



For Immediate Release

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Introducing Marie Louise Cosmetics Skin Care

Japan's leading skin care brand now available in the United States

Gardena, CA—Marie Louise Cosmetics, Japan's leading skin care brand since 1912, is now available to American estheticians and their clients. This proven brand, with efficacy proven by clinical trials, is based on the science of deep-sea minerals and nanotechnology to help skin achieve the balance it needs to appear healthy and glowing: hydration, lipids and regeneration through exfoliation.

Marie Louise Cosmetics skin care uses dermatological science and contains only the safest, most essential ingredients. Stringently selected for healthy skin, Marie Louise uses category-best ingredients, double-emulsification for deeper penetration of ingredients and groundbreaking type of nanotechnology. Every Marie Louise skin care product ensures that essential ingredients are delivered with greater speed and efficiency, guaranteeing maximum results for the healthiest skin possible. Every product in the line offers anti-aging, skin brightening and hydration, and when appropriate, helps prevent breakouts.

The line is supported with professional (prices range from \$57 to \$74) and retail products (prices range from \$51 to \$109).

Merits of Deep Sea Water

Deep-sea water is the foundation of every Marie Louise skin care product. Unlike other skin care brands featuring deep-sea water; Marie Louise mastered the art of desalination without degrading the effectiveness of deep-sea water minerals. Marie Louise skin care achieves this level of effectiveness with the brand's Deep Sea Concentrate, a proprietary



blend packed with deep-sea minerals essential to cellular metabolism, at the same time the water is desalted. The result is a restoration of skin to its natural, translucent state, which is often recognized as a healthy 'glow'.

Water used in Marie Louise skin care is drawn off the shores of Yuron Island near Okinawa at a depth of approximately 450m below sea level. The abundant nutrients are free of planktons that may feed on nutritious minerals. Since few microorganisms and toxins can survive at this depth, harvesting deep-sea water at this depth ensures the highest levels of purity. Cooler temperatures preserve the nutrients, ensuring the most effective ingredients possible.

Marie Louise's laboratories pioneered the harnessing of minerals found naturally in deep-sea water. This innovation, along with the brand's leading formulas, has helped Marie Louise Cosmetics produce superior results and deliver the world's most sophisticated line of skin care products.

The quality and choice of ingredients proves the brand's commitment to research and deliver uncompromised skin care products. In addition to Deep Water Concentrate, product formulas include Vitamin C, alpha-arbutin, ceramides, hydrolyzed yeast, hyaluronic acid, and other ingredients promoting skin health.

Evidence-Based Cosmetics, Scientifically Validated

Cell culture tests and numerous other critical evaluation methods are used to clinically verify the scientific basis supporting Marie Louise products. The products are introduced to the market only after their efficacy and integrity have been validated.

Marie Louise skin care contains alpha-arbutin, proven to be nearly 10 times more effective than a commonly used skin brightening ingredient beta-arbutin. The one percent of alpha-arbutin makes a significant difference in helping the complexion appear brighter with a smooth, even skin tone.

Standard emulsified products penetrate into the skin slowly. Marie Louise's nanoemulsion technology features an ingenious three-layer structure, which allows



products to penetrate deeper, remain more stable, which makes them more effective with results in as little as one day, as evidenced through clinical trials.

A true hero ingredient found in Marie Louise moisturizers is Marie Louise nanoemulsion alpha-VC, a proprietary blend of alpha-arbutin, vitamin A and stabilized vitamin C. Using skin replicas, tests were conducted to observe the effect on wrinkles. Within 90 days almost all wrinkles were significantly less visible.

How it all started

In 1912, the Imperial Court of Japan invited Marie Louise to serve as the fashion and beauty consultant for Taisho and Shouwa Emperors, their royal families and attending nobles. At a time when only oil-based cosmetics and water-based lotions existed, she earned her title as the "Mother of Modern Beauty" by being the first to emulsify oil and water to create beauty creams in Japan. She also popularly redefined the concept of skin care by introducing a number of innovative cosmetic techniques including facial massages using organic mineral-rich products; placing her in the vanguard for esthetics practices of today.

Furthermore, when she established Japan's first beauty academy, Marie Louise passed on her knowledge and practical skills set to countless women, while simultaneously providing the opportunity for women to achieve their dreams of autonomy and independence. As a result, the Japanese government awarded Marie Louise Japan's Blue Ribbon Medal of Honor in 1956 for her public service.

Today, Marie Louise Cosmetics has several beauty schools, including a CIDESCO-certified school in Fukuoka, Japan as well as branded spas in Japan's leading hotels and salons including Tokyo's Meguro Gajoen.





About Marie Louise Cosmetics

Founded in 1912 by Marie Louise, former beauty consultant to the Taisho and Shouwa Emperors, Marie Louise Cosmetics was the first skin care to emulsify oil and water into single products. Marie Louise skin care features a proprietary Deep Sea Concentrate, which promotes a healthy cellular metabolism and a unique nanoemulsion technology that delivers immediate results, as evidenced by clinical trials. Marie Louise later founded the CISDESCO-certified Marie Louise Holistic Beauty Academy, giving Japanese women a place to achieve their dreams of independence. Marie Louise Cosmetics are available in the finest salons and skin spas located in Japan, Korea, Russia and, now, the United States where the brand is distributed exclusively by KosmeLink in Gardena, CA. For more information, please visit www.marielouisecosmetics.com or call 1-310-436-6186.