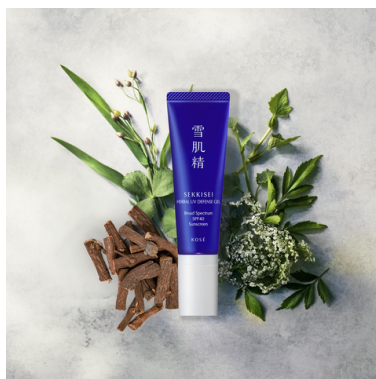


SEKKISEI

Introducing SEKKISEI Herbal UV Defense Gel A Broad Spectrum SPF 40 Sunscreen

Launching March 1st, 2024



SEKKISEI, Japan's leading herbal skincare brand, announces the launch of Herbal UV Defense Gel. This broad spectrum SPF 40 sunscreen is a gamechanger in both protecting and nourishing the skin, combining ancient herbal remedies with modern science and technology. The lightweight formula creates an invisible transparent veil over the skin that doesn't leave a white cast or chalky look. The oil in water emulsion is fast absorbing and feels comfortable on the skin not greasy. Created for all skin types, this sunscreen ensures skin is protected from UVA/UVB damage and in addition is moisturized and glowing.

Key Skin-Loving Ingredients:

1. Job's Tears Seed Extract - Rich in nutrients, this ingredient has been used for centuries in Chinese Herbal Medicine and helps to moisturize skin and improve any irritation. It gets its name from the distinct tear-shaped pods which encase a grain-producing flower. It has antimicrobial, antioxidant, and anti-inflammatory properties.
2. Angelica Gigas Root Extract - Often referred to as Korean Angelica, this herbaceous perennial plant is native to Korea and China. It has been used for centuries in traditional medicine due to the many health benefits it provides. It has remarkable properties that include antibacterial, anti-inflammatory and antioxidant benefits. Helps to reduce hyperpigmentation as it inhibits melanin production to create a more radiant complexion. Also helps to reduce the appearance of fine lines and wrinkles and keep skin hydrated, smooth and more supple.
3. Licorice Root Extract - Known as the "king of herbal medicines", this plant extract has been used for centuries and has many beneficial properties. One of its active ingredients, Glycyrrhizate acid, is a potent anti-inflammatory that helps reduce skin redness and irritation. This compound also has antioxidant properties that help protect the skin from free radicals to ensure skin looks radiant.

The Encapsulation Technology:

Helps to halt degradation of UV absorber and stabilize the formula prior to application for maximum protection benefits. Prevents formula from being greasy with a white cast.

The Scent:

A fresh and natural scent from essential oils that include Orange Peel Oil, Basil Oil and Pelargonium Graveolens Flower Oil, Bergamot Oil, Lavender Oil and Lemon Peel Oil.

Free From:

Alcohol (ethyl alcohol), synthetic fragrances, colorants, parabens, mineral oils, phthalates, microbeads, propylene glycol, oxybenzone and octinoxate.

Reef-friendly, Vegan-Friendly and Dermatologically Tested.

Suggested Retail Price: \$30.00

Availability:

www.sekkisei-usa.com

www.amazon.com/SEKKISEI

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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.