



AURAGE

A Gift from the Primordial Forest.

Within the depths of luxurious tropical jungles teeming with lush trees and the wintry forests of coniferous trees growing on frozen soil, exists vigorous life forces that defy the passage of time.

Since ancient times, the Cat's Claw Vine has been helping people out of their predicaments existing within the hinterlands of the Amazon cut off from civilization.

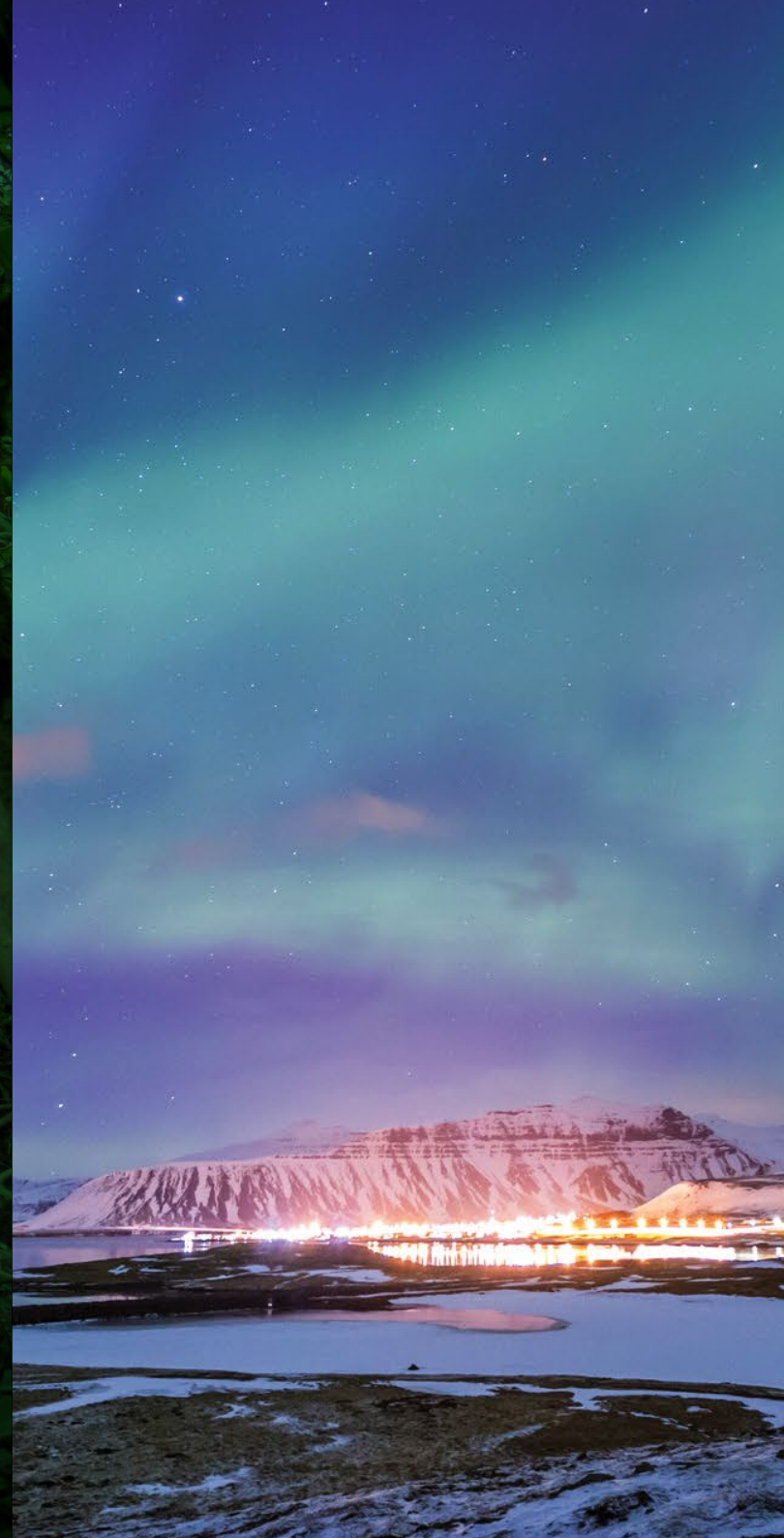
While in areas of extreme cold, where it was difficult to obtain fresh food, fruit berries became precious source of nutrients in supporting human life.

In the pursuit of beauty that shines, <AURAGE> has selected, from among over 500 thousand types of plants on Earth, those that are highly prized by the strong and independent native inhabitants of the "primordial forest" in the tropical and Arctic Circle regions.

These plants that have evolved special and robust capabilities to survive in harsh environments have indomitable life force. If only this could be projected in the beauty of every woman who stands against the passage of time.

Ageing-care※ <AURAGE> has borrowed the power of these miraculous plants to bring out the aura of beauty in you.

※ Refers to skin care appropriate to one's age.





Rejuvenate Yourself

Rejuvenating the skin that has faced the ravages of accumulated time to a youthful and radiant appearance.

<AURAGE> focuses on the kind of ageing damage^{※1} that gradually spreads into deep layers^{※2} of skin.

This ageing-care^{※3} aims to bring out definite beauty by preventing the damage from reaching the core of beauty.

The combination of carefully picked beneficial plants and chemical technology will penetrate deep into the epidermal layer.

This allows the skin to retain a radiant feel of vitality and starts you on a journey to the beauty of a youthful appearance.

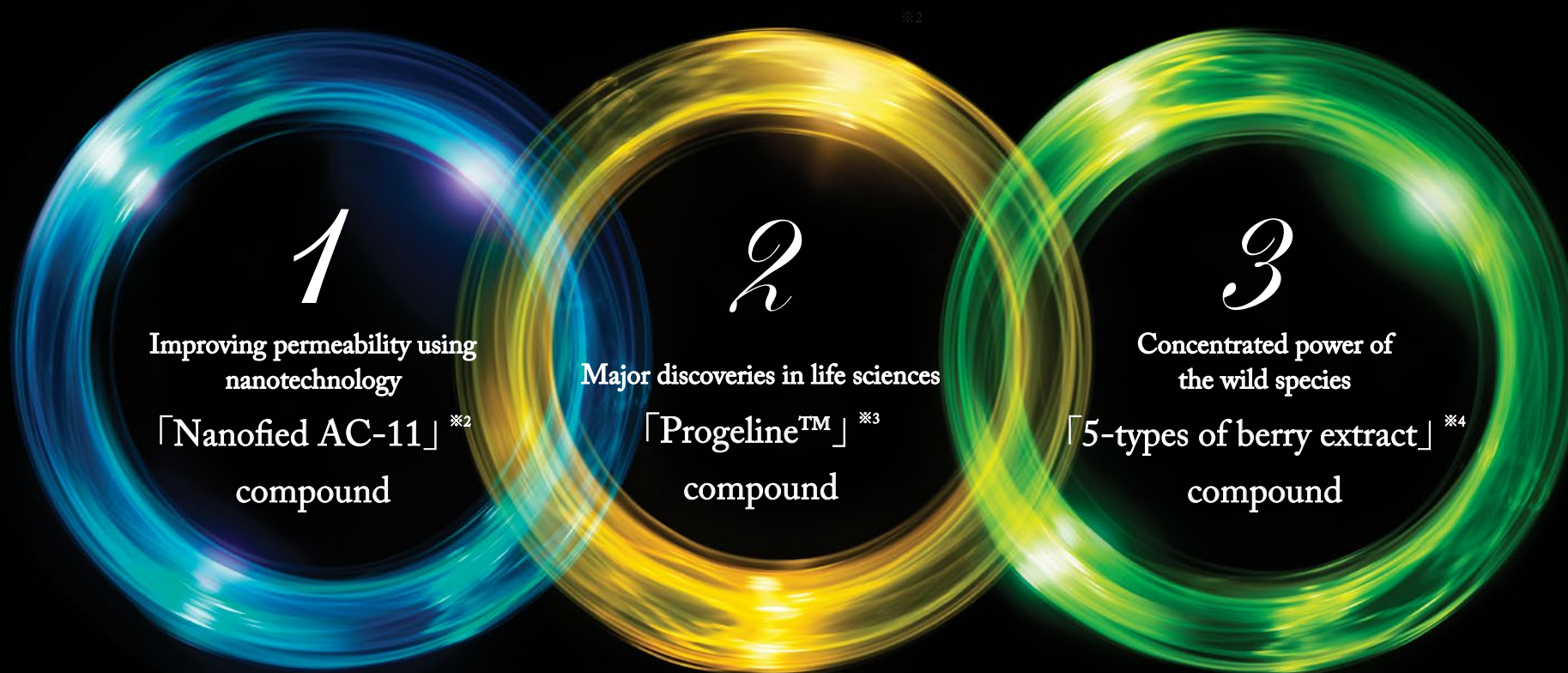
Towards the next generation of ageing-care※¹.

A successful fusion of nature's superlative strength with modern scientific insight and technology could lead to a dramatic progress in the creation of cosmetics. This philosophy is the driving power behind <AURAGE> product development.

Towards the next generation of ageing-care※¹.

To fulfill this ambition, <AURAGE> has applied nano technology to the Cat's Claw Vine extract AC-11※² together with a focus on ProgelineTM※³ - an ingredient that was created based on our current understanding of the ageing mechanism.

We aim for an ageing-care that reaches beyond the existing dimension by using new combinations of berries that have attained unrivaled capabilities by their own evolution.



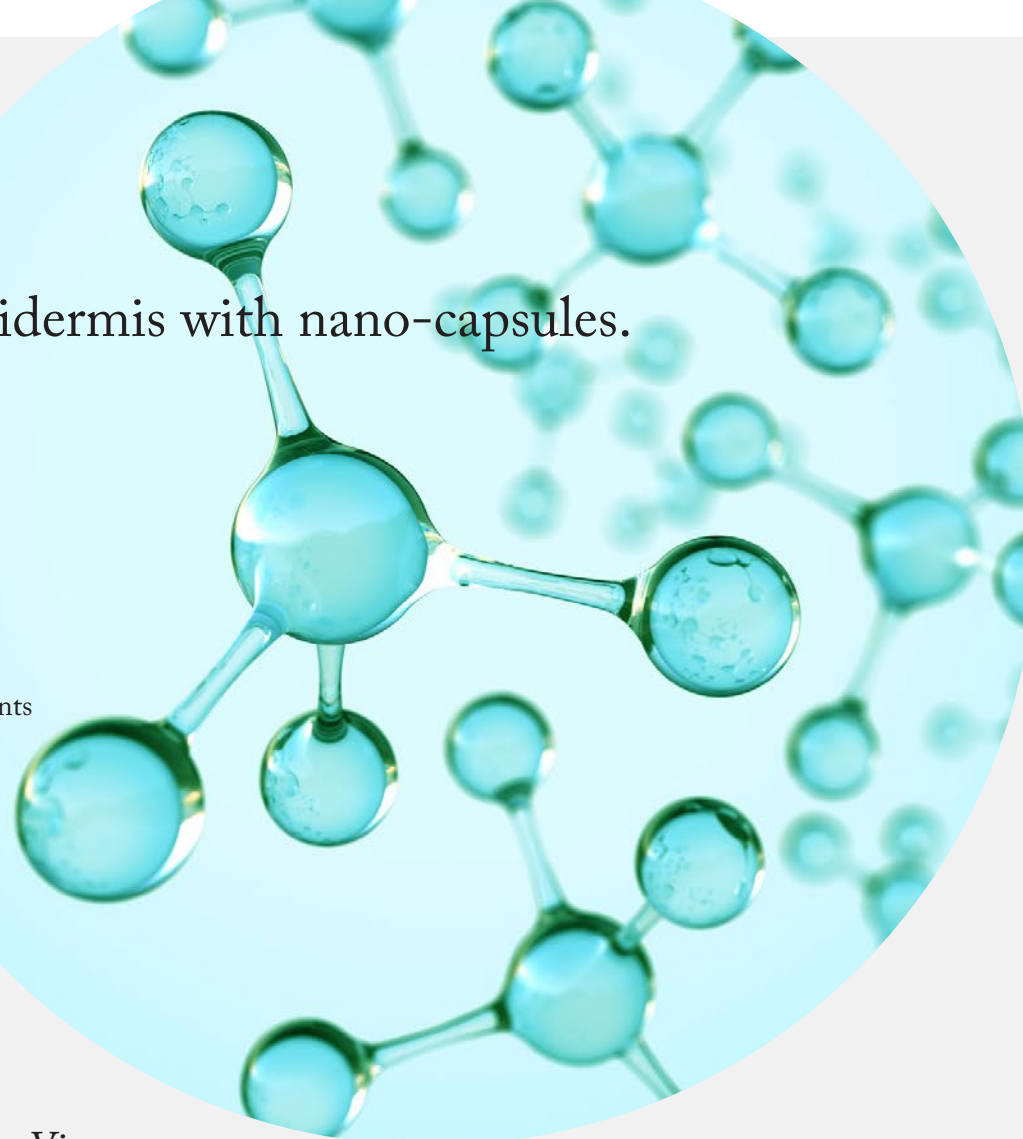
※¹ Refers to skin care appropriate to one's age ※² Uncaria tomentosa extract (skin conditioning ingredient) ※³ Trifluoroacetyl Tripeptide-2 (firming ingredient) ※⁴ Skin protecting ingredient - Cloudberry (Rubus Chamaemorus fruit extract), Crowberry (Empetrum Nigrum fruit extract), Lingonberry (Vaccinium Vitis-Idaea fruit extract), Blackberry (Rubus Fruticosus leaf extract), Bilberry (Vaccinium Myrtillus leaf extract)

1 3 Approaches to the Core of Beauty.

Delivering 「AC-11」^{※1} deep into the epidermis with nano-capsules.

The beneficial ingredient AC-11^{※1} that was extracted from the bark of Cat's Claw Vine is delivered in tiny (one-millionth of a millimetre) capsules made from nano-sized phospholipid.

The phospholipid that forms the capsule material is also one of the components that constitutes our body's living cells, such as the skin, and hence has high permeability^{※2} due to its compatibility with the skin, which helps it to work efficiently as it integrates well into the skin.



Cat's Claw Vine

Used by the native inhabitants of the Amazon forest for over 2000 years. The Cat's Claw Vine is named after the tendril at the base of its leaf, which possesses hooks that look like a cat's claws. A Swedish researcher, Dr. Ronald Pero, discovered the benefits of this plant from among the Amazon plants, which contains approximately 1/3 of all plant types on Earth. It has been used in health foods and cosmetics since its introduction to the world. Putting the bark through hot water extraction and concentrating the result produces "AC-11^{※1}", which grants freshness and firmness for a dewy, smooth, and radiant skin.



3 Approaches to the Core of Beauty.

Preventing damage accumulation using 「Progeline™」※1

Countless researchers around the world have been working day after day to answer the question: "how do humans age?".

One thing that came out from these life science researches is 「Progeline™」※1.

An ageing care ingredient that was created based on new information on how the onset of age causes a loss in suppleness and what processes cause the onset of ageing signs.

This anticipated ageing-care※2 ingredient, which won a gold medal at the world's largest annual cosmetic ingredient exhibition "In-cosmetics" in 2012, is part of the <AURAGE> formula.



3

3 Approaches to the Core of Beauty.

Omnidirectional ageing-care^{※1} using 「5-Types of Berries^{※8}」.

A selection of berry types from among those growing in harsh environments such as the far north and mountainous areas, which benefits are recognised scientifically and chemically. A well-balanced blend is formulated for effective ageing care by utilizing the characteristic component possessed by each berry.

Bilberry^{※7}

5

1 Cloudberry^{※2}2 Crowberry^{※3}Blackberry^{※6}3 Lingonberry^{※4}

1 Cloudberry^{※2}

The king of berries called Highland Gold. Only small amounts of these valuable berries can be found growing in high altitude wetlands of the Arctic. For 2 months of summer, this area is called the land of the midnight sun. These berries obtain plentiful energy from sun that does not set and are a precious source of vitamins for people who live in the north. The extract of this fruit is bursting with vitamins C, E, and beta-carotene, which make it an exceptional ageing-care^{※1} ingredient for maintaining the skin's suppleness and transparency.

2 Crowberry^{※3}

Native to the cold, mountainous districts of the Netherlands and Finland, also known in Japan as an alpine plant named Kankouran (*Empetrum Nigrum*). Common in Europe since ancient times for making juice, jam, pastries, etc., the fruit is also especially known for its high anthocyanin content among the numerous berry types. The extract of this fruit has moisture-retaining effects and is utilised as a

3 Lingonberry^{※4}

A robust berry native to the extremely cold regions in Canada, etc., which grows in highly acidic soils where the temperature could drop to -30°C in winter. With pleasant fragrance and the bright red ruby color of its ripe fruit, the berry is consumed as a highly nutritious super food. The extract of this fruit has high resveratrol content, as well as rich in vitamin C, arbutin, and minerals, which can protect the skin from environmental damage, such as UV rays, etc., and works in

4 Blackberry^{※6}

Blackberry is the generic name for *Rubus Fruticosus* that is gathered from Southeast Europe. A cold-resistant plant of the Rosaceae family, it produces dark red and black colored, large-grained, juicy fruits. Although the fruit is rich in vitamins, minerals, and polyphenol, <AURAGE> uses the leaf extract, which is also used in herbal teas. Rich in tannin and ellagic acid, which are types of polyphenol, it has a skin tightening effect and works to maintain a transparent and radiant appearance.

5 Bilberry^{※7}

Bilberry is a type of wild Blueberry, and the plants grow in cold regions. The fruit is known to have approximately 5 times the anthocyanin content of Blueberries. Although the pleasantly fragrant leaf is already being drunk as herbal tea, its high polyphenol content has attracted the attention of botanists. The extract from the leaf is rich in flavonol, catechin, arbutin, and etc., which can ward off dullness^{※5} and

※1 Refers to skin care appropriate to one's age ※2 *Rubus Chamaemorus* fruit extract (skin protecting ingredient) ※3 *Empetrum Nigrum* fruit extract (skin protecting ingredient)
 ※4 *Vaccinium Vitis-Idaea* fruit extract (skin protecting ingredient) ※5 Refers to dulled skin caused by dryness. ※6 *Rubus Fruticosus* leaf extract (skin protecting ingredient)
 ※7 *Vaccinium Myrtillus* leaf extract (skin protecting ingredient) ※8 Skin protecting ingredient - Cloudberry (*Rubus Chamaemorus* fruit extract), Crowberry (*Empetrum Nigrum* fruit extract), Lingonberry (*Vaccinium Vitis-Idaea* fruit extract), Blackberry (*Rubus Fruticosus* leaf extract), Bilberry (*Vaccinium Myrtillus* leaf extract)



"3+1" Approach to the Core of Beauty. Towards moisturised, firm and radiant skin.

<AURAGE> provides a simple skincare routine in the form of 3 basic care products plus 1 daytime protection.

It is a multi-function ageing-care^{※1} that pursues the effective experience^{※2} of a relaxing care process by condensing 2 functions in each item. Furthermore, it focuses on skincare effects that leave the user feeling refreshed.

A blend of an aromatic formulation comprising 4 additive-free natural components with the essential oils of the queen of roses "Damask Rose^{※3}" and "Eglantine Rose^{※4}", with its exquisitely comfortable texture.

Approach the core of beauty while wrapped in comfort from morning to night. The day to day changes to the skin brings a higher expectation on your beauty.

○ The 4 additive-free

Silicon-free, no mineral oils, no artificial colouring, paraben-free.

○ Allergy tested

However, this does not guarantee that all users will not experience allergy or skin irritation.



Nanofied AC-11



Progeline™



Cloudberry



Crowberry



Lingonberry



Blackberry



Bilberry

※1

7 Common Formulation
Ingredients



Towards a Lustrous and Supple Skin with Dual Toner and Moisturiser Effect.

"Rich Formula" is a well-balanced golden ratio formulation of cosmetic ingredients that awakens fresh feeling of vitality with an excellent moisture retaining capacity.

The thick, amber liquid smoothly enters straight into the skin and delivers rich moisture to every cell^{※2}. It leaves your skin feeling the same freshness after a toner application and the sense of bliss after a moisturiser application.

A smooth, firm, and supple skin leads to a glowing and radiant appearance.

Main Ingredients



Suizenji-nori Seaweed extract^{※3}

Macromolecular polysaccharide is extracted from Suizenji-nori Seaweed cultivated in subterranean water of the Mount Aso range. Known to the world as SACRAN, which also means sacred has to ability to hold moisture up to 6000 times its own weight.



Loquat leaf extract^{※5}

The extract of loquat leaf is recorded in ancient Chinese manuscripts for its role in promoting health. Containing amygdalin, this component has been gathering expectation as the result of modern studies. Softens and tightens the skin at the same time.



Pomegranate fruit extract^{※4}

The extract from pomegranate fruit, also known as the fruit of beauty. Aside from polyphenols such as ellagic acid and resveratrol, pomegranate also contains puniceic acid, unique to it. Provides moisture for a glowing complexion.



Vitamin C derivatives^{※6}

Vitamin C, which is known for its skin beautification effects, has been modified to be more stable and easier to absorb. Tones the skin for a healthy looking skin that appears moist and radiant.

● Image is for illustrative purposes only.

※1 Skin conditioning ingredient - Nanofied AC-11 (Uncaria tomentosa extract), firming ingredient - Progerin™ (Trifluoroacetyl Tripeptide-2), skin protecting ingredient - Cloudberry (Rubus Chamaemorus fruit extract), Crowberry (Empetrum Nigrum fruit extract), Lingonberry (Vaccinium Vitis-Idaea fruit extract), Blackberry (Rubus Fruticosus leaf extract), Bilberry (Vaccinium Myrtillus leaf extract) ※2 Up to the epidermal layer ※3 Aphanothece Polysaccharide (moisture retaining ingredient) ※4 (ingredient for dewy skin) ※5 (astringent ingredient) ※6 Magnesium Ascorbyl Phosphate (toning ingredient)

7 Common Formulation Ingredients

※1



Nanofied AC-11



Progeline™



Cloudberry



Crowberry



Lingonberry



Blackberry



Bilberry

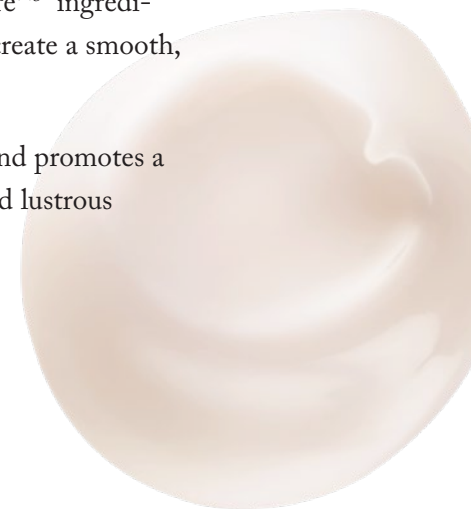


Gentle Affinity that Seals in Luxurious Moisture.

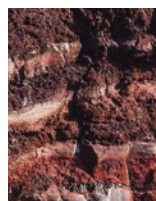
"Gracious Cream" turns your daily care routine into an enjoyable moment with its elegantly dispersing fragrance of Damask Rose, a symbol of beauty and power.

With a rich formulation of carefully picked ageing-care^{※3} ingredients, this cream is gently absorbed into the skin^{※2} to create a smooth, intimate seal.

It gently guides the skin by holding moisture longer and promotes a firm suppleness so that the skin gives off a glowing and lustrous appearance.



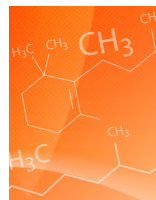
Main Ingredients



Alteromonas ferment filtrate^{※4}

An absorbent polysaccharide component discovered from a mysterious stone called "Kopara" found in Moorea Island of French Polynesia. Protects the skin from external irritations, such as dryness, by holding in plenty of moisture.

● Image is for illustrative purposes only.



Vitamin A derivatives^{※6}

Retinol, a fat-soluble vitamin, which is often included in the formulation of anti-ageing cosmetics. An ingredient with a stable and skin beautification effect, it softens the skin for smooth and beautiful conditioning.

● Image is for illustrative purposes only.



Avena sativa (oat) kernel extract^{※5}

An extract obtained by performing water extraction on wild oat kernels that form the raw material for oatmeals. Also called oat milk, this extract softens and grants suppleness to the skin.



Sodium Hyaluronate^{※7}

Hyaluronic acid is a moisture retaining ingredient that also exist in our skin. With its good affinity to skin, it has the ability to hold moisture up to approximately 6000 times its own weight. It can increase the moisture content in the epidermal layer for a more hydrated and radiant skin.

● Image is for illustrative purposes only.

※1 Skin conditioning ingredient - Nanofied AC-11 (Uncaria tomentosa extract), firming ingredient - Progerin™ (Trifluoroacetyl Tripeptide-2), skin protecting ingredient - Cloudberry (Rubus Chamaemorus fruit extract), Crowberry (Empetrum Nigrum fruit extract), Lingonberry (Vaccinium Vitis-Idaea fruit extract), Blackberry (Rubus Fruticosus leaf extract), Bilberry (Vaccinium Myrtillus leaf extract) ※2 Up to the epidermal layer ※3 Aphanothece Polysaccharide (moisture retaining ingredient) ※4 (ingredient for dewy skin) ※5 (astringent ingredient) ※6 Magnesium Ascorbyl Phosphate (toning ingredient)



Removes Make-up and Impurities for Clearer Skin.

"Cleansing Plus", with its gentle cleansing power, is made from a blend of natural skincare oils used in spas for their treatment effect.

The smooth oil dissolves make-up and impurities that are lodged in the skin pores and removes them, leaving behind the moisture retaining ingredient for a hydrating and refreshing wash.

As it is easily emulsified with water, it makes for a speedy face cleansing. Cleans without leaving your skin feeling taut at the end and delivers moisture for a smooth, and radiant skin.

Main Ingredients



Lutein^{※1}

Found abundantly in green and yellow vegetables, lutein is a yellow pigment that is known as a natural light-blocking ingredient. The lutein used in "Cleansing Plus" formulation is a Marigold flower extract that is manufactured by Kemira Industries, Inc. Having the same component as "S. LUTEIN", this exceptional lutein is also used as skincare ingredient to soften the skin and protects it from external irritations.



Argan oil^{※2}

An extra virgin oil extracted from argan trees kernels that grow only in the arid region of Southwest Morocco. This precious oil, of which only one tree can yield only 1 litre of Argan Oil, is a beauty oil that is rich in linoleic acid and oleic acid. Smooths and moistens the skin and tones it by protecting it from dryness.



Jojoba oil^{※3}

An oil in liquid wax form that is extracted from the seeds of jojoba trees. With a composition close to that of human sebum and hence a good skin affinity, it creates a soft protective membrane as it permeates through the epidermal layer leading to supple skin. Aside from its high protective and moisture retaining effect, it also works to offset the sebum.



Olive squalene^{※4}

A valuable plant squalene that forms only approximately 5% of olive oil. It has a silky texture and characteristics of excellent permeability^{※5}, moisture retaining and resistant to oxidation used to maintain hydration and moisture for smooth skin.

^{※1} Xanthophyll (skin protecting ingredient) ^{※2} Argania spinosa kernel oil (skin softening ingredient) ^{※3} Simmondsia chinensis (Jojoba) seed oil (moisture retaining ingredient) ^{※4} Squalane (moisture retaining ingredient) ^{※5} Up to the epidermal layer



All-round Sunscreen Protection with Moisturiser Level Hydration.

"UV Makeup Base Cream" is formulated with 60% skincare component and SPF50+ PA+++ protection strength.

This relaxing cream spreads and fits the skin comfortably, providing total protection from summer's strong UV rays while keeping your skin translucent, hydrated and radiant.

Perform beauty care with the moisturising capability that is on par with a moisturiser. This chemical and silicon-free formula will make your makeup last longer.

Main Ingredients



Thyme extract^{※3}

A plant in the mint family widely used as culinary herbs. The extract is derived from thyme leaf and stem which is rich in polyphenols like flavonoids and tannin, effective for skin tightening.



Susabinori extract^{※5}

An extract of red algae from the sea surface that is alternately immersed in sea water during high tide and exposed to UV rays and concentrated salt during low tide. In order to protect itself in this harsh environment, it possesses a special polysaccharide component - porphyran that has high moisture retaining capacity and protective effect, which can be used for the maintenance of healthy skin.



Lipidure^{※4}

An ingredient with good skin affinity developed based on "phospholipid", which is one component that form our body's living cells. Forms a hydrating veil with exceptional moisture retaining property from chemical bonding of approximately 2000 molecules.

● Image is for illustrative purposes only.



Licorice extract^{※6}

The extract of a plant of the Fabaceae family, which name licorice is derived from the Greek word for "sweet root". This liquid extract that has various kinds of effects has been used all around the world for over 4000 years. Rich in flavonoids.

※1 skin conditioning ingredient - Nanofied AC-11 (Cat's Claw Vine), firming ingredient - Progerin™ (Trifluoroacetyl Tripeptide-2), skin protecting ingredient - Cloudberry (Rubus Chamaemorus fruit extract), Crowberry (Empetrum Nigrum fruit extract), Lingonberry (Vaccinium Vitis-Idaea fruit extract), Blackberry (Rubus Fruticosus leaf extract), Bilberry (Vaccinium Myrtillus leaf extract) ※2 Thymus Vulgaris flower/leaf extract (skin conditioning ingredient), Polyquaternium-51 (moisture retaining ingredient), Porphyra Yezoensis extract (moisture retaining ingredient), etc./60% including moisture ※3 Thymus Vulgaris flower/leaf extract (skin conditioning ingredient) ※4 Polyquaternium-51 (moisture retaining ingredient) ※5 Porphyra yezoensis extract (moisture retaining ingredient) ※6 Glycyrrhiza glabra (licorice) leaf extract (ingredient for dewy skin)

<AURAGE> Usage Steps

Step 1 Cleanse ☀️🌙

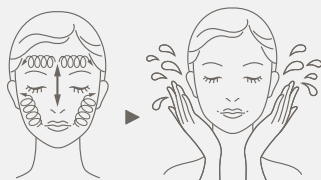


AURAGE Cleansing Plus
[Make-up Remover and Cleanser] 200 ml

Recommended usage

For cleansing in the morning 2 pumps
For removing make-up and cleansing at night 4 pumps

- ① Apply 2 pumps on dry hands and rub over your face.
- ② Wipe gently with tissue paper.*
- ③ Apply another 2 pumps evenly over your face.*
- ④ Emulsify the remaining cleansing oil with warm water until it turns milky and continue to massage your face gently. Repeat for 3 times.
- ⑤ Rinse thoroughly with warm water.



※ Omit steps 2 and 3 when cleansing in the morning.

Step 2 Moisturise ☀️🌙



AURAGE Rich Formula
[Toner and Moisturiser] 60 ml

Recommended usage

4 pumps in morning and at night after cleansing your face
2 pumps additional for your smile lines and eyes area
* Please adjust the number of pumps depending on your skin condition.

- ① Apply evenly to face and extend to your neck and collarbone.
- ② Massage face with gentle pressure.
- ③ Massage in a circular motion outwards and from bottom up. Tap your face lightly to enhance absorption**.



** Up to the epidermal layer.

Step 3 Lock in moisture ☀️🌙



AURAGE Gracious Cream
[Cream] 30 g

Recommended usage

Morning and night, after applying the Toner and Moisturiser. Apply 1cm-diameter pearl-size amount each time.

- ① Apply onto 5 spots on the face then start massaging outwards from the centre of the face down to the neck.
- ② Use upward and lifting strokes to ensure even application.



Daytime Protection ☀️



AURAGE UV Makeup Base Cream
[Sunscreen and Make-up Base] 30 g
SPF50+ PA+++

Recommended usage

Morning, after your usual care routine.
Apply 1cm-diameter pearl-size amount each time.

- ① Apply onto 5 spots on the face (forehead, cheeks, nose and chin) then start massaging outwards from the centre of the face down to the neck and area behind the ears.
- ② Apply a thin layer evenly on the face and leave the skin to absorb, allowing a brightly lighter skin colour.



※ Re-apply after perspiring or before retouching your make-up.

Frequently Asked Questions (FAQ)

Q. Who would be recommended to use this product?

A. Although <AURAGE> is targeted for people in their 30's who are concerned with ageing signs, it can be used by both men and women regardless of age.

Q. Would it be better to use the whole series?

A. Using the whole series will enhance your experience of ageing-care*. We would recommend that you use them together.

*Ageing care refers to skin care appropriate to one's age, while experience refers to the impression from use.

Q. As "Cleansing Plus" is a [Make-up Remover and Cleanser], does it require me to wash my face twice?

A. Basically, there is no need to wash your face twice as the product is designed to be able to "remove make-up and cleanse" in just 1 wash. However, if you would like to use foamy face wash, there is no problem with washing your face twice.

Q. Is it okay to use "UV Makeup Base Cream" only when going out?

A. UV rays can still enter through the window even when you are at home. We would recommend that you use the product for UV protection even on days when you have no plan of going out during daytime, when you're not wearing any make-up, etc.

Q. Is it okay to transfer the product to a separate container?

A. Do not transfer the product to a separate container as doing so could cause contamination by microorganisms and/or deterioration in product quality.

Q. What is the shelf life of the contents?

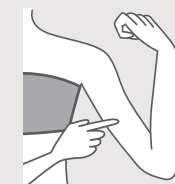
A. Unopened products have a shelf life of 3 years. However, do not store it in places with extremely high or low temperatures or exposure to direct sunlight. Once opened, the product should be finished as soon as possible instead of drawing out its usage. The quality of cosmetics can only be maintained by storing and using them properly. Make sure to close the cover securely after use and do not store it in places with extremely high or low temperatures or exposure to direct sunlight.

Prevent skin problems caused by cosmetic products

Many people have experienced problems with cosmetic products, and people with sensitive skin should be extra careful. Before using a cosmetic product, shampoo, soap or bath product for the first time, ease your mind with a simple patch test. We will hereby introduce to you a simple test that you can carry out at the comfort of your home!

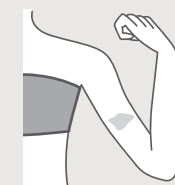
Directions to a simple patch test

- ① Clean your skin thoroughly, and apply an amount of the product the size of a 1 dollar coin onto your arm or inner thigh. (For shampoo, soap and bath products, please dilute with water before application.)



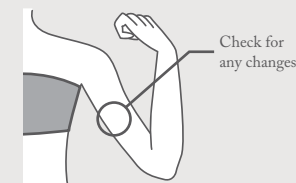
▼ 10~30mins

- ② After 10~30mins, check for changes on the applied spot. (For shampoo, soap and bath products, please wash off at this point.)



▼ After 1 day

- ③ After 1 day, check for changes on the applied spot again. If there appears to be no changes, the product is deemed to be suitable for your skin.



Safety Precautions

- If there is redness on the applied spot, stop using the product immediately.
- If you experience redness or any skin irritation during this test, stop using the product immediately and cleanse the applied spot thoroughly. If the discomfort remains, consult a doctor immediately.
- Perspiration may affect the accuracy of this test. (eg. after exercising or after a bath)
- For facial cosmetic products, if there appears to be no problems after testing on your arm, apply a small amount on jawline and test for any redness and skin irritation again.



Naturally Plus Singapore Pte Ltd.

Toll Free : 1800-18-7587

Tel : +65-6220-3177

Fax : +65-6221-0335

51 Cuppage Road, #04-12 Singapore 229469

www.naturally-plus.com