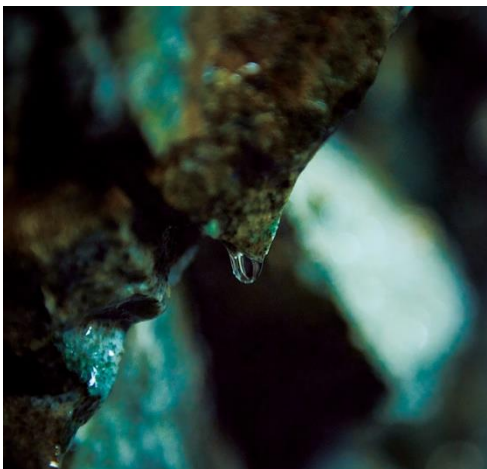


## The story of MUJI Toning Water



Just visible through the thick fog, Mt. Omine appears wrapped in a blanket of moist air.

**Water** is the key source to our skincare products. Let us bring you through the story of the pure, natural water collected from the cave in Kamishi, Iwate Prefecture to the birth of MUJI Toning Water.



Located between Kamaishi and Tono cities in Iwate Prefecture, Mt. Omine was once home to a now-abandoned iron ore mine. Today, it is home to a forest of beech and oak trees and a source of water from rain and melted snow that is filtered slowly over decades through layers of limestone, magnetite and granite, to become extremely fine, natural water.

This ultra-soft water with a low mineral content and the same slightly alkaline pH balance as our tears, is easily absorbed by the skin.



Liquid containers are filled with water collected from mountain bedrock, filtered, and thermally sterilised.



At the factory, the water is moved to the stirring tank without exposing it to the atmosphere.

The water is then transported to the factory with a journey that takes about four days, where it is siphoned from the container to a stirring tank by hose, avoiding exposure to the atmosphere. The water is continuously stirred and is kept at the optimal temperature while each of the 10 different ingredients, including plant extracts are added. During this process, water samples are checked for viscosity and pH value. After being slowly stirred for seven to eight hours, the water is given a final filtration and our gentle, thickened toning water is ready.



Polyquaternium-51, a moisturizer inspired by the cell membranes in the skin, is added to the stirring tank.



After being cleaned with compressed air in the machine on the right, bottles are filled with toning water in the machine on the left.



The toning water is carried to the filling room where bottles are filled under the strictest sanitary conditions to ensure quality and that production standards are met.

After passing a final inspection, this bottle of toning water is ready to begin its journey to a MUJI store somewhere around the world.

## Thoughts behind MUJI Toning Water



The development of the product started with *“I want to create a skincare product that focuses on water, because water is the basic ingredient essential for toning water.”* That was when the naturally filtered water was discovered from the cave in Kamishi, Iwate Prefecture that has few impurities and is used as drinking water.

MUJI skincare bottles are made simple and undecorated as focus is placed on its ingredients more than the looks of the packaging.

The simple bottle design is easy to use, especially for first timers who are introduced to toning water as part of their skincare routine, regardless of gender.

As the toning water is being used in large quantities every day, our toning water comes in large-volume size to cater to user’s needs for convenience. Our Sensitive Skin Series is the best-selling representative series of toning water and has been a long-selling item with many repeat customers since its launch.

## In consideration of the environment



With the aim to preserve earth's resources by eliminating waste and promote recycling, we have implemented measures towards plastic reduction of our skincare series containers, such as the amount of resin used in toning water bottles and cream will be reduced and packaging material switched to paper instead of plastic.

## MUJI Sensitive Skin series – Daily Skincare for everyone

A hypoallergenic series for delicate skin, MUJI Sensitive Skin caters gentle care for healthy and hydrated sensitive skin that is susceptible to flare-ups caused by dryness and stress.

From our surroundings to stress, fatigue and more, there are a lot of factors in our lives that strain our skin. Therefore, MUJI believes everyone needs skincare that is gentle on the skin. What we focused on above all else was water. The natural water drawn from caves in Kamaishi, Iwate is ultra-soft with nearly the same pH as human tears, and seeps right into your skin.

We have three series of Sensitive Skin Toning Water to choose from according to your skin type and concerns. By caring for your skin with your own hands and spending the time to examine it, you can restore your skin to its original state.

### Why MUJI Skincare Series?

**Made of natural Spring water**

Super soft water collected from cavern springs in Kamaishi City, Iwate Prefecture that feels gentle and is easily soaked into skin.



**Simple products that everyone can use**

Basic design of packaging and simple formulas to suit all genders and ages.

**Large bottles at a reasonable price**

The 400ml bottles of toner and moisturizing milk are especially good value to ensure your skin gets all the moisture it needs everyday with generous applications.



Properties	Fragrance free	Color free	Mineral oil free	Paraben free	Alcohol free	Allergy tested*
Moisturizing Function Ingredients	Polyquaternium-51			Sodium hyaluronate		
Natural Plant Ingredients	<div>Combines moisturizing grapefruit seed extract with skin-protecting purslane extract to defend your skin against dryness.</div> <div><div><p>Grapefruit seed extract</p></div><div><p>Common purslane extract (For illustrative purposes only)</p></div></div>					

*\*May still cause certain allergic reactions in certain individuals*





**3 types of moisturizing levels to choose from:**



**① High Moisture 高保湿**



**② Moisture しっとり**



**③ Light さっぱり**

**Recommended for:**

**Dry Skin**

**Normal to combination skin**

**Oily skin**

\*Please try it on your hand and see which texture is suitable for your skin.

You can choose according to your skin troubles and your desired comfort. It is also recommended to use different types depending on the season, such as a LIGHT type in the summer when it is sticky with sweat and a HIGH MOISTURISING type in the winter when the weather is dry especially when travelling to colder countries or spending long hours in an air-conditioned room.

### 3 simple steps with MUJI Skincare

#### Basic usage of skin care products



#### 1 Toning water

Apply it to your skin by patting it lightly with your hand or cotton. Recommended to apply toning water for 3 as the toning water that you have tapped in will seal all the moisture that you put in earlier.



#### 2 Moisturizing Milk

Apply the lotion and massage from the centre of the face to the side.



#### 3 Cream

Apply it on the cheeks and mouth area where it is dry and spread it over the face.



#### Estimated usage

Overlaying the skin is more effective than applying a large amount at once. Use the amount above as guide.

## Price List

### Sensitive Skincare Series Toning Water

Light	200ml	\$10.30
	Large (400ml)	\$13.90
	Portable (50ml)	\$4.60
Moisture	200ml	\$10.30
	Large (400ml)	\$13.90
	Portable (50ml)	\$4.60
High Moisture	200ml	\$12.30
	Large (400ml)	\$13.90
	Portable (50ml)	\$4.60

## MUJI Tools for Skincare



### Spray Head Trigger Type, \$3.90

While it's also important to properly care for your skin using your hands and cotton, a spray head can be useful to make face lotion into a fine mist for easily replenishing moisture or getting refreshed. You can use the bottle as-is, and just switch the cap out for the pump. It can be used with one hand for easily spraying on your face and body after getting out of the bath and such. For the extra-large 400ml type, the easy-to-hold trigger-type head is also very convenient. You can spread a wide mist with minimal effort.



Click in [link](#) to watch how MUJI spray head trigger type functions!

### Pump Head for cotton pad, \$5.60

It is a replacement pump head exclusively for cotton pads. When you press the cotton against the top surface, the lotion will soak into it. There is no need to open and close the lid, you can easily push with one hand for a fuss-free skincare routine.



### Peelable Cotton, \$8.90

By using cotton, you ensure that no face lotion is wasted during application. The "easy-peel cotton" is a type in which four sheets can be peeled from one piece. First, lay the piece as-is widthwise over your middle finger and ring finger, holding it firmly between your pointer finger and pinky.

Please pour enough face lotion on the cotton so that it becomes transparent, and then pat it. After patting, peel the cotton into four sheets and, by applying them to your cheeks, forehead, chin or any other parts of your face where you're concerned about dryness.



Click in [link](#) to watch how to use MUJI peelable cotton!

**Shop MUJI Sensitive Skin Series at any MUJI outlet or Official MUJI store online!**

Amazon | Lazada | Shopee | eCapitaMall | Frasers eStore



@mujisg



MUJI Singapore

#mujiskincare