

To Beauty / Feature Editor / Reporter

[Press Release]

[Immediate Release]

## From Beautiful Photography to Beautiful Skin FUJIFILM beauty's debut in Hong Kong

[Aug 26, 2010, Hong Kong] Japan FUJIFILM Group has a number of outstanding achievements in science and technology other than its excellence in photography. With its incredible technological advances, FUJIFILM Group expanded its kingdom into skin care by launching its first skin care line in 2006. It was immediately a huge success and well-received by ladies in Japan. As of August 2010, FUJIFILM has reached more than 4,000 points of sale in Japan and is still expanding. Now, Hong Kong has the privilege of being the first overseas market outside Japan to launch FUJIFILM's first ever skin care line.

FUJIFILM sole agent in Hong Kong – China-Hong Kong Photo Products Holdings Limited, established in 1968, has been working closely with FUJIFILM throughout the years. The two companies will be striving to continue its close relationship for the successful debut of FUJIFILM beauty-ASTALIFT to conquer Hong Kong market. With great honour, Mr. Nakamura, the Senior Research Manager of FUJIFILM, and Bernice Liu, Michelle Sze, Candy Lo, Wang Yuen Yuen and Make-up Artist Sharon, all attended the product launch conference sharing their skin care tips with the fans.

What's more, the roadshow of FUJIFILM beauty will be available in Langham Place from September 6 to 12, while expecting the grand opening of its flagship store in Central, the business hub of Hong Kong. More counters and shops will be flourished all over the cities' shopping centers to provide all-rounded services to customers.

### The philosophy – Why does FUJIFILM offer skin care products?

FUJIFILM Group has applied long-established technologies, developed for portraying of the beauty of photography, and to the enhancing of skin beauty.

#### 1) Control of Oxidation

Oxidation – The cause of photo color fading

Oxidation – The cause of skin aging

Over the years, Fujifilm has developed technologies to prevent photographs from oxidizing caused by UV, which also accelerate skin aging.

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## 2) Research of collagen

Collagen – the major component of photo film is collagen

Collagen – 70% of skin tissues

Fujifilm has studied collagen for more than 70 years!

## 3) Nanotechnology

Nanotechnology – Control of particles with nanotechnology gained through film manufacturing

Nanotechnology – High penetration and absorption

Nanotechnology is the key to film and skin care areas. With its unique nanotechnology, Fujifilm has succeeded in preventing small astaxanthin (1,000 times stronger than CoQ10) particles from attracting each other and enlarging. Therefore they can be maintained in a form easy to be absorbed.

## ASTALIFT by FUJIFILM beauty – 3 Beneficial Points of ASTALIFT

With the above technologies, FUJIFILM beauty launched **ASTALIFT** series, and explored overseas market successfully. “ASTA” represents **ASTAXANTHIN**, the strong anti-oxidation element; and “LIFT” is revealing the main benefit of the product – LIFTING.

**1) Astaxanthin** – Skin beauty enhancing power about 1000 times stronger than CoQ10. It has high anti-oxidation effect for the most active singlet oxygen. Astaxanthin protects collagens from damage, maintaining skin elasticity and firmness. With the natural power of red, it rejuvenates the skin.

**2) Three types of collagens** – Three collagens have their own effects, ranging from moisturizing and enhancing elasticity of the skin surface to supplying collagen deep inside the skin.

**3) Nanotechnology** – Straight of the deeper layer of skin and the absorption of Astaxanthin and three types of collagens.

**Fragrance of Damask roses** – a type of roses that is pink, smells sweet, and is often used for rosé oil or rose water. All products are applied Damask rose fragrance which would balance the body's hormones, improve skin quality and antioxidant. From the medical point of view, it can restore skin elasticity, lower blood pressure, help soothing and being cheerful



## ASTALIFT Star products



### **ASTALIFT Cleansing Oil**

Launched in Japan last May. Contains Astaxanthin and collagen which can remove makeup effectively (including eye makeup), also remove the dirt and dull skin away.

Instructions: Extract with the size of a coin. Remove makeup with dry hands and face, add water to emulsify, rinse off with water.



### **ASTALIFT Lotion**

Japan No.1 best selling product. Contains astaxanthin, three collagens and hyaluronan, a moisture-generating component. Helps the penetration of serum or cream that follows, and moisturizes the keratin layer for a softened skin.

Instructions: Extract with the size of a coin. Pats on face slightly. Do not use facial cotton. Lotion will be absorbed easier with the temperature on hand. Apply before mask, can bring the best effect.



### **ASTALIFT Essence**

Richly contains the most concentrated astaxanthin in the series, three collagens, royal jelly and elastin, all contributing to greater elasticity of your skin. Bring vigor and radiance to the skin.

Instructions: Pump 2-3 times, apply on the face evenly and press gently, massage for 30 seconds, which helps to speed up the blood and lymph circulation.

### **ASTALIFT Whitening Essence**



Contains vitamin C derivative as a whitening component, three collagens and concentrated astaxanthin that is deeply absorbed into skin. With a moist, refreshing touch, this serum is quickly absorbed to bring brightness and clearness to your skin.

Instructions: Pump 2-3 times, apply on the face evenly and press gently, can apply more if needed. Massage for 30 seconds, which helps to speed up the blood and lymph circulation.

### **ASTALIFT Collagen 10000**



Contains the highest amount of deep-sea collagen drinks in Hong Kong. Sustains healthy and lively needs of collagens. In order to enhance, compact and moisturize skin.

Instructions: Drink 1 for each day. Recommended to be taken before going to bed. Peach yogurt flavor and easy to carry.

### **Other products**

#### **Cleansing series:**

#### **Moisture Foam**



Contains astaxanthin and hydrosoluble collagen can firmly remove residue. With continuous usage, your skin will become radiant and moist-elastic.

Instructions: Extract with the size of a coin. Mix with appropriate amount of water to foam, rinse off with water.

### Cream



Contains astaxanthin, three collagens, squalane and royal jelly. Keeps your skin moisturized and prevents oxidization of skin. Also, prevents external damage during the daytime and brings elasticity to your skin.

Instructions: Extract with the size of a coin, apply on the face evenly and press gently until absorbed.



### Emulsion

Contains astaxanthin, three collagens, squalane and hyaluronan. Keeps your skin moisturized and prevents oxidization of skin. Also, prevents external damage during the daytime and brings elasticity to your skin.

Instructions: Extract with the size of a coin, apply on the face evenly and press gently until absorbed.



### Night Cream

Contains astaxanthin, three collagens and marine extract and trehalose which moisturize skin and provide plenty of nutrients during sleep. Wake up with an unprecedented smooth, glossy and elastic skin. In addition, it mixed with the smell of chamomile, with the original Damascus Rose, which has soothing effect.

Instructions: Extract with the size of a coin, apply on the face evenly and press gently until absorbed.



### Day Protector SPF35 PA++

Contains astaxanthin, hyaluronan and three collagens. Keep the skin away from ultraviolet rays which create signs of aging. Prevent wrinkles and dull skin caused by UVA, burn from sunlight and melanin caused by UVB, also other external harm, such as air pollution. Brings lasting elasticity and clearness to the skin.

Instructions: Extract with the size of a coin, apply on the face evenly. Compare to other sun block product, it is easier to push and non-greasy. May also be used as a foundation.

For inquiries, please contact:

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