

SEKKISEI

Introducing SEKKISEI HAND SERUM (LIMITED-EDITION)



The Ultimate Hydrator for the Hands

SEKKISEI launches a new limited-edition hand serum with a lotion-like texture that easily absorbs into skin offering hydration on demand without stickiness. Leaves hands feeling supple without a residue that rubs off on items like smart phones or laptops. Formulated with carefully selected moisturizing oils and plant-derived ingredients that melt into the skin to hydrate and smooth with a calming, refreshing scent. Keep one in your bag, in your car and in your kitchen to get your hands through the fall and winter months where temperature extremes play havoc on the skin.

The Formula:

- **High concentration of Job's Tears Water** - The raw material sourced from tropical Asia is obtained by adding water to the seeds of Job's Tears excluding the husk and seed coat and then steam distilling. Job's Tears has been used for centuries in Chinese Herbal Medicine and helps to improve irritated skin. It gets its name from its distinct tear-shaped pods which encase a grain-producing flower. Antimicrobial, antioxidant, and anti-inflammatory properties.
- **Japanese Angelica Extract** - Made from Angelica Root that grows naturally among rocks in the mountains. Helps even skin tone and brighten the skin. Historically used in traditional medicine.
- **Other ingredients** - Job's Tears Seed Extract and Melothria Heterophylla Root Extract, a traditional Japanese tincture with soothing properties.

Suggested Retail Price: \$35.00

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Availability:
<https://sekkisei-usa.com/products/sekkisei-hand-serum-launch>

ABOUT THE BRAND:

SEKKISEI, a Japanese skincare leader in the use of herbal ingredients, is part of the portfolio of beauty brands from KOSÉ Corporation. Since the brand's inception in 1985, SEKKISEI has developed a loyal following globally for offering advanced skincare formulas that address hydration, radiance and even skin tone by tapping into the ancient knowledge of herbal remedies from Japan and Asia used for centuries. The brand carefully selects ingredients from hundreds of types of plants to unleash powerful benefits to the skin. SEKKISEI is also known for the iconic packaging in lapis lazuli blue inspired by apothecary bottles used in Asian herbology. With no gender boundaries and no age limits, SEKKISEI appeals to generations of consumers around the world who trust and rely on the brand for daily skin health.