

Kinohimitsu
freedom to live

Kinohimitsu
— J'PAN BEAUTY —
PROWHITE

Luminous skin • Healthy liver



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NO ADDITIVE

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Kinohimitsu J'pan ProWhite is a delicious functional drink that provides systemic health and beauty functions. It contains Glutathione and the two 'superfruits'- Camu-camu and Maqui Berry to eliminate spots and reduce oxidative stress.

With such a powerful package of nutrients working in synergy, Kinohimitsu J'pan ProWhite helps to enhance skin clarity and radiance, boost up immune system and promote healthy liver for perfectly flawless and glowing skin in just matter of weeks!



What is glutathione?

Glutathione is produced by liver.

It is the Master Antioxidant that removes toxins, free radicals and chemicals for better liver health. Glutathione is also the famous de-pigmentation agent.



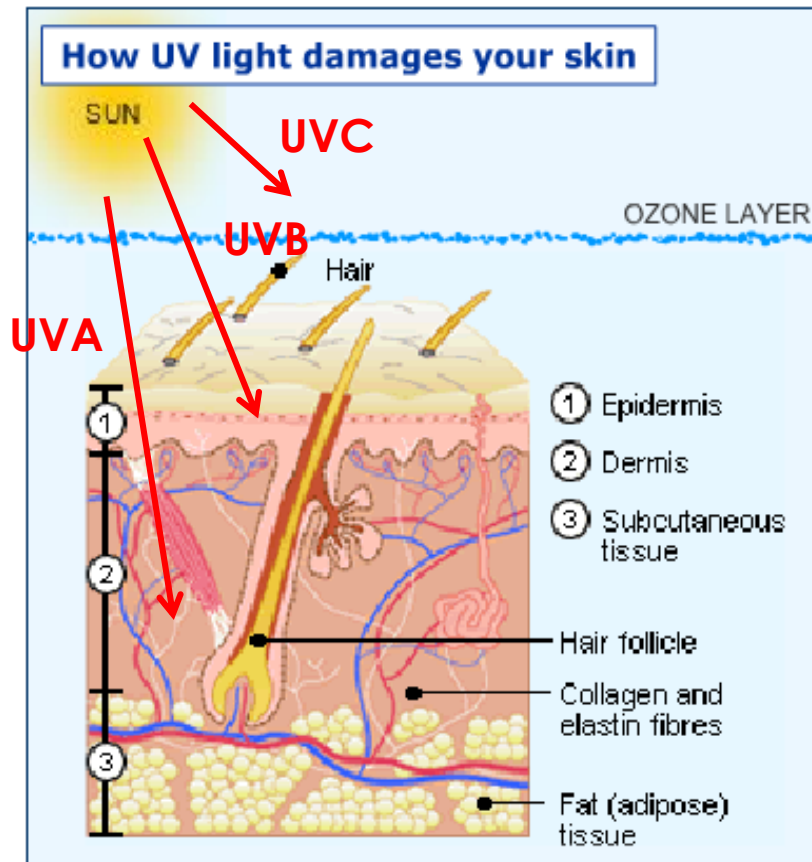
Part 2: In-depth knowledge

What are UV rays?

How UV rays and free radicals affect us?

How Glutathione works?

What are UV rays?



UV Rays are ultraviolet light of sunlight in three different electromagnetic waves, namely UVA, UVB and UVC. More than 95% of UV ray that we come into contact with the skin everyday is UVA, followed by UVB.

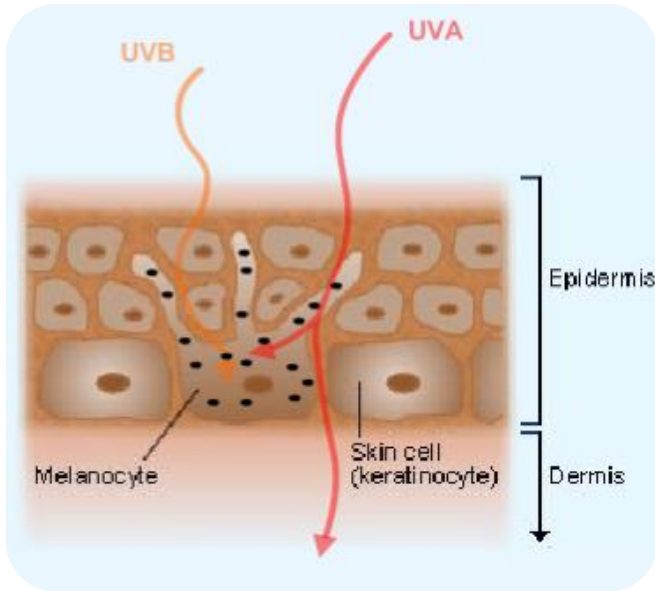
UVC rays are extremely powerful but are mostly filtered out by the ozone before reaching the earth.

UVB rays are partially absorbed by the ozone layer. It is able to penetrate epidermis and are the primary cause of **sunburn**.

UVA rays can travel deeper into dermis layer which heavily contributes to premature **ageing**.

Effect of UV rays - 1

- First of all, it caused **dark skin and pigmentations.**



Melanin: The Body's First Line of Defense

Our skin has its self-protection system. When UV rays penetrate into skin, it reacts with a chemical called melanin that's found in epidermis. **Melanin is the first line of defense against the sun because it absorbs dangerous UV rays before they do serious skin damage.**

Melanin is found in different concentrations and colors, resulting in different skin colors. The lighter skin color, the less melanin it has to absorb UV rays and protect itself. The darker a person's natural skin color, the more melanin it has to protect itself.

As the melanin increases in response to sun exposure, the skin tans and become rough in short term. Too much sun exposure can result in a serious skin irritation, stinging, and peeling.



Effect of UV rays – 1 (continued)



Dark skin & Pigmentation



Age spots on the back of shoulder



Sunburn

UV rays is everywhere

Not all sunlight is "equal" in UV concentration. The intensity of the sun's rays depends upon the time of year, as well as the altitude and latitude of your location.

Altitude: UV increases by 4% per 1000 feet elevation.

Time of the day: The strongest UV occurs between 10 a.m. until 4 p.m.

Reflection: Reflected UV is just as damaging as direct UV.

Water reflects up to 100% of UV.

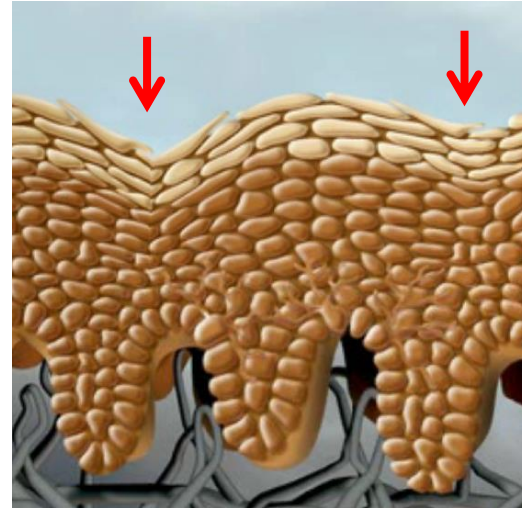
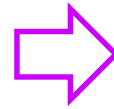
Sand, concrete and snow also reflect about 85-90%.



Effect of UV rays - 2



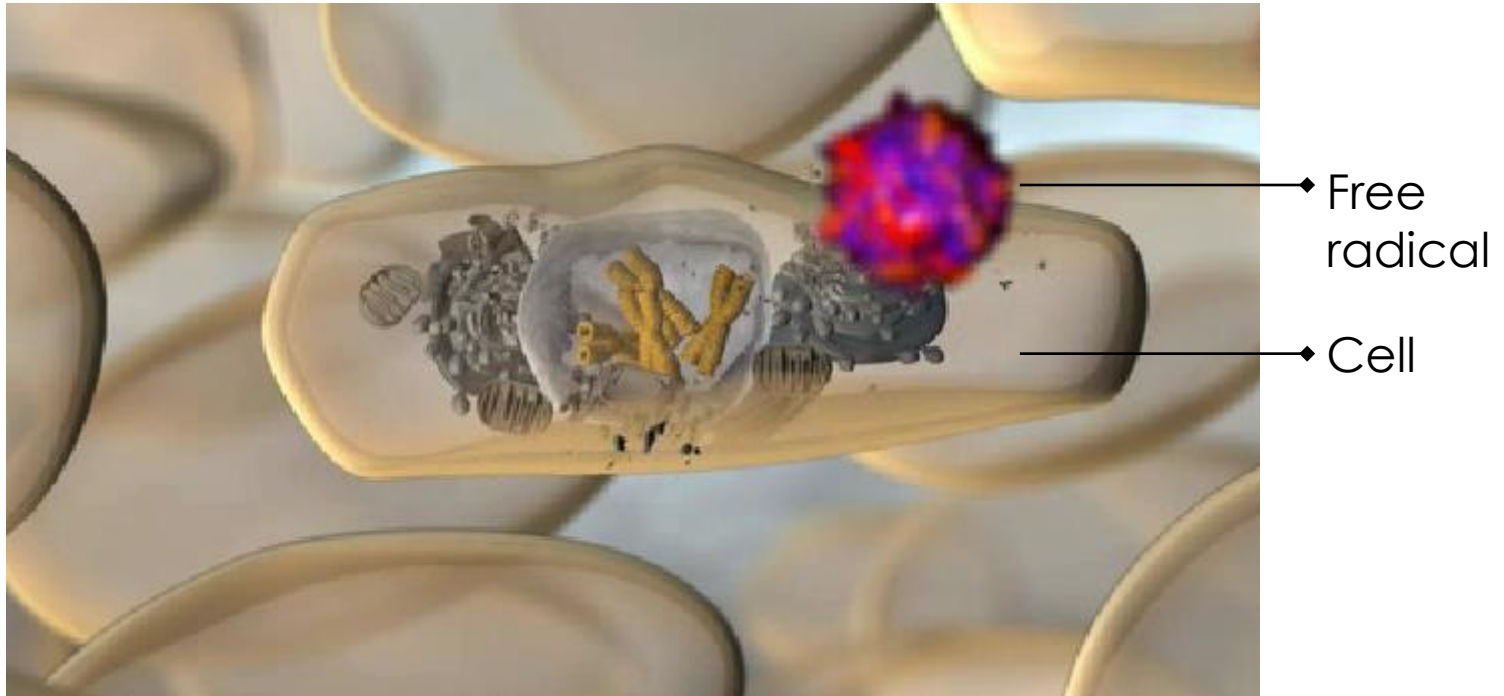
Fibroblasts cell which is responsible for collagen production



Wrinkles formation

UV-induced free radicals can harm the collagen and elastin fibres in our skin, in which these increase the appearance of wrinkles and loss of skin elasticity.

Effect of UV rays - 3



Free radicals can cause damage to parts of cells such as proteins, DNA, and cell membranes through a process called oxidation. Oxidative stress is always associated with aging and degenerative diseases such as cardiovascular disease, joint problems, liver problems and cancer.

The importance of Liver!

Located in the upper right quadrant of the abdomen, the liver is the largest and most complex organ of the body. It is responsible for **digestion, metabolism, blood sugar control, detoxification and elimination.**

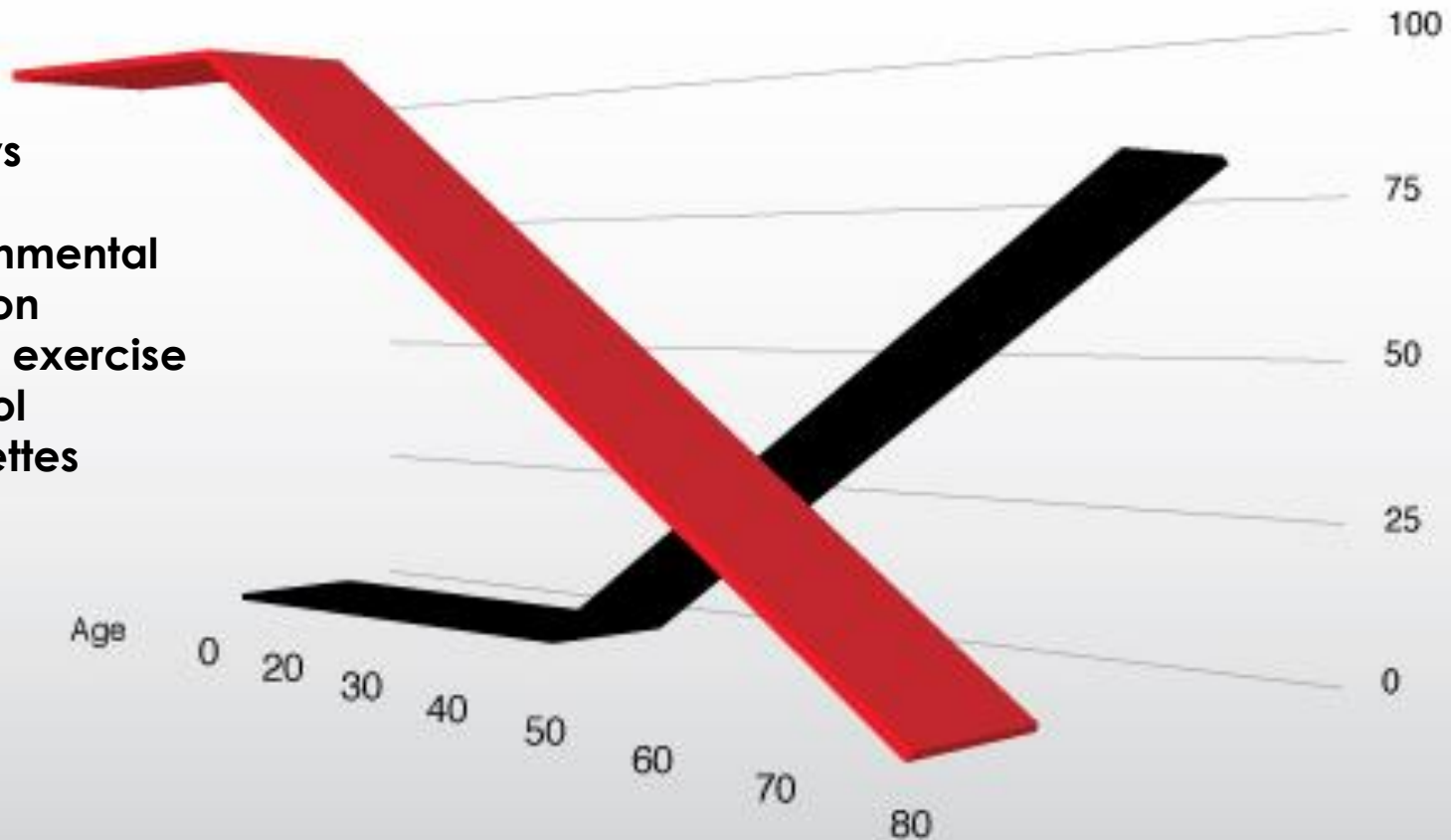
- **Cleansing and filtering the blood** where the blood flows through the liver in a unique way so that it can filter out toxic matter such as dead cells, chemicals, drugs, additives, hormones and 99% of bacteria.
- **Detoxifying & elimination** of heavy metals like mercury and lead through bowel or urine
- It also produces **Glutathione**, the Master Antioxidant, that removes various toxins and free radicals



Natural production of glutathione in our body starts to decline at our 20's and reduce by as much as 10% - 15% every decade

— Glutathione Levels -- Oxidative Stress Levels

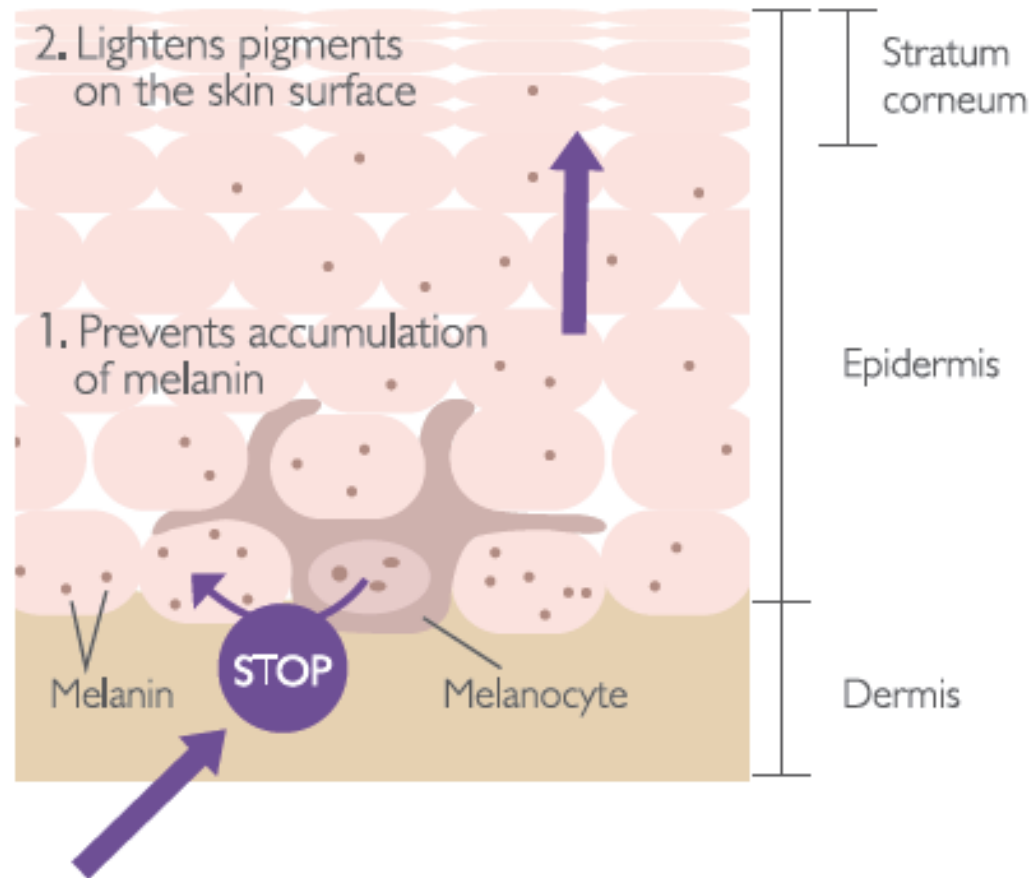
- UV rays
- Stress
- Environmental Pollution
- Heavy exercise
- Alcohol
- Cigarettes



This results in free radicals damage and oxidative stress.

How glutathione works?

Prevention of new melanin formation from the root source



Glutathione inhibits melanin production from the root source (Melanocyte) for luminous skin.

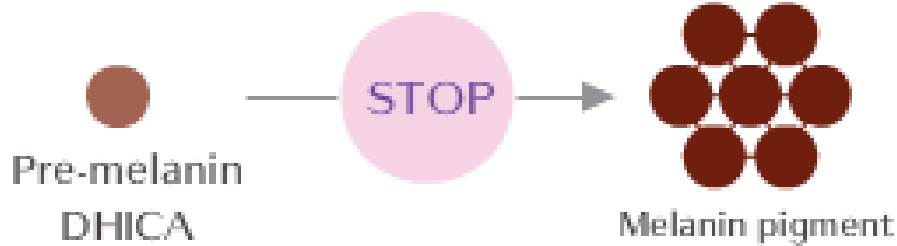
Glutathione – Enhance skin beauty

A



Lighten the pigments that are already formed.

B



Prevent the pigments to grow bigger and more.

C



Skin tone become fairer and brighter.

How ProWhite works?

It guards the liver against toxic matters (e.g. chemicals, heavy metals, etc.) and promotes healthy liver for stronger immunity.



It immediately repairs damaged cells, repels free radicals and promotes healthy cell turnover for fair & translucence skin!

It effectively eliminates stubborn spots and prevents new melanin formation for flawless skin!

Who should take Kinohimitsu J'pan ProWhite?



Age 25 and
above



Constant exposure
to UV rays



Pigmentation



Always stay
up late



Dark eye
circles



Fatigue and
feeling weak



Active and passive
cigarette-smoking



Alcoholic
beverages drinker



Poor liver
health

Ingredients:

Glutathione works from inside out to lighten and eliminate spots. It is also one of the vital nutrients to promote strong and healthy liver.

Camu-camu is one of the world's richest sources of Vitamin C - as much as 30 times more Vitamin C than an orange. Vitamin C increases Glutathione level by helping the body to manufacture it and enhance its efficacy.

Maqui Berry has the highest ORAC value (a measure of antioxidant strength) among all fruits. It is rich in anthocyanin (antioxidant) that offers strong anti-inflammatory properties to enhance cell absorption ability.

Wheat Germ Extract comes with a high content of Vitamin E that helps to fight against ageing of skin and promote younger looking skin.

Recommended consumption

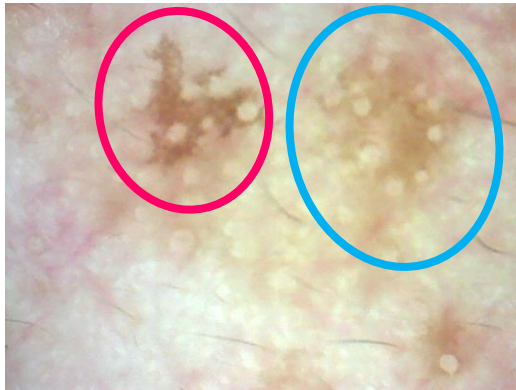
Usage: 1 sachet a day, preferably before bedtime. Open the sachet and pour it directly into the mouth or mix it with 150ml water. Serve with chilled water for delicious taste.



Results – Lightening of Pigmentation

Kinohimitsu J'pan ProWhite showed significant improvement in just 6 days*, with skin renewal in 28 days!

Panelist 1: 35 years old, female



Day 0



Day 28

Pigments are visibly lightened.

100% of panelists showed noticeable improvement of skin.

*Test on 200 Asian women and men between ages 25-55 under
Derma-Lab Supervision in TOYO BIO TEC Lab, Japan.

Q&A

Q: How soon will I be able to see the results?

A: See a difference in your skin in just 6 days*, with skin renewal in 28 days! Results may vary according to individuals. It is advisable that you consume it regularly to obtain the best results.

Q: Is this product suitable for vegetarian?

A: Yes, this product is suitable for vegetarian.

Q&A

Q: Who can benefit from it?

A: It is recommended for both men and women. This product does not only concentrate on brightening of the skin, but also a powerful antioxidant for healthy liver.

Q: Are the lightening of pigmentation effects permanent?
Will the spots re-appear once I stop taking it?

A: Our body faces the attack from free radicals every day, especially UV rays which are almost everywhere. Therefore, it is best recommended to take on alternate days for maintenance to enjoy glowing and translucent skin.



Thank You