



# 2016 New Product Kinohimitsu Be White

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# KINOHIMITSU BE WHITE



White out imperfections



## Kinohimitsu Be White

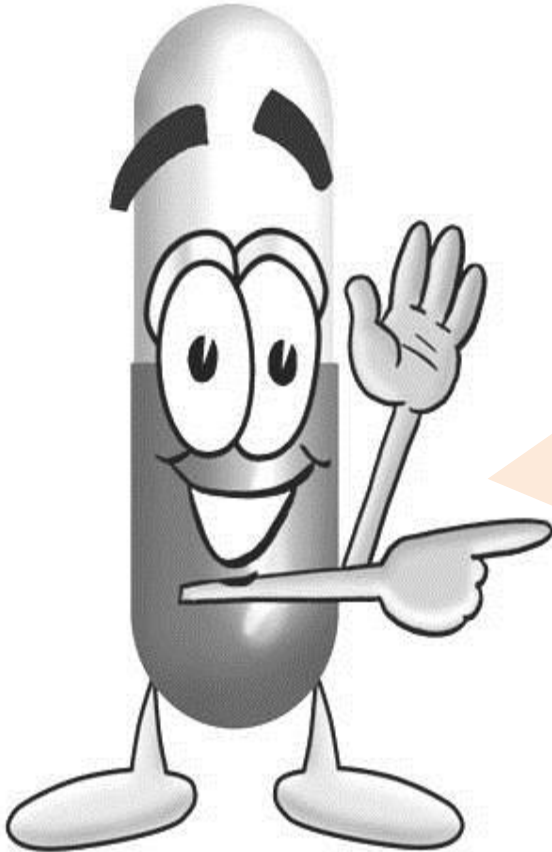
### Key ingredients:

- ✓ Glutathione
- ✓ Tomato Extract
- ✓ Pomegranate Extract
- ✓ Olive Extract

### Direction of use:

Take 1-2 capsules in a day.

**Pack size:** 450mg x 30 capsules



## BENEFITS

A diagram showing the skin layers and their benefits. A red line starts from the ear area of a woman's face and points to the 'EPIDERMIS' section. A blue line starts from the cheek area and points to the 'DERMIS' section. The 'EPIDERMIS' section lists three benefits: 'Brighten skin', 'Heal sunburned skin (tan line, red peeling skin)', and 'Lighten freckles and dark spots'. The 'DERMIS' section lists two benefits: 'Inner UV protection' and 'Anti-photoageing (wrinkles & sagging skin)'.

### EPIDERMIS



Brighten skin



Heal sunburned skin (tan line, red peeling skin)



Lighten freckles and dark spots

### DERMIS



Inner UV protection



Anti-photoageing (wrinkles & sagging skin)

# WHAT IS HYPERPIGMENTATION?

- Our skin gets its color from a pigment called melanin.
- **Hyperpigmentation**= darkening of an area of skin.
- A common cause of hyperpigmentation is excess production of melanin.
- Occur in small patches or cover large areas of the body.

FRECKLES

AGE SPOTS  
(LIVER SPOT)

POST INFLAMMATORY  
HYPERPIGMENTATION

MELASMA

SUN SPOTS



# Causes of hyperpigmentation

1

Exposure to UV-sunlight

2

Hormonal influences  
(pregnancy/ birth control  
pill)

3

Age

4

Skin injuries/ inflammation



NOW,

**KINOHIMITSU BE WHITE**

OFFERS

**SIMPLE & CONVENIENT SOLUTION** TO  
PROTECT & BRIGHTEN YOUR SKIN!

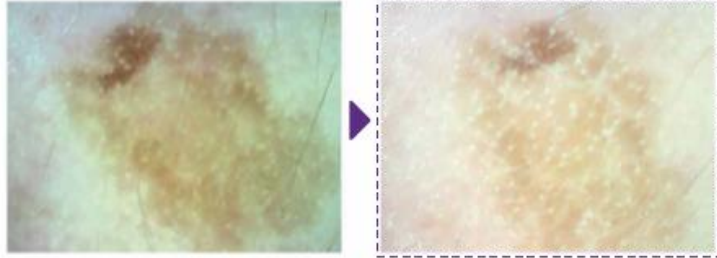


# CLINICALLY PROVEN

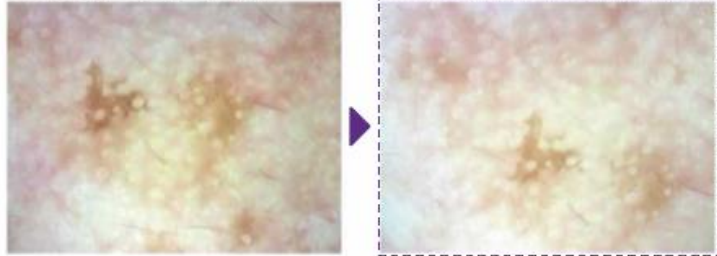
DAY 1

DAY 28

45 years old, female



36 years old, female

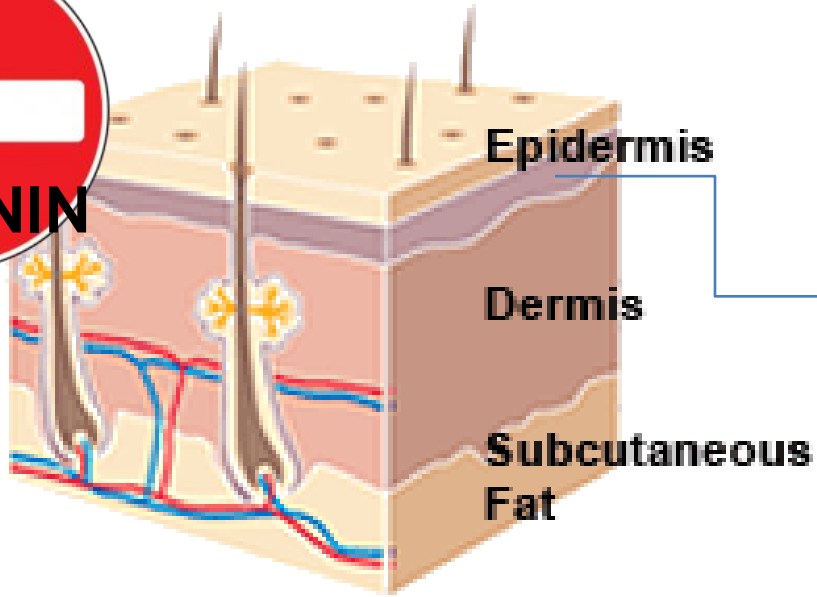


Pigments on cheek are visibly lightened  
and overall skin tone becomes

**BRIGHTER & MORE LUMINOUS.**

Kinohimitsu Be White faded dark spots  
in **28 days!**

## KEY INGREDIENTS



### POMEGRANATE EXTRACT & GLUTHATHIONE

Inhibit melanin production by blocking enzyme tyrosinase

## KEY INGREDIENTS

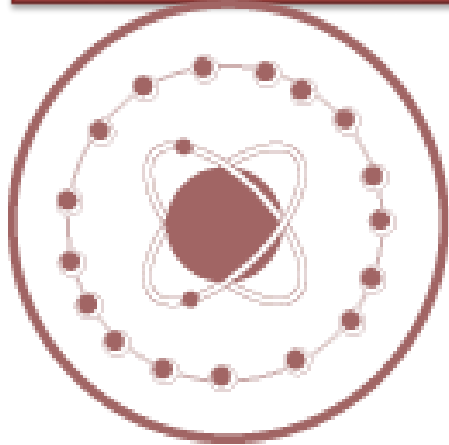


### VITAMIN C

- Optimizes cell renewal & skin turnover
- Promotes collagen, glutathione, Vitamin E synthesis which are important to repair sunburned skin & brighten skin tone.

# KEY INGREDIENTS

## ANTIOXIDANT



### **TOMATO EXTRACT & OLIVE EXTRACT**

Scavenge free radicals, hence, boost the protection against UV-induced skin damage



5 INTERNATIONAL PATENTS

US PATENTS (POMEGRANATE EXTRACT)



OLIVE EXTRACT

GLUTATHIONE

**United States Patent**  
Serrano et al.

(35) Patent No.: **US 7,919,636 B2**  
(41) Date of Patent: **Apr. 5, 2011**

**FIELD OF INVENTION**  
The present invention relates to pomegranate extract compositions containing pomegranate polyphenols and other active ingredients for the treatment of various conditions.

**BACKGROUND**  
Pomegranate polyphenols have been shown to have antioxidant, anti-inflammatory, and other beneficial effects.

**BRIEF SUMMARY**  
The present invention provides a pomegranate extract composition for the treatment of various conditions.

**Detailed Description**  
The present invention provides a pomegranate extract composition for the treatment of various conditions.

**Claims**  
1. A pomegranate extract composition for the treatment of various conditions.

**References**  
Serrano et al., "Pomegranate Polyphenols and Their Health Benefits," *Journal of Nutrition*, 2008.

**FIG. 1**  
A bar chart showing the relative concentrations of various polyphenols in the pomegranate extract composition.

**FIG. 2**  
A bar chart showing the relative concentrations of various polyphenols in the pomegranate extract composition.

US7919636 B2

**United States Patent**  
Serrano et al.

(35) Patent No.: **US 7,897,791 B2**  
(41) Date of Patent: **Mar. 1, 2011**

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US7897791 B2

**United States Patent**  
Serrano et al.

(35) Patent No.: **US 7,638,640 B2**  
(41) Date of Patent: **Dec. 29, 2009**

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US7638640 B2

**INTERNATIONAL METHOD FOR OBTAINING PURIFIED HYDROXYTYROSOL FRO.**

**FIELD OF INVENTION**  
The present invention relates to a method for obtaining purified hydroxytyrosol from pomegranate polyphenols.

**BACKGROUND**  
Hydroxytyrosol is a natural polyphenol compound found in pomegranate seeds.

**BRIEF SUMMARY**  
The present invention provides a method for obtaining purified hydroxytyrosol from pomegranate polyphenols.

**Detailed Description**  
The present invention provides a method for obtaining purified hydroxytyrosol from pomegranate polyphenols.

**Claims**  
1. A method for obtaining purified hydroxytyrosol from pomegranate polyphenols.

**References**  
Serrano et al., "Pomegranate Polyphenols and Their Health Benefits," *Journal of Nutrition*, 2008.

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WO/2002/064537

**OLIVE EXTRACT**

**FIELD OF INVENTION**  
The present invention relates to olive extract compositions containing polyphenols and other active ingredients for the treatment of various conditions.

**BACKGROUND**  
Olive polyphenols have been shown to have antioxidant, anti-inflammatory, and other beneficial effects.

**BRIEF SUMMARY**  
The present invention provides an olive extract composition for the treatment of various conditions.

**Detailed Description**  
The present invention provides an olive extract composition for the treatment of various conditions.

**Claims**  
1. An olive extract composition for the treatment of various conditions.

**References**  
Serrano et al., "Olive Polyphenols and Their Health Benefits," *Journal of Nutrition*, 2008.

**FIG. 1**  
A bar chart showing the relative concentrations of various polyphenols in the olive extract composition.

**FIG. 2**  
A bar chart showing the relative concentrations of various polyphenols in the olive extract composition.

JP20091768

## PRODUCT USP

- ✓ **Ingredient synergies, long lasting effect-** formulated with POTENT ingredients in MAXIMAL concentrations
- ✓ **Patented ingredients-** the only product in the market with 5 international patents.
- ✓ **FREE** from drugs, hormones antibiotics, steroids, herbicides etc.
- ✓ **Blister card packing** - hygienic, convenient to bring along.

# COMPARISON OF KINO PRODUCTS

	<b>KINO UV BRIGHT SHIELD</b>	<b>KINO BE WHITE HEAL</b>	<b>KINO PROWHITE PROTECT</b>
<b>Functions</b>	✓ <b>UV Protection up to 9 hours</b>	✓ <b>Anti-Hyperpigmentation</b> ✓ <b>Anti-Photoageing</b> ✓ <b>Heal sunburn</b>	✓ <b>Lighten age spots/liver spots</b> ✓ <b>Repair dull/yellowish skin</b>
<b>Product form</b>	50ml liquid	450mg capsule	8g powder
<b>Flavour</b>	Grape	Tasteless	Berry
<b>Key Ingredients</b>	<ul style="list-style-type: none"> <li>• Grape Seed Extract (OPC)</li> <li>• Grape Polyphenols</li> <li>• Apple Polyphenols</li> <li>• Vitamin C</li> </ul>	<ul style="list-style-type: none"> <li>• Glutathione</li> <li>• Tomato Extract</li> <li>• Pomegranate Extract</li> <li>• Olive Extract</li> <li>• Vitamin C</li> </ul>	<ul style="list-style-type: none"> <li>• Glutathione</li> <li>• Camu-camu</li> <li>• Maqui Berry Powder</li> <li>• Wheat Germ Extract</li> <li>• Vitamin E</li> <li>• Vitamin C</li> </ul>
<b>Recommended consumption</b>	1 bottle a day, preferably in the morning or before outdoor activities	Take 1-2 capsules day	1 sachet a day, preferably before bedtime
<b>Especially suitable for</b>	Active outdoor people	Premature skin, frequent traveler	Coffee/alcohol drinker, night owl, stressful lifestyle

A purple speech bubble icon containing the text "Q&A" in white, bold, sans-serif font.

**Q** Will **Kinohimitsu Be White** cause greying or whitening of hair?

**A** No, Kinohimitsu Be White is formulated to lighten only the skin; in general, greying of hair attributes to normal ageing, lifestyles (e.g. smoking), exposure to heavy metals (e.g. mercury), etc.

**Q** Is **Kinohimitsu Be White** suitable for vegetarians?

**A** No, the capsule shell is made from bovine.

**Q** Is it safe to consume **Kinohimitsu Be White**?

**A** Yes, **Kinohimitsu Be White** is made from natural ingredients and it is certified free from hormones, steroids and chemicals by SGS.



**THANK YOU!**