

DECORTÉ

INTRODUCING THE NEW DECORTÉ AQ ABSOLUTE TREATMENT COLLECTION
INSPIRED BY 33 YEARS OF RESEARCH IN REGENERATIVE MEDICINE AND NEUROSCIENCE



New Ingredient Developed with World Renowned Botanical Research Institute

DECORTÉ introduces a new AQ skincare collection inspired by over 33 years of research in regenerative medicine and neuroscience. AQ stands for the brand's promise of Absolute Quality and embodies the concept of the ultimate in physical and mental relaxation. Since its debut in 1990, AQ products have always been formulated by focusing meticulously on every element including the latest dermatological research, carefully curated ingredients, sensorial textures, and a manufacturing method that enables the relaxation for the skin. Based on a holistic approach, AQ has now taken a step further into the intricate workings of the mind to focus on skin responsiveness and the ways to turn relaxation into a force for beauty.

The journey of this new skincare collection started with a partnership with a world-renowned botanical research institute focused on research around the plant, *Magnolia champaca*. Although its flowers have been known to have an elegant fragrance, it was difficult to obtain fresh flowers because it grows into a tree over 100 feet tall, and the flowers' components and pharmacological effects were poorly understood. By establishing a system to cultivate and manage *Magnolia champaca* in shrub form at the Botanical Garden, it became possible to harvest fresh flowers and conduct extensive research on the components. Through this study, it was discovered that the **Magnolia champaca Flower Extract** that was developed has the effect of promoting skin barrier structures that protect the skin from drying out by preventing moisture evaporation from within the skin and external stressors from entering the skin. They are important structures for maintaining healthy skin and help enhance the skin barrier function.

Furthermore, it was also found in this study that the *Magnolia champaca* flower extract acts on dermal cells to increase the expression of receptors for oxytocin, one of the happiness hormones, making this new material very important to help support healthy living from the perspective of both the skin and the mind. The chemistry of the fragrance was also analyzed, and its psychological effects evaluated, and it was found that the fragrance of the flowers has the effect of increasing positive feelings, indicating that *Magnolia champaca* has enormous potential for both the skin and the mind.

The new AQ Absolute Treatment products focus on the effect of happiness on the skin as a driving force for radiant, healthy skin incorporating a multi-faceted approach. By enhancing skin responsiveness to happiness and increasing the regenerative capabilities of the skin, AQ's unique "integrated beauty" has evolved.

AQ Absolute ingredients include:

- **Magnolia champaca Flower Extract**
- **Chondroitin Sulfate** - A polysaccharide that acts as a very powerful humectant and gives the skin a vibrant resilience. Has attracted a great deal of interest as a material in regenerative medicine.
- **Double Peptide** (Palmitoyl pentapeptide-4, Hydrolyzed Collagen) - Helps to improve the skin barrier, reduce inflammation, and firm the skin.
- **Alginic Acid** - A polysaccharide that helps create a hydrating environment to protect the skin from stress associated with dryness and irritation. Has anti-inflammatory properties that help soothe the skin.
- **Soluble Proteoglycan** - A glycoprotein that is a powerhouse skin hydrator as it absorbs lots of water and retains it with a similar structure to EGF (epidermal growth factor). Helps stimulate production of collagen and hyaluronic acid to hydrate skin and plump it.
- **Shirakaba Water** (signature AQ ingredient) - A living water sourced from the pristine white birch forests in Hokkaido, which can only be harvested for four weeks of the year when the snow begins to melt. Overflowing with nature's vitality, its revitalizing minerals and amino acids intensely nourish and revitalize the skin.

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- **Sandalwood Extract** - Utilized since ancient times to calm the mind and relieve anxiety with its mystical, pure, sweet scent, this extract helps replenish the moisture in the skin and reduce damage caused by environmental stress and free radicals.
- **White Mucuna Extract** - Carefully selected for its powers from among plants legendary since ancient times. An ingredient that serves as the root for honing skin responsiveness, with a focus on the mechanisms of the “mind” that awakens beauty and the innate ability of the skin to revive.
- **Camellia Sinensis Leaf Extract** – A green tea extract with antioxidant, anti-inflammatory and antimicrobial properties. Helps soothe skin and promote smoother texture.

The New AQ Delivery Technology:

The new Flex Fusion Olein Capsule is a unique delivery technology with exceptional flexibility and high penetration capability to deliver the ingredients to where they are needed most regardless of skin type or the condition of the skin.

The Fragrance:

A fresh floral musky scent featuring Champaca, Queen of the Night, and Magnolia helps soothe and relax the mind.

The Packaging Design:

Marcel Wanders, a globally renowned product and interior designer from Holland, designed the packaging which was inspired by crystal and diamond etching. A modern, sophisticated pattern.

The Collection:

AQ Absolute Treatment Micro-Radiance Emulsion

A conditioning emulsion that helps balance oils and moisture. Helps optimize the effects of products that follow. Ingredients unique to Emulsion include **Absolute Sterol FX** with exceptional water retention capabilities to help plump and soften the skin.

Refill available.

I for Oily Skin

II for Normal Skin

III for Dry Skin

Suggested Retail Price: \$95.00

AQ Absolute Treatment Hydrating Lotion

A nourishing watery lotion with a high concentration of **Shirakaba Water** that helps replenish moisture. Formulated with Ectoin, an amino acid with exceptional water retention capabilities, that was discovered from microorganisms that survive in harsh environments with low humidity and extreme temperature differences.

I for Oily Skin

II for Normal Skin

III for Dry Skin

Suggested Retail Price: \$95.00

AQ Absolute Treatment Sculpting Balm Cream

A rich night cream that transforms into a balm with the warmth of body temperature. Helps to minimize the appearance of fine lines and wrinkles due to dryness and leaves skin smooth and radiant. Formulated with **Achillea Millefolium** that protects the skin during sleep. This plant extract has been used as a medicinal herb since ancient times and delivers intense moisture to the skin.

Another ingredient includes **Green Chiretta Extract**, a natural herb with anti-inflammatory properties to help leave skin vibrant and healthy.

Suggested Retail Price: \$300

AQ Absolute Treatment Tightening Eye Cream

A lipolytic eye cream for all eye area concerns sagging, dark circles, and puffiness, leaving eyes firm and bright. Special ingredients include **Coptis Rhizome Extract**, a plant extract from Japan, to help the skin around the eyes look brighter. Also includes Ectoin to help lock in moisture and soothe skin around the eyes. A roller massage tool included.

Suggested Retail Price: \$150

Availability:

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ABOUT THE BRAND:

DECORTÉ, the global prestige cosmetics brand from KOSÉ Corporation, is Japan's best-kept beauty secret. Beloved by millions, this luxury brand embodies the best of Japanese beauty, emphasizing superior technology, sensorial textures, and radiant beauty. In 1970, Kozaburo Kobayashi founded DECORTÉ with a vision to create extraordinary products achieved by balancing art and science with tradition and innovation. DECORTÉ is a pioneer in cutting-edge dermatological research and skincare technologies incorporating regenerative medicine to achieve remarkable results.