



Anthropologie

北海道アンソロポロジー株式会社

ピーリングジェル *Purystal*  
ピュリスタル

Purystal



# Concept **Attractive Pure Crystal Skin**



**For Your Beauty,  
What's Needed Now**

**Refining Mature Skin,  
Smart Skincare**

**Achieving Supple Skin with a Method**

**Experience Softer Feminine Skin.**

# Concept

## Aiming for Ideal Skin with Carbonated Nano Bubble Peeling Gel in Reset Care.

### **Remove the causes of dullness and roughness, shed old keratin, and achieve smooth, pure ideal skin!**

'Nano Bubble Peeling Purystal' is a peeling gel that effectively removes old keratin, which causes roughness, wrinkles, dark spots, and dullness. It guides you to achieve smooth, transparent skin like a newborn. Formulated with domestically advanced technology of carbonated nano bubble water, continuous use will make your skin noticeably brighter. It contains four extracts from Hokkaido: Lavender Flower Extract, Job's Tears Seed Extract, Chamomile Flower Extract, and Silver Birch Sap, which care for age-related skin imbalances, helping you achieve clear beauty, soothing your skin, and maintaining a healthy firmness. After peeling, your skin will better absorb skincare products! It is not only suitable for the face but also for the body, allowing you to care for areas prone to dullness, such as the décolletage, all at once. It can be used with wet hands, making it ideal for bath time. It also contains natural essential oils, with the relaxing scent of lavender and citrus wafting gently. It is color-free, paraben-free, and formulated with natural ingredients.

# Concept

Aim for it! Strive for that one level up of heart-pounding high-performance skin!

For those with such skin concerns

Toner penetration has decreased

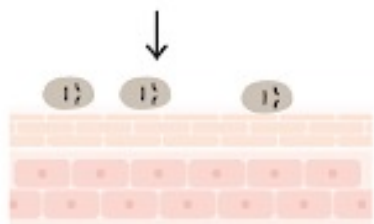
Want to improve tired skin.

Want to care for it easily.

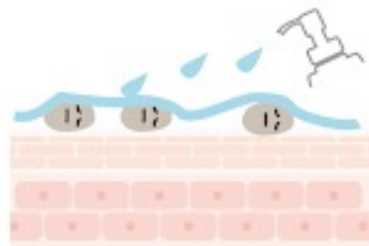
Concerned about "dullness."

Concerned about the roughness of the skin.

1. 古い角質、タンパク質やアミノ酸



2. ジェルがそれらを素早く見つけ出します



3. からめとってポロポロにします。  
(既に捕まえているので、余分なマッサージは必要としません)



4. 同時に洗浄します



5. 潤いと透明感を補充します



Special care 2-3 times a week in the bath.



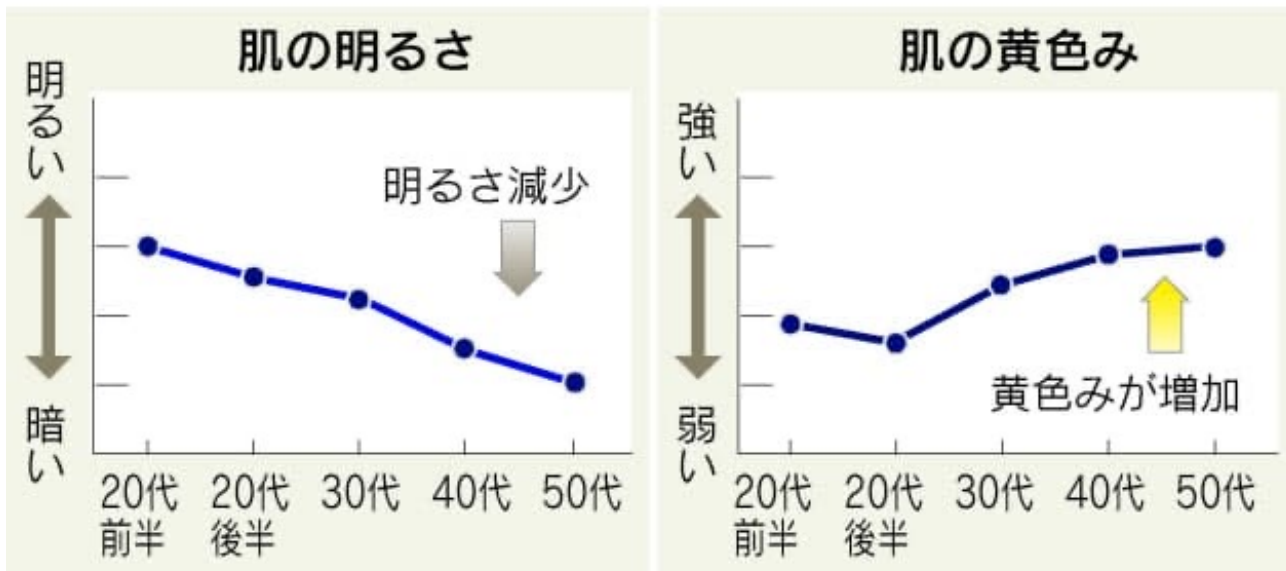
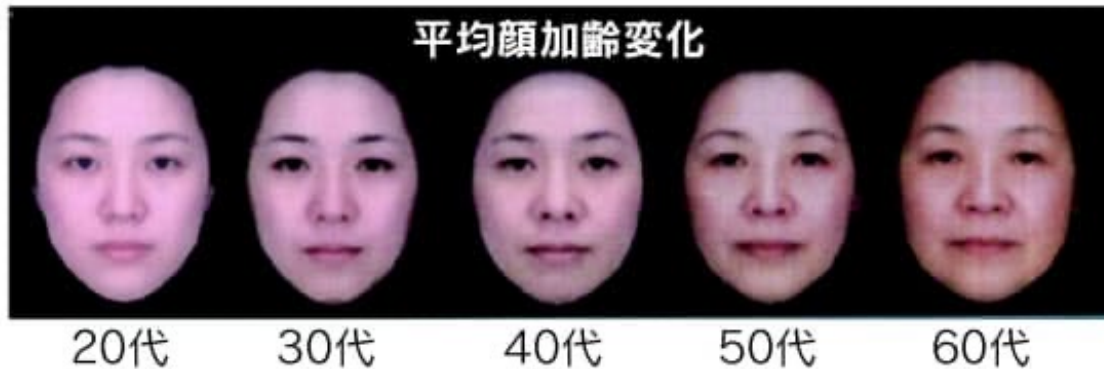
くるくるマッサージ  
するだけでツヤツヤ♪



# Skin Age: Changes due to skin color age.

Skin often honestly tells a person's age. For example, when young, the skin has firmness and radiance, appearing very vibrant, but as one ages, natural sagging and wrinkles become more noticeable. This is referred to as "skin age."

図1 肌の色は加齢とともに「暗く」「黄色く」なる



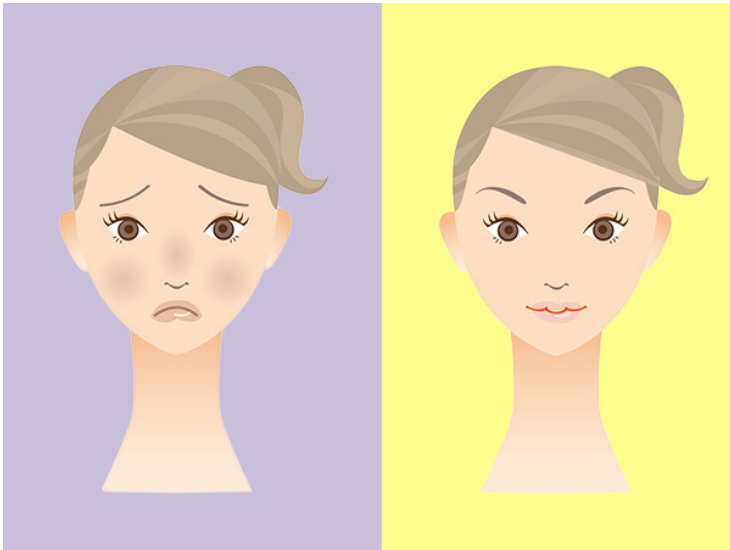
"With aging, the skin tends to become darker and takes on a yellowish tint. In your 20s, your skin has a youthful, slightly rosy hue, but as you age, it gradually becomes duller and shifts towards a somewhat brownish-yellow shade.

According to measurements by Kao, in terms of 'skin brightness,' individuals in their 50s have fallen to less than half the level of those in their late 20s, and in terms of 'skin yellowness,' those in their 50s have increased to nearly double the level of those in their late 20s (based on a survey of 256 Japanese women aged 18 to 59). In other words, changes such as 'skin darkening' and 'yellowing' have become important indicators of 'skin age'."

※ The average face is generated by averaging images of approximately 50 women from each age group. The graph is calculated based on skin color measurements using spectrophotometers and similar devices. The study included 256 Japanese women and was conducted by Kao.



# "Dullness care" for your face – the time to start is when you notice it!



Perhaps due to daily fatigue, when you look in the mirror, your expression seems somewhat lackluster, and you don't appear energetic... This kind of dullness, when you become aware of it, is the beginning of care. Dullness can be gradually improved through care and prevention!

Due to the accumulation of daily fatigue, have you ever noticed that your expression in front of the mirror seems somewhat lackluster?

The reason for looking low on energy or having a lackluster expression might be due to dullness.

The skin accumulates dirt such as old keratin that regular skincare cannot completely remove, and if left untreated, it can lead to dullness and an aging appearance. Purystal injects non-water-soluble carbonated **nano bubbles using a special proprietary technology**. These nano bubbles are extremely small and ultra-fine, not visible to the naked eye. **Nano bubble peeling "Purystal"** can penetrate between the cells of the stratum corneum, gently removing dirt not only on the skin's surface but also deep within the pores. It helps facilitate the skin's renewal process, bringing a clean and transparent complexion to the skin.

With Nano Bubble Peeling "Purystal," achieving  
easy special care for dullness removal!

# Causes of Dullness

## Mechanism of Dullness Worsening

Decreased skin metabolism (= Disruption of skin renewal cycle)



Old keratin that should naturally come off remains on the skin.



In addition to dryness, the presence of old keratin covering the skin makes it difficult for moisture to penetrate, worsening dryness further.



Severe dryness leads to the loss of translucency and worsens "dullness"! In other words, without removing old keratin, the unhealthy, lackluster appearance will persist...!

くすみは、外へ排出するケアが大切です。週に2~3度の  
ナノバブルピーリング「Purystal」  
で、角質を取り除き、居座っている古い角質を排出していきましょう。



## The cause of dullness is old keratin!

# Material Point

**Featuring cutting-edge carbonated nano bubble water technology! Focusing on the water that makes up the majority of skincare cosmetics.**

- Point.1 Exclusive advanced technology, combined with oxygen nano bubble water!**
- Point.2 Contains over 80% beauty serum ingredients! (Including water and carbonated nanobubble)**
- Point.3 4 types of beauty extracts from Hokkaido**



The human body is composed of about 60% water. Water is the source of our humanity and the essence of health and beauty. Additionally, most of the ingredients in basic skincare products are water. The quality of cosmetics is influenced by the quality of water. We believe that all "water" is the key to solving skin concerns and have been developed with a focus on the water we incorporate.



# Point 1

## What are nano bubbles?

Nano bubbles, as the name suggests, refer to extremely small bubbles. They are much smaller than the pores in ordinary water, measuring approximately 100 nanometers (Nano) = 0.1 micrometers (Micrometer) = 1/10,000 millimeters or even smaller, making them invisible to the naked eye. Due to their minuscule size, these ultrafine bubbles can easily penetrate into pores, and it is said that they can remove various waste materials, surpassing visible foam in effectiveness.

※ $\mu\text{m}$  = マイクロメートル(ミクロン) = 1000分の1mm



普通の水粒子



普通の水粒子

毛穴の中の老廃物

※ 粒子が大きき毛穴の中に浸透していない、毛穴の外表面だけ洗い流します。



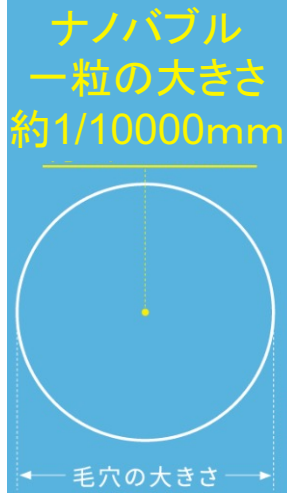
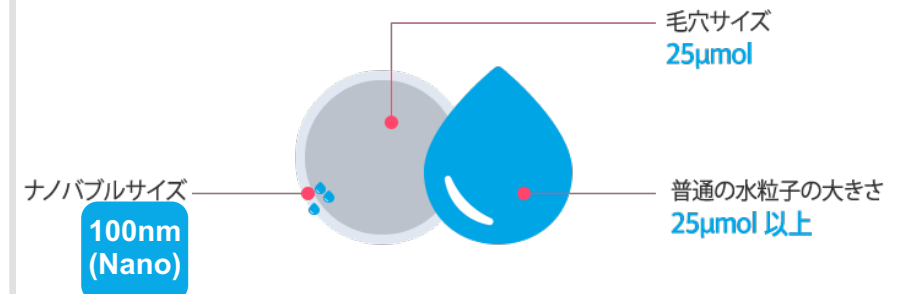
ナノバブル



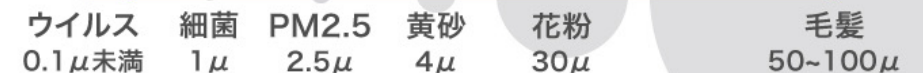
ナノバブル

毛穴の中の老廃物

※ ナノバブルが毛穴の奥深くに浸透して、老廃物を除菌して洗い流します。



ナノバブル ウィルスと  
 $0.1\mu$ 以下 ほぼ同等の大きさ

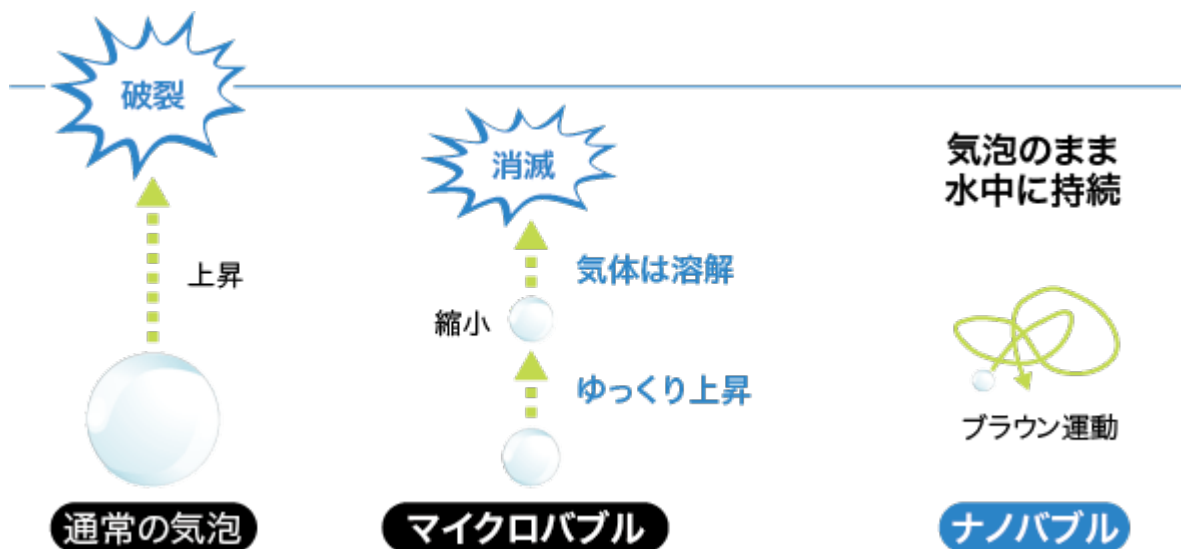


髪の毛の幅に500~1000個も並ぶ

# Point 2

## Characteristics of Nano Bubbles

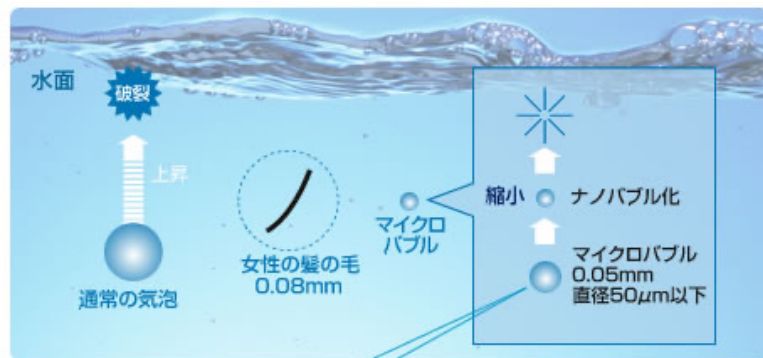
1. Ordinary bubbles in water typically rise and burst.
2. Microbubbles, on the other hand, rise slowly and gradually shrink until they disappear.
3. Nano bubbles carry a negative charge and are bubbles covered by a condensed ion shell. In other words, they are coated with a shell of negative ions. Due to this effect, nano bubbles are constantly undergoing irregular Brownian motion, a force greater than the buoyancy of the bubbles, allowing nano bubbles to remain submerged in water for an extended period of time.



炭酸泡をマイクロレベルよりさらに小さくできる  
最先端技術により極小ナノバブル化。  
炭酸ナノバブル水配合の新商品ピーリング  
ジェル「Purystal」がようやく誕生しました！

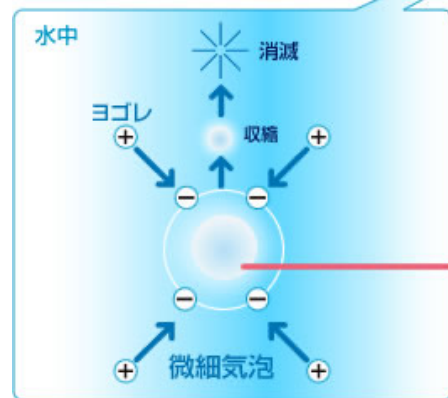
# Point 3

## Characteristics of Nano Bubbles

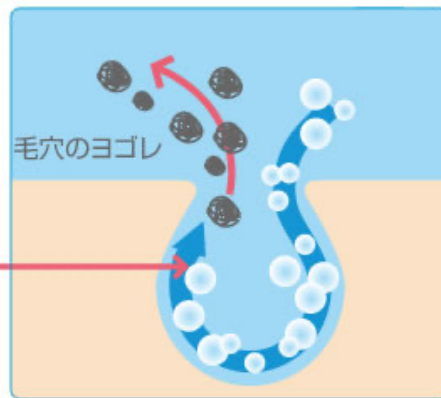


1. Not visible to the naked eye due to their extremely small size, nano bubbles appear as transparent liquid.
2. They do not immediately rise to the surface but remain in water for an extended period, undergoing Brownian motion without ascending into the atmosphere.
3. With a negative charge on their surfaces, nano bubbles repel each other. This characteristic prevents nano bubbles from binding together, ensuring that the bubble density does not decrease.

マイクロバブル拡大図



毛穴の拡大図



### 【Electrical Properties of Nano Bubbles】

"Nano bubbles" have a negative (-) charge. Because bubbles repel each other when they have the same negative (-) charge, even in highly concentrated "nano bubbles," they do not bind together.

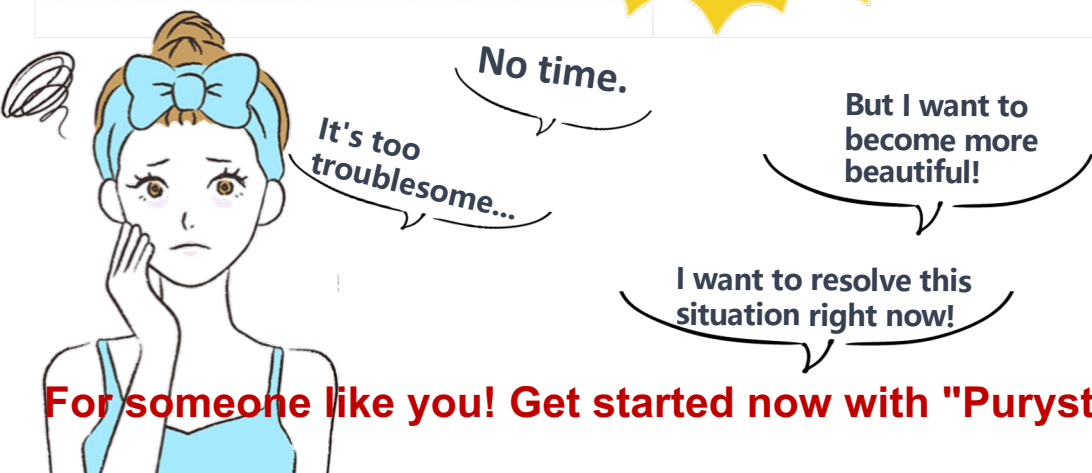
**Dirt with a positive charge is attracted to the bubbles of "nano bubbles."** In other words, dirt has a property of being attracted and adhering automatically.

# Point 4

## こんなお悩み、ありませんか？

- ✓ あごや鼻の毛穴に白いブツブツ汚れが・・・
- ✓ 汚れはきちんと落としたいけど、乾燥が気になる。
- ✓ お肌全体がごわごわ、鼻のまわりはざらざら。
- ✓ 日焼けしてないのに、何だか肌が暗く見える。

その悩み 肌の **SOS** サイン かも!?



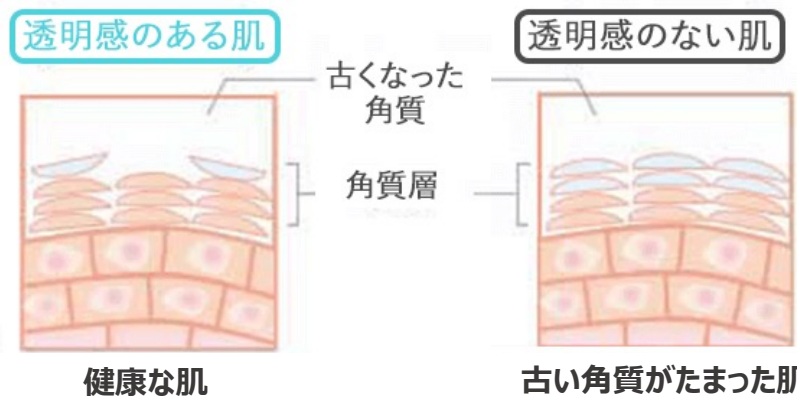
**For someone like you! Get started now with "Purystal" for tackling dullness.**

## Amazing Carbonated Skin-Enhancing Power!

The retention of old keratin on the skin's surface is a cause of dullness, as it leads to a loss of transparency. Keratin-related dullness is often accompanied by skin roughness. Since turnover rates slow down with age, anti-aging care becomes essential.

**"Nano Bubble Peeling Purystal" combines the power of carbonated nano bubble water with a gentle peeling gel, delivering delightful results!** This carbonated nano bubble peeling gel adheres closely to the skin and gradually softens and gently removes unwanted old keratin. **It also enhances transparency**, leaving your skin looking fresh like it's just been born!

### 古い角質は透明感の大敵！





# Point 5

## What are the carbonated beauty effects of carbonated cosmetics?



Carbonated water has been found to have beneficial effects on the skin, leading to a focus on beauty methods that utilize its benefits.

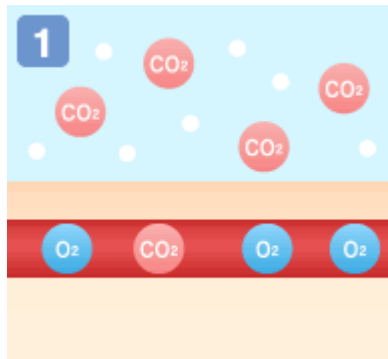
Can you please provide more details?

効果  
1

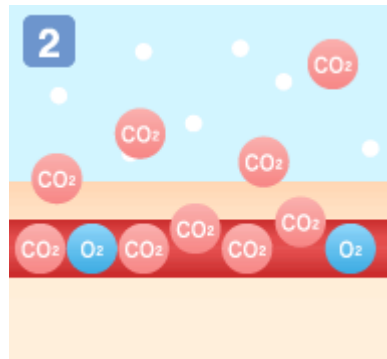
### お肌のターンオーバーを活性化

When carbon dioxide gas (carbon dioxide) enters the blood vessels, the blood vessels sense oxygen deficiency and try to circulate oxygen in the blood. This causes the blood vessels to dilate, improves blood circulation, and enhances metabolism.

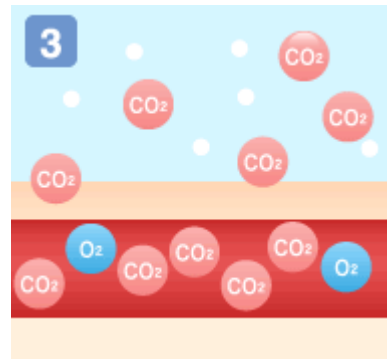
As a result, skin dullness and dark circles are improved, and the skin's traditional functions are enhanced.



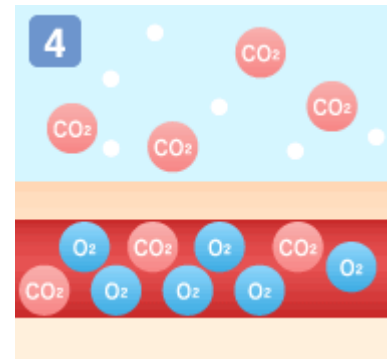
Carbon dioxide entering the blood vessels



Insufficient oxygen in the blood vessels



Blood vessels dilate to promote the circulation of oxygen in the blood



With ample oxygen circulation, blood flow is enhanced, and skin function is improved.

### Blood Circulation-Boosting Effect

When blood flow is poor, cells cannot receive enough nutrients and oxygen, leading to a disruption in skin cell turnover and causing skin issues (dullness, dark circles, wrinkles). When carbon dioxide enters the blood vessels, the concentration of carbon dioxide in the blood increases, causing the brain to falsely perceive oxygen deficiency. As a result, blood vessels dilate to increase blood flow, which activates the skin.



# Point 6

## What are the carbonated beauty effects of carbonated cosmetics?

効果

2

汚れを落とす

Carbon dioxide has the property of adsorbing proteins, which allows it to gently remove dirt such as old keratin and sebum from pores, helping to maintain healthy skin.



1 The fine bubbles of carbon dioxide penetrate into the pores.



2 Carbonated bubbles adhere to the dirt on the skin and pores.



3 Remove dirt.

Can you please provide more details?

Effectively absorbs stubborn dirt in pores and old keratin that is hard to remove! Carbon dioxide has the ability to adsorb proteins and cleanse the skin thoroughly. Research data also indicates that it minimizes the burden on the skin and can remove "porphyrin," which is a cause of dullness and acne that cannot be completely removed with regular care.

# Point 7

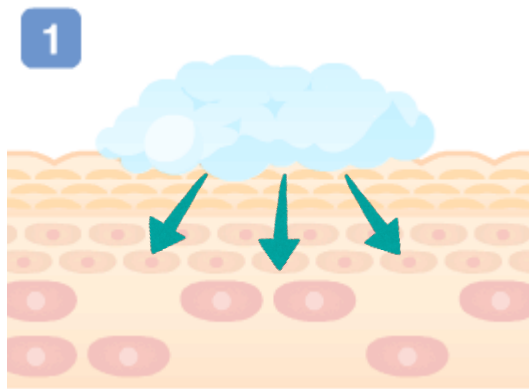
## What are the carbonated beauty effects of carbonated cosmetics?

効果

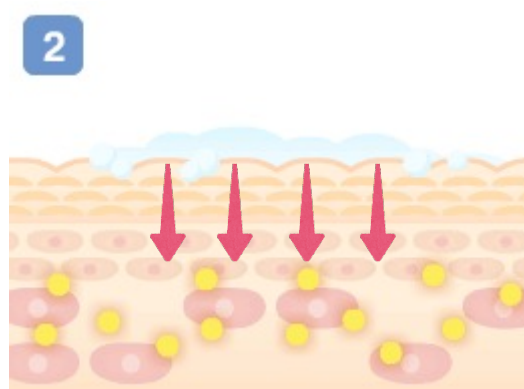
3

### 浸透作用

Due to the very small size of carbonated nano bubbles, they easily penetrate subcutaneous cells when they encounter the skin. Utilizing this action, carbonated nano bubbles can deliver ingredients dissolved in products like serums deep into the skin, allowing for a more effective utilization of the power of each ingredient.



1 The invisible fine bubbles of carbon nanobubbles penetrate deeply into the skin.



2 The dissolved beauty ingredients reach deep into the skin.



3 The beauty ingredients unleash their power.

Carbonated nano bubble water (water infused with fine carbon dioxide) penetrates the stratum corneum, refining the skin and providing moisture.

Can you please provide more details?

Delivering beauty ingredients thoroughly and elevating the level of beautiful skin! Carbon dioxide, with its small molecular size, reaches the blood vessels and delivers oxygen and nutrients there. At the same time, it also widens blood vessels, promoting metabolism. It's truly a boon for the skin!

# Point 8



**Why doesn't it feel fizzy or popping even though it's a carbonated cosmetic?**



To prevent the carbonated bubbles from bursting and weakening the effect, we nano-bubble the carbon dioxide to a level 1/10000th the size of pores before applying it in our products. Carbonated nano-bubbles are not dissolved in water; they exist in water as a tiny gas through a new proprietary technology, which prevents the carbonation from bursting and maintains a high concentration. Using carbonation will not cause a tingling sensation on the skin.



# Point 9

## ~ 4 Luxurious Beauty Extracts from Hokkaido ~



### Lavender Flower Extract

- Extract derived from the lavender flower, a plant in the mint family (Lamiaceae). It contains components such as tannins, linalool, and limonene, and has a distinctive aroma. Lavender extract possesses astringent, antibacterial, and antimicrobial properties, making it suitable for cosmetics aimed at preventing acne. Lavender is known for its calming effects, helping to relax both the body and mind when they are tense due to stress, and easing feelings of anxiety, tension, and irritability.

### Chamomile Flower Extract

- This is an extract obtained from the flowers of the chamomile plant, a member of the daisy family. It is used as an ingredient in cosmetics due to its moisturizing, anti-inflammatory, nourishing, astringent, antibacterial, blood circulation-promoting, decongestant, and itch-relief properties. It possesses a potent anti-inflammatory effect and is incorporated into cosmetics to protect the skin from issues such as dryness and skin inflammations like acne.

### White Birch Sap

- White Birch sap is a rare ingredient that can only be collected for about 2 to 3 weeks during the snowmelt period from winter to spring in certain regions like Hokkaido. While it may not be well-known in Japan, birch sap has been cherished for its beauty and health benefits in overseas regions for a long time.
- White Birch sap is rich in various minerals, vitamins, 18 types of amino acids, 18 types of trace elements, 11 types of fatty acids, and other nutrients that are essential for the skin. Due to its high nutritional content, it is often referred to as the "nurse of the forest." It possesses excellent antioxidant and moisturizing properties, helps reduce fatigue and stress, and can eliminate free radicals.

### Japanese Coix Seed Extract

- This is an extract obtained from coix seeds. Coix fruit, known as "coix," has been used in traditional Chinese medicine since ancient times. It helps prevent skin issues and balances the skin. As early as the Three Kingdoms period, it was mentioned in the ancient text "Shennong Ben Cao Jing" and has a long history as a plant. It is also beloved in Japan for its use in treating conditions like warts. By improving blood circulation and lymphatic flow, it helps promote skin metabolism and has anti-inflammatory effects, making it suitable for addressing skin concerns such as whitening and acne.



# Point 10

たった30秒くるくるするだけ。  
古い角質がごっそりとれる。

でも

初めてピーリング体験をする方には  
心配があるかもしれません。

## 本当に角質がとれているの？

この「ポロポロ」はピーリングジェルが  
汚れや古い角質を巻き込んでできたもの。



でも、ちょっと待ってください。

古い角質を落とした肌はとてもデリケート  
落とすだけではかえってお肌にダメージを与えます。

一般的なピーリングジェルだと  
使用後に…

きしみや  
ツツパリ

乾燥  
しがちに…

肌が  
ヒリヒリ

だから、

私たちがたどり着いたのは…

「落とす」と同時に「補う」こと

キレイな状態の角質層に  
80%以上もの美容成分が満ちていく

しっとり、つるすべ肌へ!

極力気になる成分を使わないフリー設計

お肌へのやさしさにもこだわりました

旧指定成分

パラベン

エタノール

シリコン

合成香料

合成着色料

石油系  
界面活性  
剤

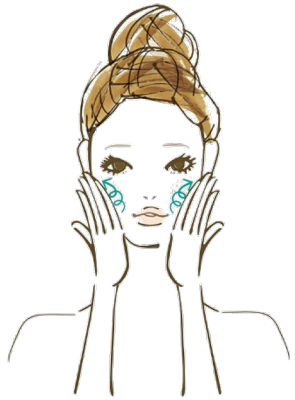
鉱物油

動物由来

9項目のフリーで  
低刺激を実現



# Instructions for Use:



1. After cleansing or removing makeup, pat your face dry and apply an appropriate amount (about the size of a cherry) evenly to your entire face, avoiding the eye area. Gently massage in a circular motion.
2. Wait for the gel to encapsulate old keratin and come out in small granules (approximately 20-30 seconds), then rinse thoroughly with water or lukewarm water.
3. Follow up with toner, cream, or other skincare products to balance your skin.

*Recommended usage is 2-3 times a week, depending on your skin condition*

## Moisturize Your Skin Thoroughly After Peeling!

The most crucial care for your skin after peeling is moisturization. First, apply your toner in small amounts several times, gently letting it absorb into your skin. Post-peeling, your skin is more receptive to toner, so use warm toner in your palm and slowly press it in while warming your skin. After applying toner, follow up by using cream or similar skincare products also warmed in your palm. Take a generous amount, covering your entire face with your palm. Pay special attention to the thin-skinned cheeks and the T-zone when applying.

Additionally, because it's easy to do, excessive and frequent peeling can lead to severe skin dryness or, conversely, excessive sebum production, resulting in the occurrence or worsening of acne. Therefore, it's essential to maintain an appropriate interval for skincare.

**Makeup application changes dramatically. The key to radiant skin is the "Carbonated Nano Bubble Peeling Gel."**

# Purystal



Relaxing Lavender Citrus Scent  
(Aromatherapy Essential Oil)

Absorbs and removes old keratin and impurities from the skin's surface. It also influences cells, restoring the mechanism of skin regeneration to normal, resulting in healthy skin.

*Purystal*

# Purystal 全成分

表示名称	
1	水
2	グリセリン
3	(アクリレート/アクリル酸アルキル(C10-30))クロスポリマー
4	ジココジモニウムクロリド
5	ステアルトリモニウムブロミド
6	二酸化炭素
7	ラベンダー花エキス
8	カミツレ花エキス
9	ハトムギ種子エキス
10	シラカンバ樹液
11	ラベンダー油
12	オレンジ油
13	グレープフルーツ果皮油
14	DPG
15	BG
16	ラウリルベタイン

*Purystal*

# Peeling Gel "Purystal" FAQ

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

A The selection and balance of safe and secure beauty ingredients, a commitment to formulation, and the creation of cosmetics in the best environment for development and manufacturing are our top priorities.

We strive to exclude ingredients that may cause irritation or allergies whenever possible. We do not use parabens, ethanol, synthetic colorants, or synthetic fragrances.

While we pay sufficient attention to the safety of our products, individual variations can affect how well they suit your skin, and your skin's condition may change with your health and the seasons.

If you have any concerns, we recommend conducting a patch test before using our products. (Apply the cosmetic to your neck or upper arm and observe the condition 10 minutes later.)

Additionally, please check the full ingredient list to ensure that there are no ingredients that are not suitable for your skin type. If you have any doubts about using our products, we recommend consulting a physician.

**Regarding full ingredient disclosure:** In the past, cosmetics were required to label ingredients that had the potential to cause "skin disorders such as allergies" as "specified ingredients" by the Minister of Health, Labour and Welfare under the Pharmaceutical Affairs Law. "Full ingredient disclosure" means disclosing not only "specified ingredients" but also all ingredients included in cosmetics to clearly identify whether there are any ingredients that may not be suitable for your skin type and for your reference.

# Peeling Gel "Purystal" FAQ

Q

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

A

未開封の使用期限は、製造から3年です。  
一度開封したものについては、なるべくお早めに使い切ってください。

Q

**What is the skincare routine?**

A

1. After cleansing and washing your face, pat it dry with a towel. Take an appropriate amount (about the size of a cherry) and apply it evenly to your entire face, avoiding the eye area. Gently massage it in a circular motion.
2. Once the gel has formed small clumps on the surface of your skin (approximately 20-30 seconds), rinse thoroughly with water or lukewarm water.
3. Afterward, use toner, cream, or other skincare products to condition your skin.

**Note:** It is recommended to use 2-3 times a week, depending on your skin condition.