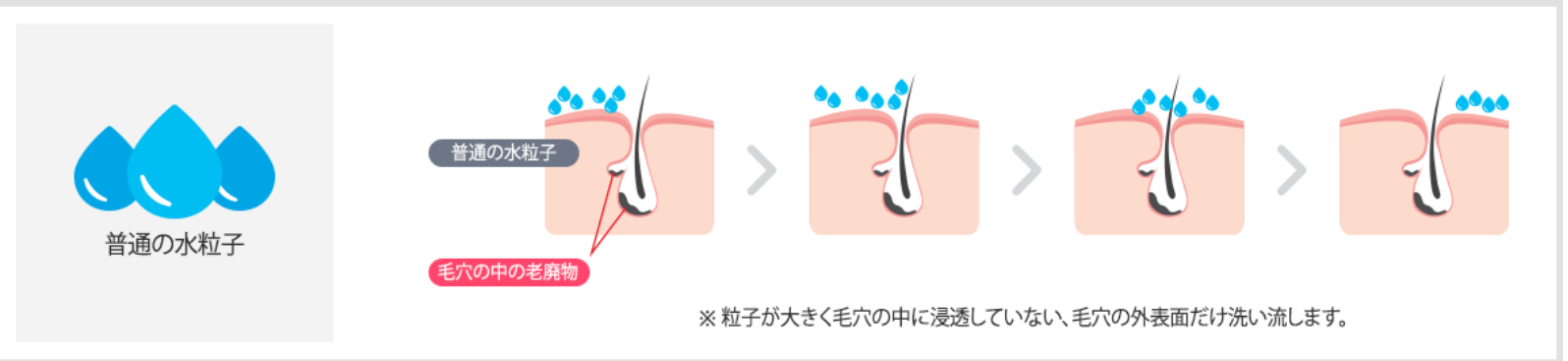
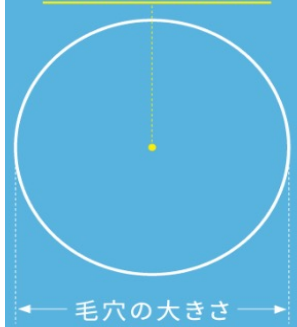
# Point 1

## What is Nano Bubble?

Nano bubbles, as the name suggests, are extremely tiny bubbles. They are broken down into nano-sized particles, which are much smaller than regular water droplets, measuring 100 nanometers (Nano) = 0.1 micrometers = 1/10,000th of a millimeter, far smaller than the average pore size of 25 micrometers (microns). These ultra-fine bubbles are so small that they cannot be seen with the naked eye. Because of their minute size, they can easily penetrate into the pores, where they are believed to help remove various impurities, making them incomparable to the bubbles typically visible to the naked eye.

※ $\mu\text{m}$  = Micro-meter (Micron) = 1/1000 mm

Nano Bubble size of one particle approx 1/10,000 mm



Lined up in the width of a hair strand, there are 500 to 1000 of them.

# Point 2

## Characteristics of Nano Bubbles

1. Ordinary bubbles typically found in water rise within the water and burst
2. Nano bubbles have a negative charge on their surface and are bubbles covered with a condensed ion shell. In other words, it can be said that there is a coating of negative ions around the bubbles. Due to this effect, they constantly undergo irregular movement known as Brownian motion, and this force is greater than the buoyancy of the bubbles. As a result, nano bubbles are non-floating bubbles and can exist in water for an extended period.



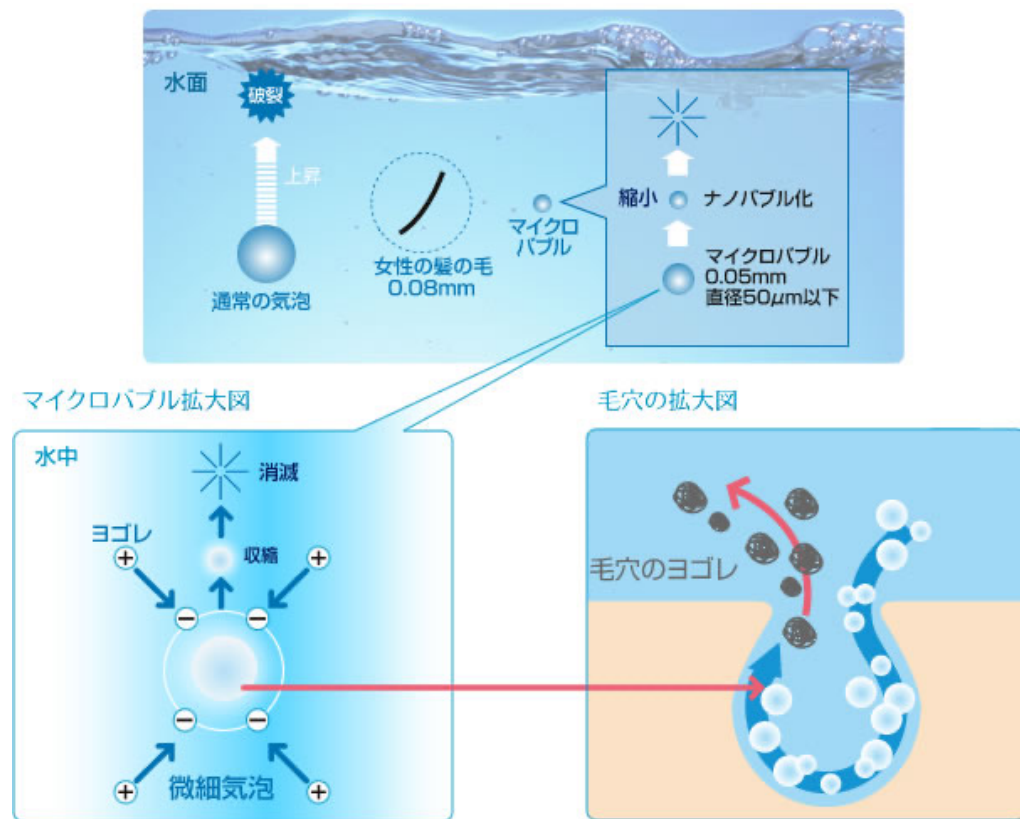
Utilizing cutting-edge technology that can make them even smaller than the micro-level, achieving **ultra-small nano bubble** formation. Gentle on the skin yet provides thorough care with the inclusion of oxygen nano bubble water !



# Point 3

## The characteristics of nano bubbles

1. Not visible to the naked eye.
2. Nano bubbles are extremely small and cannot be seen with the naked eye. Therefore, nano bubble water appears as a clear liquid.
3. Does not immediately float to the surface  
It does not rise to the atmosphere but remains in the water for an extended period while undergoing Brownian motion
4. The surface of the bubbles is negatively charged.  
Due to their negative charge, nano bubbles repel each other. This characteristic prevents nano bubbles from combining with each other, ensuring that the bubble density does not decrease.



### 【The Electrical Properties of Nano Bubbles】

The bubbles of 'Nano Bubbles' are negatively (-) charged. Because the bubbles repel each other due to their negative (-) charges, 'Nano Bubbles' are very concentrated, and the bubbles do not combine with each other.

Dirt with a positive charge is attracted to the bubbles of 'Nano Bubbles'. In other words, **dirt adheres and attaches itself automatically** is a characteristic.

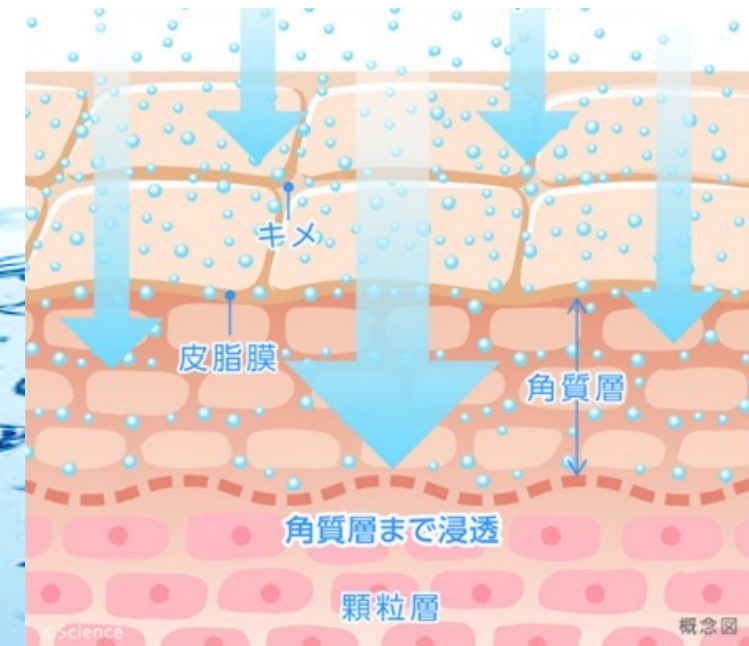
# Point 4

Nano bubbles smaller than pores and skin texture reach deep into the skin (stratum corneum)

The power of oxygen nano bubble water penetrates deeply into the 'core' of the skin※

※Into the stratum corneum.

Moisturized  
Plump  
Smooth and firm



It allows essential oxygen and water to penetrate the stratum corneum, maintaining moisture without stickiness, and restores the skin to its natural healthy state.

# Point 5

## The Power of Oxygen Nano Bubbles through the Blessings of Hokkaido's Nature and Advanced Technology

H O K K A I D O



Washing with a strong cleansing foam can sometimes wash away even the essential oils needed by the skin.

When the skin becomes dry...

Leading to issues such as loss of firmness, dullness, poor skincare absorption, rough texture, and decreased makeup adherence, among other skin concerns.

If you value beautiful skin...

The simplicity of using oxygen nano bubble water and moisturizing ingredients, combined with our commitment, leads to gentle and beautiful skin!

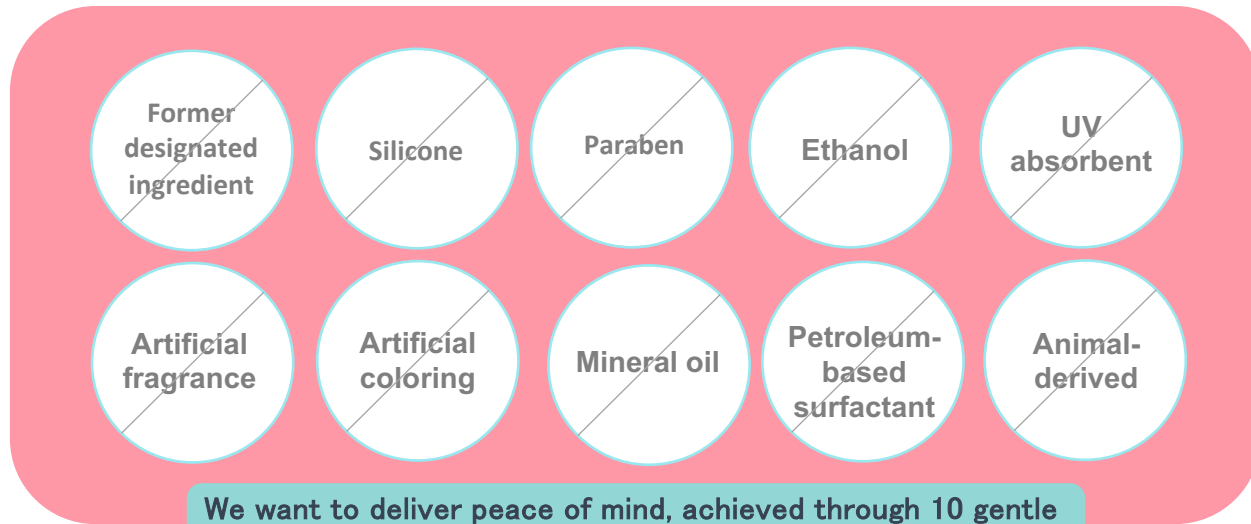


Gentle yet with a surprising cleansing power that can even remove 'oil-based pen' marks!

# Point 6

## Over 92.8% of naturally derived ingredients! (Including water and oxygen)

We've focused on being additive-free to ensure you can use it with confidence.  
(Dermatologist-tested for sensitive skin)



We want to deliver peace of mind, achieved through 10 gentle additive-free features for a low-irritation experience!

We carefully select only the ingredients that are truly essential for your skin, and despite being a facial cleanser, it contains absolutely no surfactants.

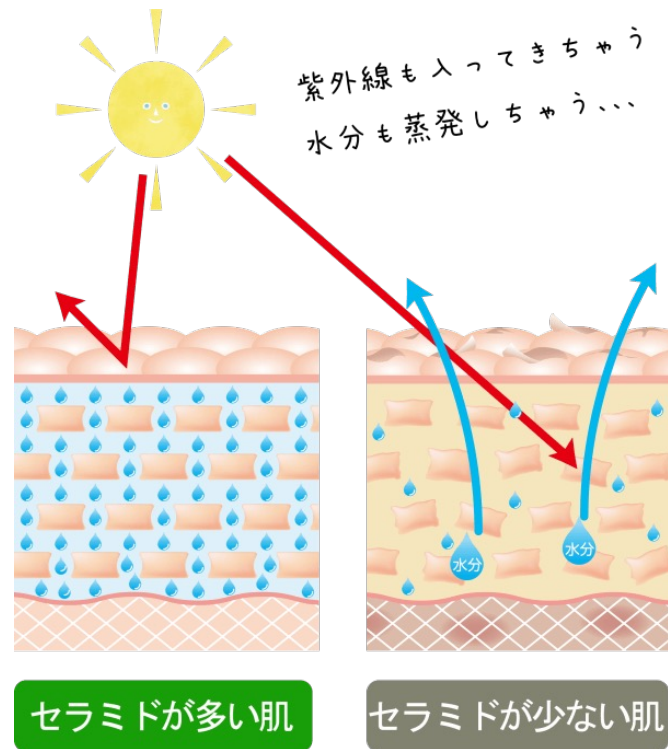
Born from a new concept of cleansing with a moisturizing beauty serum all-in-one gel!



The secret to getting moisturized as you cleanse is that 'it's a facial cleanser, but it actually contains zero cleansing agents

# Point 7

## Formulated with three types of ceramides!



### What are ceramides?

To prevent moisture from evaporating from the inside of the skin, our bodies rely on intercellular lipids that exist between skin cells. Approximately 50% of these intercellular lipids consist of ceramides, with the remainder being composed of cholesterol and fatty acids.

As a result, the presence of ceramides in the skin is crucial for maintaining youthful and hydrated skin.

By the way, it has been reported that individuals with atopic dermatitis may naturally have lower levels of ceramides due to genetic factors.

It becomes evident that there is a strong connection to dry skin and sensitive skin.

However, ceramides actually decrease due to factors such as aging, disrupted skin turnover, and excessive cleansing.

Since ceramides undoubtedly decrease with age, it becomes essential to supply them from external sources.

Two types of 'human-type ceramides' with the closest structure to those found in the human body (Ceramide AP and Ceramide NP).

+

Plant-derived ceramides (Phytosteryl Glucoside/Glucosyl Ceramides)

Ceramide NP (Ceramide 3): Moisturizing effect and wrinkle care

Ceramide AP (Ceramide 6): Moisturizing effect, wrinkle care, and promotion of skin turnover.

Phytosteryl Glucoside/Glucosyl Ceramides: Ceramides derived from Japanese peaches.

Enhances skin barrier function.

### セラミドの主な役割

- ①保湿機能……人の皮膚から水分が蒸発しないようにする
- ②バリア機能……外からくる紫外線などの刺激から肌を守る



# Point 8

Botanical shield ingredient that balances the skin environment. Domestic plant-derived polysaccharide Folli.

世界初! 抗炎症ボタニカルシールドポリマー

## フォリテクト®

(フォリオタミクロスポラ多糖体)

乾燥と外的ストレスから  
植物の力で肌を守る

環境配慮型  
機能性基材

保湿

抗炎症

バリア機能

刺激緩和

メイクアップ

UV/ブルーライト保護

感触/泡立改善

What is FolliTech?™

**FolliTech (Foliota Microporus Polysaccharide)** It is a novel botanical cosmetic ingredient extracted using a unique method from the mucilage botanical shield component secreted by mushrooms (Nameko) to protect themselves from drying and external stress.

Despite being water-soluble molecules, it has an oil-like texture, and its unique sensation includes a smooth, non-greasy feel

It has a molecular weight of over 4.6 million, which is approximately six times the hydrating power of hyaluronic acid. This results in a high moisturizing effect on the skin. Additionally, it offers a rich and luxurious sensation, and its use can impart elasticity and density to cleansing agents, making it suitable for natural cosmetics formulations

### 生体免疫システムに着目した 国産植物由来多糖体

天然多糖体には、抗炎症効果、免疫調整、抗アレルギー作用があることが報告されています。植物が自らを守るために作り出す成分「フィトケミカル」は、体内環境だけではなく、肌の栄養補給および環境を整えるためにも重要であると考えられています。なかでも、キノコ類は抗炎症・免疫細胞賦活・抗アレルギー等を有するフィトケミカル素材として古くから利用されてきました。

### フォリテクトの構造特性

フォリテクトは、糖とタンパク質で構成されたアニオン性多糖体です。動物性粘膜保護成分であるムチンに類似した構造のユニーク多糖体であり、動物性ムチンに比べ、バランスの良いアミノ酸組成で構成されています。分子量約460万の高分子体であり、ヒアルロン酸の約6倍の高い保水力を有します。

The New Function of Sustainable Ingredient 'Folitect' Utilizing Pesticide-Free Domestic Mushrooms!

The New Function of Sustainable Ingredient 'Folitect' Utilizing Pesticide-Free Domestic Mushrooms! An anti-inflammatory effect has been confirmed in the Botanical Shield Ingredient 'Folitect,' which was developed with a focus on the body's immune system

In addition to enhancing skin barrier strength, it also provides immediate soothing effects※, supporting the creation of healthy skin that remains resilient in the face of environmental changes

※ The formation of a high-molecular film in a short period of time.

生体免疫システムとナメコがもつ多糖体の高い保水力に着目し開発された化粧品原料です。ヒアルロン酸の約6倍の保水力で肌うるおいを与え、外的ストレスから肌を守ります。

# Point 9

**With a no-foam gel cleanser, achieve clean pores and hydrated skin without the need for foaming.**



No-foam gel cleanser that adheres to the skin absorbing pore and makeup residue. No need for cumbersome foaming, for a fresh and hydrated complexion.



*The gel texture effectively removes sebum and dirt that cannot be removed by water alone.*

Gently cleanses even sensitive skin. The smooth and easy-to-apply cleansing gel leaves your skin feeling smooth, moisturized, and refreshed with

**Time-saving! Simple steps**

In fact, it's also eco-friendly!  
Essential Beauty Skin Cleansing Gel is not foamy so you can use less water!

# Instruction

## ■ 使い方

Take an appropriate amount (about the size of a cherry) in your hand, gently apply it to your entire face, and then rinse it off with water or lukewarm water. It is recommended to lightly massage the areas where pores are a concern or where roughness is noticed by drawing circles while using it. You can use it morning and night.



Take an appropriate amount (about the size of a cherry) in your hand and gently apply it to your entire face



For areas where you are concerned about clogged pores or roughness, gently massage while making circular motions as you use it



Once the gel has blended in, please rinse it off with water or lukewarm water.  
✕ You can use it without rinsing.



Wiping is also OK!

Because there's no need to rinse, you can use it in situations like camping, caregiving, or during emergencies. It's perfect for travelers and busy parents who can't afford to spend extra time and effort. No need for the hassle of foaming – it's incredibly easy!

Reduce the burden on your skin without friction!  
You can also wash your face while massaging.



The smooth beauty gel reduces friction on your skin, easing the burden during cleansing. Additionally, it can be used for facial massages, promoting blood circulation and reducing puffiness. It's also suitable for wiping off!

**It's a versatile cleanser that can be used in both rinsing and wiping-off methods ♪**



# Just like moisturizing beauty serum non-foaming facial cleansing gel

Supple, Moisturized  
and Radiant Skin  
Over 92.8% Natural  
Ingredients!

Surfactant-Free  
and Additive-Free  
Specification

Simple Time-Saving  
Care with Oxygen  
Nano Bubble Water



## Moisturizes as you wash!

Gentleness that is kind to the skin, more so  
than water cleansing or foamy face wash  
The ultimate all-in-one gel cleanser made  
from beauty serum gel.

It removes dullness from your skin and  
supports and enhances your precious skin.

Precious Beauty Non-Foaming  
Serum Cleansing Gel"

Fragrance  
-Free

Just like moisturizing beauty serum non-foaming facial cleansing gel Ingredients

| Including |  |
|-----------|--|
| 1         | Water  |
| 2         | Glycerin   |
| 3         | PEG/PPG/Polyethylene Glycol-8/5/3 Glycerin               |
| 4         | Trehalose  |
| 5         | Butylene Glycol  |
| 6         | Carbomer   |
| 7         | Lauroyl Glutaminic Acid Di (Phytosteryl/Octyldodecyl) Na |
| 8         | Foliotamicospora Polysaccharide                          |
| 9         | Ceramide AP  |
| 10        | Ceramide NP  |
| 11        | Phytosterol Glucoside/Glucosyl Ceramides                 |
| 12        | Sodium Oleate  |
| 13        | Lauryl Polyglyceryl-5                                    |
| 14        | Peg-60 Hydrogenated Castor Oil                           |
| 15        | Ethylhexylglycerin                                       |
| 16        | Potassium Hydroxide                                      |
| 17        | Phenoxyethanol   |

# Essential Beauty Non-Foaming Serum Cleansing Gel FAQ

**Q** I have sensitive skin, is it safe to use?

**A** We are committed to selecting and blending safe and secure beauty ingredients, and our formulations are created in the best possible environment for the development and manufacturing of cosmetics

We have eliminated ingredients that may cause irritation or allergies as much as possible.

We do not use parabens, ethanol, synthetic coloring agents, or synthetic fragrances

We pay close attention to the safety of our products, but whether they are suitable for your skin can vary from person to person. Your skin's condition may also change depending on your health and seasonal transitions

If you have any concerns, we recommend conducting a patch test before using the product. Apply the cosmetic product to a small area like your neck or forearm and observe the results after 10 minutes. Additionally, please check the full ingredient list to ensure that there are no ingredients that may not suit your skin type. If you have any doubts or concerns, we recommend consulting a healthcare professional.

## Regarding full ingredient disclosure

Until now, cosmetics were required to label only the 'specified designated ingredients' that the Minister of Health, Labour, and Welfare mandated for labeling when they contained 'ingredients that may cause skin disorders such as allergies' according to the Pharmaceutical Affairs Law

The term 'full ingredient disclosure' refers to the practice of disclosing not only the 'specified designated ingredients' but also all the ingredients contained in the cosmetic product. This is done to provide clear information for consumers to check whether any ingredients that may not be suitable for their skin type are included.

# Essential Beauty Non-Foaming Serum Cleansing Gel FAQ

**Q What is the shelf life before opening? What is the shelf life after opening?**

**A** The shelf life before opening is 3 years from the date of manufacture.  
Once opened, please try to use it as soon as possible

**Q What is the skincare routine?**

**A** Rinse-off method

- ①Take a cherry-sized amount in the palm of your hand and apply it to your entire face
- ②Afterward, rinse with water or lukewarm water. You can also use it without rinsing

Method of wiping off

- ①Squeeze about one cherry-sized amount onto a cotton pad
- ②Gently wipe it all over your face in a circular motion, then there's no need to rinse afterward

※You can use it in the morning and evening. It is not a makeup remover. It is a non-foaming facial cleanser

**Q Can I use it even if my hands or face are wet?**

**A** You can use it.  
However, we recommend using it with dry hands and a dry face to effectively remove excess dead skin cells and pore impurities.