



MUJI (SINGAPORE) PTE LTD

60 Albert Street
#15-03/04 OG Albert Complex
Singapore 189969
Tel: (65) 6338 3113 Fax: (65) 6883 1136
ROC No: 200300025H

FOR IMMEDIATE RELEASE

SINGAPORE, 19 January 2015

Balancing Skin Series



Moisturizing series for hydro-imbalanced skin.

Muji Balancing Skincare series consists of Balancing Face Soap, Light Toning Water, Light Toning Water High Moisture, Balancing Moisturising Milk, Balancing Moisturising Cream as well as Balancing All in One Essence for convenient skincare routine after washing. They have no artificial fragrance, contains no artificial colouring and mineral oil.

This product range is suitable if

- *Your skin tends to lose balance of water*
- *You want to take care of uneven skin*
- *You like to enjoy fragrance of skincare*
- *You are unsure of what skin type you are, as it is also suitable for sensitive skin.*

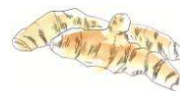
The blending of plant extract from Okinawa together with moisture-rich royal jelly acid will result in healthy and smooth skin. Fragrance of the essential oil could have a relaxing effect and take good care of the skin. There are three types of natural plant extract namely Cats Whiskers (Orthosiphon Stamineus Extract), Verbena (Verbena Officinalis Extract), and Tropical Turmeric (Turmeric Extract). Plant ingredients such as Verbena has a moisturizing effect that keeps skin good hydro-balanced.



**Cat Whiskers
(Orthosiphon
Stamineus
Extract)**



**Verbena
(Verbena
Officinalis
Extract)**



**Tropical
Turmeric
(Turmeric
Extract)**

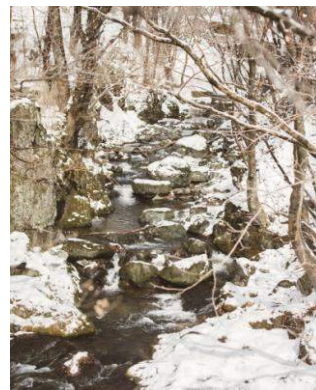
The Moisturizing effect ingredients include Lipidure (Polyquaternium – 51), Hyaluronic Acid NA and Royal Jelly Acid (10-Hydroxycapricacid). Lipidure is known for its higher moisturizing efficiency as compared to Sodium hyaluronate with high safety. Furthermore, it suppresses irritation from various types of irritants such as surfactants and peeling agents. Whereas Hyaluronic Acid NA assists in effective penetration into the skin, helps to support and hydrate, resulting in a healthy and attractive appearance. Royal Jelly Acid on the other hand contains nutrients and vitamins that promote collagen production.



Visiting Iwate Prefecture, the source of our water

The most abundant ingredient in toners, lotions, and the base of skincare products is water. And, this is the main reason why MUJI emphasizes so much on 'water quality'. Muji's quest for quality water brought them to natural water that springs from caves of Kamaishi, Iwate Prefecture in Japan. The pH of water most suited to our skin is similar to the pH of our tears which is slightly alkaline. MUJI uses this ultra-soft water that can penetrate deep down to the sub-layer of our skin abundantly as an ingredient in its skincare products.

If one hikes up the mountain, one will see fresh mountain streams of melted snow. The snow and water are filtered slowly over decades of years through the layers of limestone, magnetic ore that is the source of iron, and granites. The water is polished and perfected over these years.



Bountiful water from between the rocks. We tasted it on our palms and it tasted great. The water is collected without the use of any water pumps and purely on natural pressure. The collected water is not exposed to air at all as it is directly sent into water collecting containers for transportation to the manufacturing plant for skincare products.

Through using natural botanical ingredients combined with natural water, Muji skincare products are able to achieve a moisturizing effect, keeping skin smooth and healthy.

In the Balancing Skincare range such as Light Toning Water and Light Toning Water High Moisture, come in 3 different sizes while Balancing Moisturizing Milk and Balancing All in One Essence have 2 different sizes. The size includes a portable size, great for travels!



1. Balancing Face Soap (100g)

Cleansing foam to leave your skin refreshing after a wash.
\$13.00

2. Light Toning Water

To provide generous moisture and hydrate the dry skin.

200ml - \$19.00

400ml (Large) - \$29.00

50ml (Portable) - \$6.60

3. Light Toning Water High Moisture

Thick lotion replenishes rich moisture to skin and leave it smooth feeling.

200ml - \$19.00

400ml (Large) - \$29.00

50ml (Portable) - \$6.60

4. Balancing Moisturizing Milk

To make dry skin smooth and soft without sticky and rough feeling.

150ml - \$16.00

50ml (Portable) - \$6.60

5. Balancing Moisturising Cream

Suitable as the last step of skin care after toning water and milk. Seal in moisture and keep skin soft.

50g - \$19.00

6. Balancing All in One Essence

Toner, milk, serum are all in one gel, it makes skin care easy after washing.

100g - \$20.90

30g (Portable) - \$7.90