

From Okinawa, the prefecture of longevity, is the
Story of **Skin Care** that begins with
the small red fruit known as the
Acerola



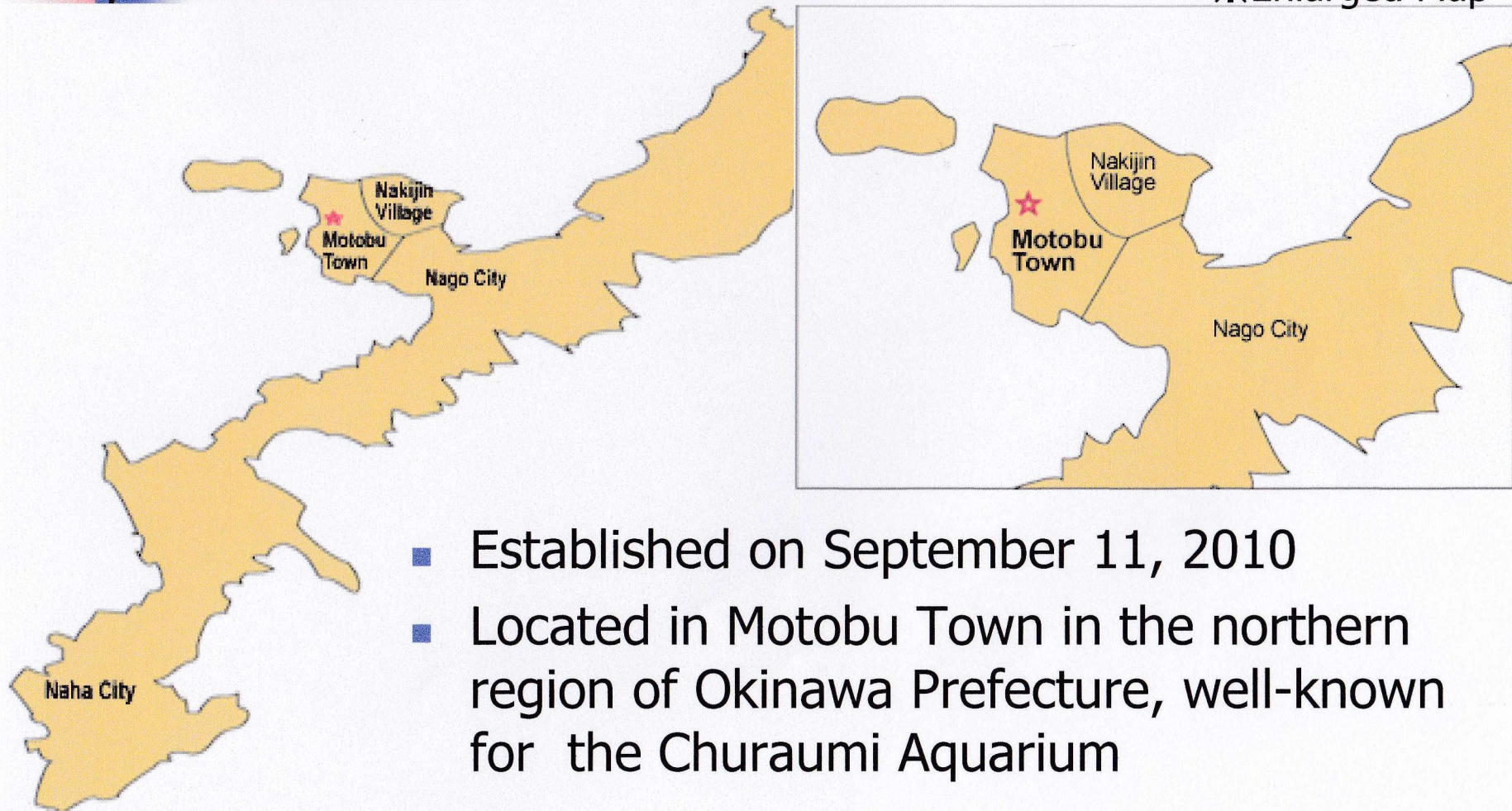
We deliver natural cosmetics created from
acerola and **Okinawan ingredients**



Yanbaru Iroha

Yanbaru Iroha Outline

※Enlarged Map



- Established on September 11, 2010
- Located in Motobu Town in the northern region of Okinawa Prefecture, well-known for the Churaumi Aquarium

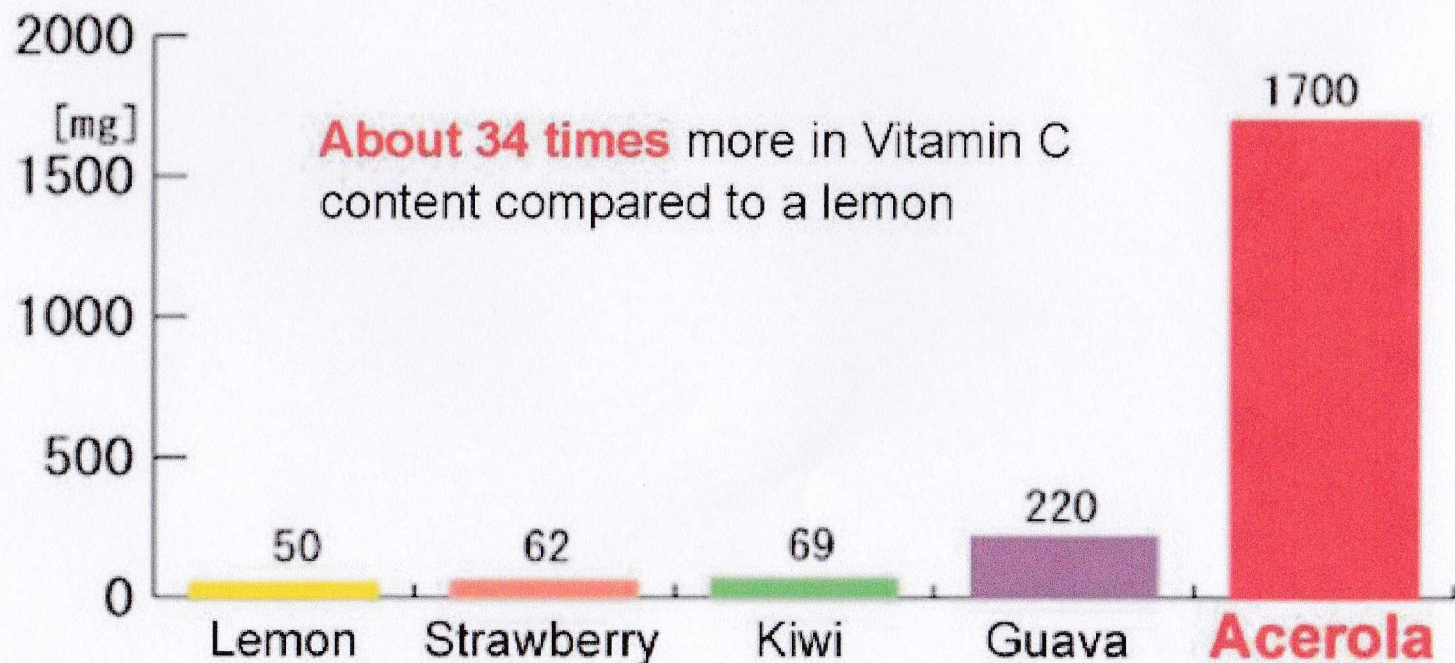
Motobu Town is the only approved Acerola production base in Okinawa



- About 30 acerola producers
- Pesticide-free outdoor cultivation
- Average annual production of approximately 20 tons
- Acerola fruit is very delicate and they are carefully handled by hand
- Study by a medical expert shows that the skin age of women from Motobu Town, who consume acerola on a daily basis, was 6 years younger than their actual age

Vitamin C in Acerola

- Vitamin C from acerola is hard to break and has a superior antioxidation effect
- Vitamin C content for 100g of the edible part of an acerola fruit is **about 34 times** more than a lemon



(Source: STANDARD TABLES OF FOOD COMPOSITION IN JAPAN Fifth Revised and Enlarged Edition)



Components & Characteristics of Acerola

- A major characteristic of the acerola fruit is that its content of L-ascorbic acid is higher than that of other fruits. L-ascorbic acid is known to have numerous physiological and medicinal effects including reinforcement of tissues and capillary vessels, inhibition of melanin formation and formation of collagen, and recognized as a product that stimulates skin-whitening effects and skin cell turnover.

Cosmetics from a Beautiful Environment

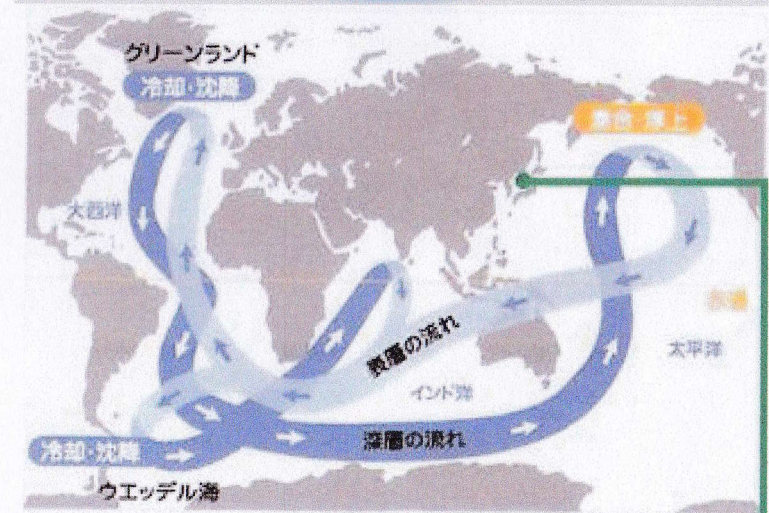
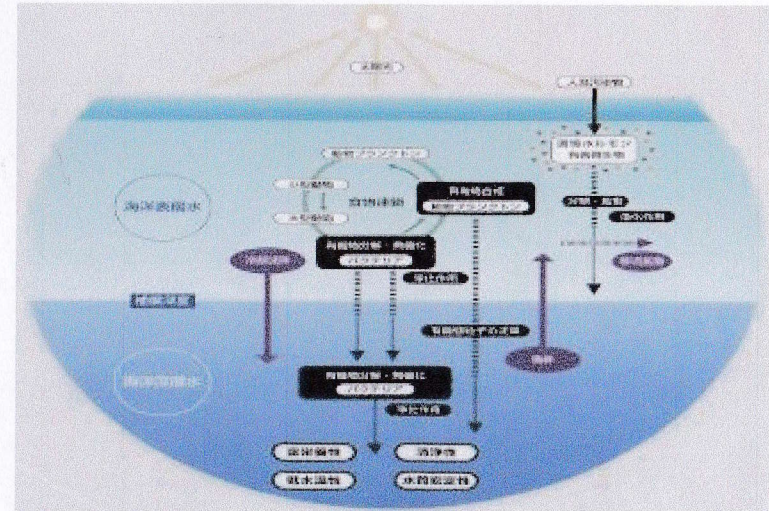
◆Our Attention to Water

The most important factor in cosmetics is **WATER**.

Since water permeates into the keratose layer of the skin together with active ingredients, cosmetics made with quality water are the best.

◆Cosmetics using Deep Seawater

- Very scarce clean seawater
- 20 to 40 times more in nutrient content
- The deep seawater of Kumejima Island has the **highest transparency and the level of purity is good**



Birth of the Acerola Chura Stories

- Okinawa, a Japanese prefecture known for longevity, is rich with natural blessings with its beautiful seas and mountains. Our products are developed with a focus on using raw ingredients found in Okinawa.
- We are committed in creating cosmetics for those who place importance in care and safety in the products they use, and our products are made with raw materials that are safe even when swallowed.
- We hope to assist you in achieving the glowing skin you desire, with our products which are created with the main ingredient of acerola that are grown locally on pesticide-free farms.



Developed Products:

「Acerola Chura Stories」 Series (Beauty)



1. Acerola Chura Stories Series

Natural cosmetic



Acerola Chura Stories
Facial Soap (100g)



Acerola Chura Stories
Lotion (120ml)



Acerola Chura Stories
Essence (30ml)

Carefully Selected Ingredients from Okinawa

「Acerola Chura Stories」

- **Acerola**
- **Kumejima Deep Seawater**
- **Mozuku seaweed**
- **Aloe vera**
- **Shell ginger (Alpinia speciosa)**
- **Red seaweed (Chinese moss (Gracilaria verrucosa))**
- **Tuberose (Polianthes tuberosa)**
- **Glycosyl trehalose**





Characteristics of Acerola Chura Stories

- ◆ Created with **Acerola**, the king of Vitamin C, as its main ingredient
- ◆ Made with **Kumejima Deep Seawater**
- ◆ **Natural cosmetics** using ingredients harvested in Okinawa, where ultraviolet rays are high
- ◆ **Cosmetics that are gentle to the skin** due to carefully selected ingredients

2.Nankuru White Soap

Acerola & marine silt cleansing foam



In developing the new product, we focused on the outstanding cleansing effect and skin enhancement of the cosmetic ingredients which Okinawa's rich nature.

We launched the deep cleansing foam that purifies pore-clogging impurities, in October, 2012.

Kucha and Acerola, a blend of Okinawa's natural ingredients lead you to radiant skin.

What is Marine Silt?

- Marine silt (commonly called Kucha) Sediments (it`s grain is bigger than clay and samller than sand) deposited on Okinawa seabed over millions of years, and appeared due to ground uplifting. It is used as Okinawan beauty regimen since olden days.

Character 1

Extremely fine grain that is obtained from the particular district in Okinawa

Enter tha gaps between the skin

Character 2

Contains a lot of ionic compound, such as sodium ion and sulfate ion.

Alkalescent exert cleansing power

Character 3

Negatively-charged

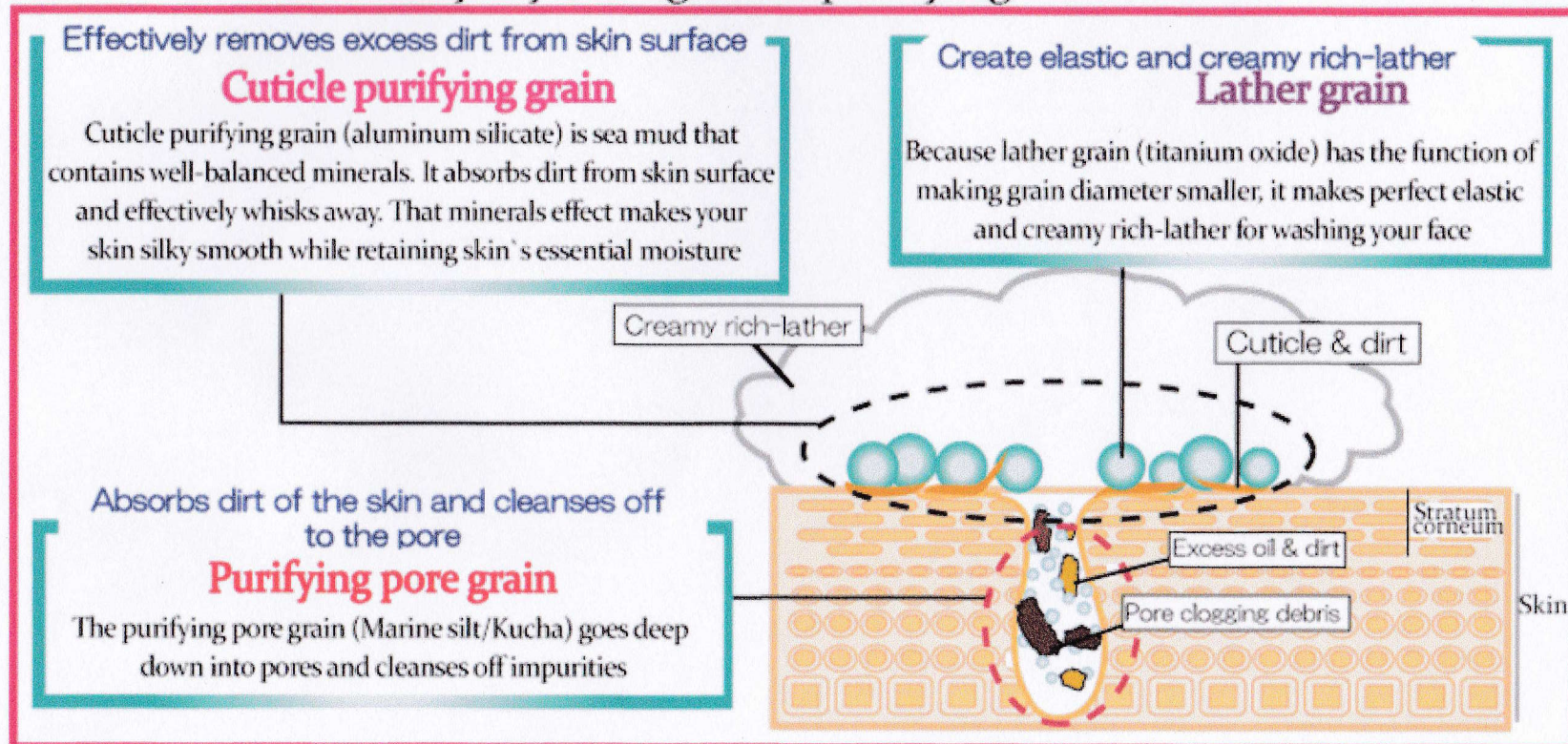
Strongly adsorbed to positively-charged impurities and cleans.

Goes deep down into pores and effectively removes pore-clogging debris and impurities with amazing cleansing power.

It will lead you to glowing skin.

The purifying power of 3 different grains create

It is formulated with 3 kinds of particulate element that have a slightly different function. Because they have synergistic effect, they may even greater purifying effect



3. Shimacosme Series

「Acerola Chura Stories」



The four companies of Okinawa worked together and launched Shima cosme brand by backup of Okinawa Prefecture in February, 2013.

MADE IN OKINAWA "SHIMA COSME"

Shimacosme Series

「Acerola Chura Stories」

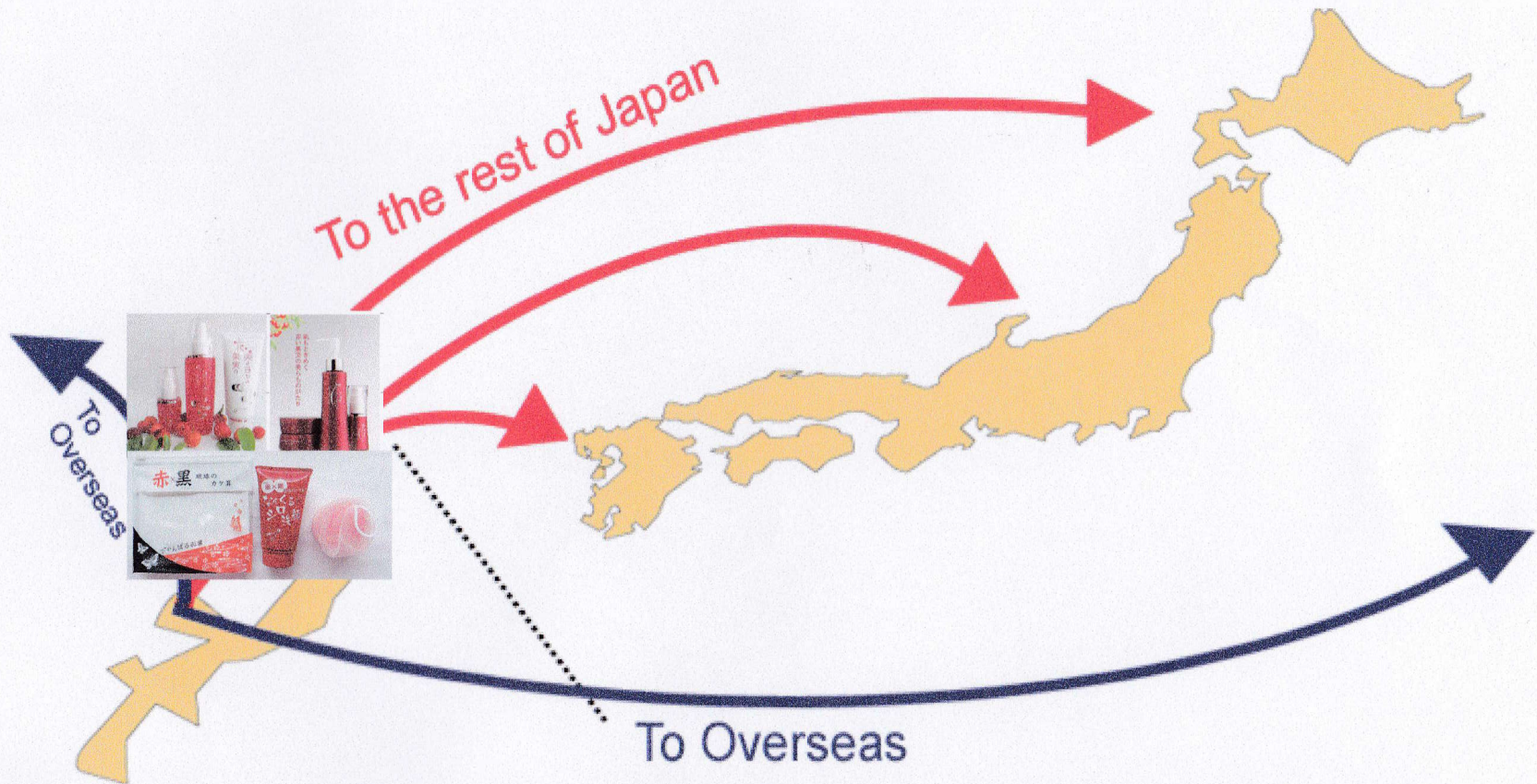
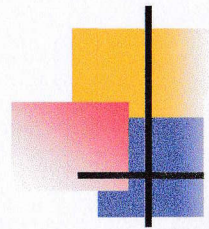


Cleansing gel 120ml

Water gel cream 80g

Essence_ex 30ml

Delivering Okinawa's Blessings to the Rest of Japan, and Overseas



We wish to deliver the natural cosmetics created from **Acerola**, the small red fruit of Okinawa, to the rest of Japan, and then to the rest of the world.