



MUJI (SINGAPORE) PTE LTD

60 Albert Street  
#15-03 to 06 OG Albert Complex  
Singapore 189969  
Tel: (65) 6338 3113 Fax: (65) 6883 1136  
ROC No: 200300025H

## **PRESS RELEASE** **FOR IMMEDIATE RELEASE**



### **MUJI Introduces New Skincare Series, Powered by the Quiet Strength of Nature**

*Thoughtfully formulated with 100% natural ingredients, MUJI's latest launch offers clean, effective and value-for-money daily care, designed to fit into modern lifestyle.*

**Singapore, 23 June 2025** - Japanese lifestyle brand MUJI unveils its newest skincare offerings in Singapore. Customers can look forward to a new Pre Lotion and two carefully developed series that prioritise skin health without unnecessary additives. Every aspect, from the carefully selected natural ingredients to the gentle, skin-friendly textures, embodies MUJI's philosophy of thoughtful simplicity, offering products that seamlessly integrate into everyday routines.

"At MUJI, we believe that skincare should be uncomplicated, effective and gentle enough for everyday life, especially in a fast-paced environment like Singapore where the heat, humidity, air-conditioning, and daily stress can take a toll on our skin," said Jasmine Sng, Store Development and Communications, Assistant Director, MUJI Singapore. "These new products are designed to meet the diverse skin needs of our customers, using 100% natural ingredients<sup>1</sup> and offered in a variety of travel-friendly sizes, making caring for their skin effortless, whether at home or on the go."

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<sup>1</sup> Contains ingredients that are the result of chemically reacting natural ingredients.



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## Booster Series – Revitalise with MUJI's Proprietary Rice Bran Extract



*Left to right: Rice bran used in the skincare products, Booster Serum and Booster Essence Lotion*

As [interest in fermented and rice-derived skincare](#) continues to rise globally for its gentle efficacy and natural origin, MUJI offers its own proprietary formulation rooted in simplicity and quality. At the heart of the Booster Series is MUJI's proprietary Fermented Rice Bran Extract, crafted from rice bran produced in Yamagata which is cultivated with mountain water that is rich in seven types of vitamins and eight types of minerals. The nutrient-dense layer, traditionally removed during rice polishing, is carefully transformed through a gentle fermentation process into a moisturising liquid that help refine skin texture and boost hydration.



*Manufacturing process of the Booster Series*



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Through fermentation, MUJI reclaims what is typically discarded, breathing new purpose into the bran along with its derived yeast extract and rice bran oil that enhances the rice bran's moisturising properties. To ensure gentleness for all skin types, the formulation is alcohol-free, achieved by refining the fermentation process and carefully removing alcohol after fermentation. The result is an effective yet gentle ingredient that supports the skin's natural texture and hydration.

The Booster Series features two essential products, the Booster Serum and Booster Essence Lotion, so customers can choose based on their skin type or preferred texture. Both products are designed to soften the outer skin layer (stratum corneum) and improve the penetration of toning water and subsequent moisture-based treatments.

Free from harsh chemicals, this series is made with no colouring, no mineral oil, no synthetic fragrance, is paraben-free, alcohol-free, phenoxyethanol-free, and has undergone allergy and stinging tests to ensure gentleness on skin.

### **Booster Serum**

A rich, water-free formula containing over 65% Fermented Rice Bran Extract to deliver firmness, elasticity, and deep hydration. One of MUJI Japan's top-selling items, with over 4.47 million bottles sold nationwide.

- Suitable for: Dry or moisture-depleted skin
- Suggested use: Apply 2-3 drops evenly across the entire face

### **Booster Essence Lotion**

A light, refreshing formula infused with Fermented Rice Bran Extract and ceramides as moisturising ingredients for quick absorption. Perfect for those who prefer a lightweight texture.

- Suitable for: Oily or combination skin
- Suggested use: Apply about the size of a 10¢ coin with the palm



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## Sensitive Skin Series – Gentle, Moisturising Care for All Skin Types



*Left to right: Moisturising Milk, Toning Water, All-in-One Gel, Moisturising Cream*

The Sensitive Skin Series offers gentle, deeply moisturising care for all ages and skin types, including those with sensitive or easily irritated skin as well as first-time skincare users. Thoughtfully formulated with 100% natural ingredients<sup>2</sup>, this low-irritation series is free from synthetic fragrances, colourants, parabens, alcohol, and phenoxyethanol.

Key ingredients include:

- Ceramides: Essential for maintaining the skin's natural barrier and locking in moisture. Since sensitive skin often lacks ceramides, they're included as a key ingredient to reinforce barrier function.
- Five Types of Amino Acids: To support moisture retention in the skin's outer layers.
- Three Plant Extracts: Including newly added Eucalyptus Leaf Extract and Dipotassium Glycyrrhizinate, to soothe and prevent skin roughness.

Each product in the series plays a role in building a complete, layered moisturising routine. For quick and fuss-free care, the All-in-One Gel serves as a convenient one-step solution. A fuller routine may include the Toning Water, Moisturising Milk, and Moisturising Cream, layered for optimal hydration.

To suit different skin needs, the Toning Water and Moisturising Milk are also available in three variations - Light, Moisture, and Deep Moisture formulations - allowing you to customise your routine according to your skin's condition.

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<sup>2</sup> Contains ingredients that are the result of chemically reacting natural ingredients.



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## Pre Lotion – The First Step to Clear, Fresh Skin



*Pre Lotion*

Completing the launch is MUJI's new Pre Lotion, designed to remove impurities that regular care may leave behind. Enriched with lactic acid, this gentle exfoliating lotion clears dirt and sebum from pores, preparing the skin for the rest of your routine. Apply a small amount to a cotton pad and gently wipe the face after cleansing.



MUJI's skincare is designed to simplify daily skincare with gentle, honest formulations, empowering you to embrace healthy, naturally radiant skin with confidence and ease. Please refer to more information on MUJI's new skincare launch [here](#), alongside high-res images [here](#).

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**For more information, please contact:**

AKA Asia  
Verona Koh  
[verona.koh@aka-asia.com](mailto:verona.koh@aka-asia.com)  
6222 6136

MUJI Singapore  
Alycia Chua / Ivy Lee  
[marketing@muji.com.sg](mailto:marketing@muji.com.sg)  
6338 3113

**MUJI Outlets in Singapore:**

- MUJI Bugis Junction, #03-10C to 10F
- MUJI ION Orchard, #B4-16
- MUJI JEM, #04-33 to 37
- MUJI Jewel Changi Airport, #02-227 to 229
- MUJI Paragon, #04-36-40
- MUJI Plaza Singapura, #01-10 to 22 (Global Flagship Store)
- MUJI Parkway Parade, #B-153 to 155D
- MUJI Raffles City, #02-20 to 22
- MUJI Tampines 1, #03-06 to 07
- MUJI VivoCity, #02-198
- MUJI 100AM Mall, #04-04 to 08
- MUJI 313@somerset, #B2-38 to 41 & B2-47 to 49
- MUJI Great World, #01-148
- MUJI Punggol Coast Mall, 84 Punggol Way, #01-53/54/55

**Café&Meal MUJI Outlets in Singapore**

- MUJI Plaza Singapura, #01-10 to 22 (Global Flagship Store)
- MUJI Raffles City, #02-20/22
- MUJI 100AM Mall, #04-04 to 08
- MUJI Punggol Coast Mall, 84 Punggol Way, #01-53/54/55

You can also refer to the [MUJI Store Locator](#) for more information.





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### **About MUJI**

MUJI was born in Japan in 1980, with three main principles that remain unchanged to this date: (1) Selection of materials, (2) streamlining of processes and (3) simplification of packaging. As a well-known Japanese lifestyle brand, MUJI emphasises simplicity, quality, and sustainability in its products with a wide selection of garments, household goods and food. Many of our products are plain without much decoration. This is to allow creativity and flexibility when using our products. Additionally, in the past, only goods that were perfect and beautiful were sold. Many imperfect items were thrown away, despite having the same function. MUJI has taken these “overlooked” items and repackaged or incorporated them into our product offerings. In MUJI, we relook into creating functional products that are truly worth their value and are “just right” for everyday lives. For more information, visit [www.muji.com/sq](http://www.muji.com/sq).





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## APPENDIX

With the power  
of nature,  
this is made  
possible.

敏感肌用  
化粧水  
高保湿

TONING WATER  
DEEP MOISTURE

Skin care made with 100%<sup>\*1</sup>  
natural ingredients

Booster Essence Lotion / Booster Serum / Pre Lotion  
Sensitive Skin series

MUJI  
無印良品



## Booster Essence Lotion / Serum / Pre Lotion

A pre lotion that removes dirt that cannot be removed by regular care, and a booster essence lotion and serum that softens the skin. Prepares the skin for easy absorption of toning water<sup>1</sup>.

No synthetic fragrance No colouring No mineral oil Weekly acidic Paraben-free  
Alcohol-free Phenoxyethanol-free Allergy tested Stinging tested

(Results may vary. Not guaranteed to prevent allergic reactions or irritation for all skin types.)



### Booster Essence Lotion

50ml ◇	\$5.90
300ml	\$16.90
270ml (refill)	\$14.90

Contains rice bran fermented liquid and ceramide as moisturising ingredients. Use before toning water to prepare the skin, allowing moisturising ingredients to penetrate easily into the stratum corneum.

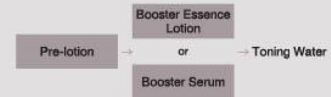


### Booster Serum

50ml ◇	\$20.90
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More than 65% of the ingredients are fermented rice bran extract that gives skin firmness and moisture. Use before toning water to make your skin smooth and moisturised so that moisturising ingredients can easily penetrate into the stratum corneum.

### [Care Steps]



### Fermented rice bran extract\*2

A moisturising ingredient developed exclusively by MUJI. Made from rice bran produced in Yamagata Prefecture, which contains seven types of vitamins and eight types of minerals. The moisturising ingredients obtained by fermenting the product leave your skin bouncy, firm, and smooth.

### Pre Lotion

50ml ◇	\$4.90
300ml	\$15.90
270ml (refill)	\$13.90

Contains lactic acid, an exfoliating ingredient, to remove dirt and sebum from pores.

#### [How to use]

After washing your face, apply a small amount to a cotton pad and gently wipe your entire face.



<sup>1</sup> Up to the stratum corneum

<sup>2</sup> Moisturising ingredients



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## Sensitive Skin Series

Hypoallergenic, made with 100% naturally derived ingredients<sup>\*3</sup>.  
Contains moisturising ingredients to give you healthy, youthful skin.

No synthetic fragrance	No colouring	No mineral oil	Weakly acidic	Paraben-free
Alcohol-free	Phenoxyethanol-free	Allergy tested	Stinging tested	

(Results may vary. Not guaranteed to prevent allergic reactions or irritation for all skin types.)



### [Care Steps]

Busy mornings and when you want quick care

All-in-one Gel

When you want thorough care at night

Toning Water → Moisturising Milk → Moisturising Cream



Scan QR code  
to view website

### Sensitive Skin Series Toning Water Light / Moisture

50ml ◇	\$3.90
300ml	\$8.90
270ml (refill)	\$7.90

### Deep Moisture

50ml ◇	\$4.90
300ml	\$10.90
270ml (refill)	\$9.90

Contains moisturising ingredients like ceramide and amino acids to thoroughly moisturise sensitive skin. Available in three types tailored to individual preferences.

### Sensitive Skin Series All-in-One Gel

30g ◇	\$5.90
150g	\$15.90

A gel that combines toning water, moisturising milk, and serum. Great for easy care when you're busy.

### Sensitive Skin Series Moisturising Milk Light / Moisture

50ml ◇	\$3.90
200ml	\$8.90
180ml (refill)	\$7.90

### Deep Moisture

50ml ◇	\$4.90
200ml	\$10.90
180ml (refill)	\$9.90

Contains moisturising ingredients like ceramide and amino acids to thoroughly moisturise sensitive skin. Available in three types tailored to individual preferences.

### Sensitive Skin Series Moisturising Cream

50g	\$16.90
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Locks in moisture and keeps skin healthy.

<sup>\*3</sup> Contains ingredients that are the result of chemically reacting natural ingredients. <sup>\*4</sup> Eucalyptus leaf extract, spehela extract, grapefruit seed extract (moisturising ingredients). <sup>\*5</sup> Alanine, arginine, sodium glutamate, serine, proline (moisturising ingredients). ◇ These products are available in a portable size.



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Now made from 100% naturally derived ingredients<sup>\*1</sup>.  
With a focus on gentleness and effectiveness on the skin, we focus on the skin's natural moisturising properties.  
By enhancing the product's moisturising power<sup>\*2</sup>, you'll achieve healthy, hydrated skin.

Because it's for daily use,  
it's a skincare that can be used by anyone,  
regardless of age or gender.

<sup>\*1</sup>. Contains ingredients that are the result of chemically reacting natural ingredients  
<sup>\*2</sup>. Compared to existing products

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