

IAMASU



The background is an abstract watercolor wash in various shades of blue, ranging from light sky blue to deep teal. The colors are blended together with soft, organic edges, creating a sense of movement and depth. The overall effect is calm and artistic.

INTRODUCTION OF IAMASU

Japan IAMASU

IAMASU

The name of IAMASU

IAMASU It is a high-tech pure skin care brand in JAPAN, jointly developed by SHR Japan Co., Ltd. and National Kyushu University, Japan, after years of research and creation. "I am" represents self-affirmation and confidence, "asu" represents the meaning of the future, the founder of the combination of I am and asu named IAMASU, meaning the brand with technology, pure, select the beauty of nature, aiming to help consumers create healthy, youthful natural skin, show yourself better in the future.

IAMASU Brand Positioning

Japan dermatology clinic designated brand
Japan dermatologist recommend brand

Technology achieves beauty

COMPANION WITH NATURE,
BASED WITH PURITY
BEAUTY FORCES FROM NATURE
IAMASU, TAKES CARE OF EACH
INCH OF YOUR SKIN.

IAMASU



The Source of Purity - Mount Fuji

Mount Fuji is one of the classic symbols of Japanese spirit and culture. In the hearts of Japanese people, Mount Fuji is a sacred mountain with natural charm, beauty & solemnness. This mysterious and towering mountain, known as the "soul of Japan", is a symbol of Japanese culture and a source of inspiration.

Mount Fuji is rich in snowmelt, rainwater and groundwater resources. For many years, this constant flow of water has provided the people of the surrounding area with a large amount of drinking and irrigation water. Due to the large thickness of the soil in the area of Mount Fuji, coupled with a good water source, environment and natural ecology, the water quality here is very clear and pure, known as the source of purity. It is also the most important water source in Japan.

The Kingdom of Craftsmen

In Japan, a lifetime of only one job, excellence, everywhere. Japan is a country of craftsmen, from city life full of details, industrial manufacturing gathering the spirit of craftsmen, public service filled with social conscience, and living with life aesthetics, they pay attention to details, section, progress, pay attention to thinking about a comfortable natural relationship into people, material and the environment. They don't do deliberate design, pay attention to the operational level, for the user to consider the missing details of the experience, so that each finished product has a kind of natural, fully enjoy !



IAMASU Professional spirit



The dedication of the R&D team to the profession stems from the way of Japanese people's intensive life. From the taste and texture of the product to the packaging design, everything has been carefully designed

Consider and grasp. The brand insists on using the highest quality natural ingredients, so that every user can experience the top comfort.

Adhere to the three dimensions of safety, functionality and stability, creating pure skin care products of Japanese technology.

Technological IAMASU

Artisan spirit, Focus right effort--IAMASU is a brand born in such a culture in Japan. Originating from the pure source of Mount Fuji, IAMASU inherits the spirit of Japanese artisans and develops the beauty of nature in the most scientific and effective way to bring you pleasure and comfort in the fast-paced life. The three dimensions of safety, functionality and stability create pure skin care products of Japanese technology.

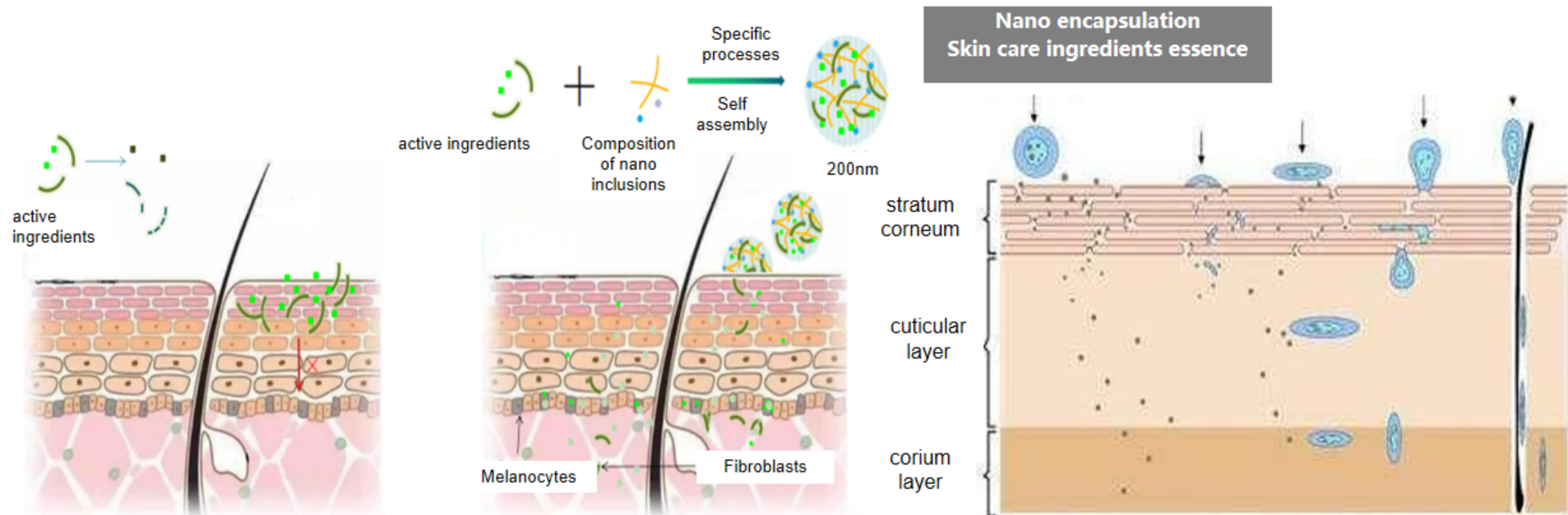
Science and technology, purity, this is IAMASU unremitting pursuit.



Nano micro-emulsification technology

cosmetic penetration process

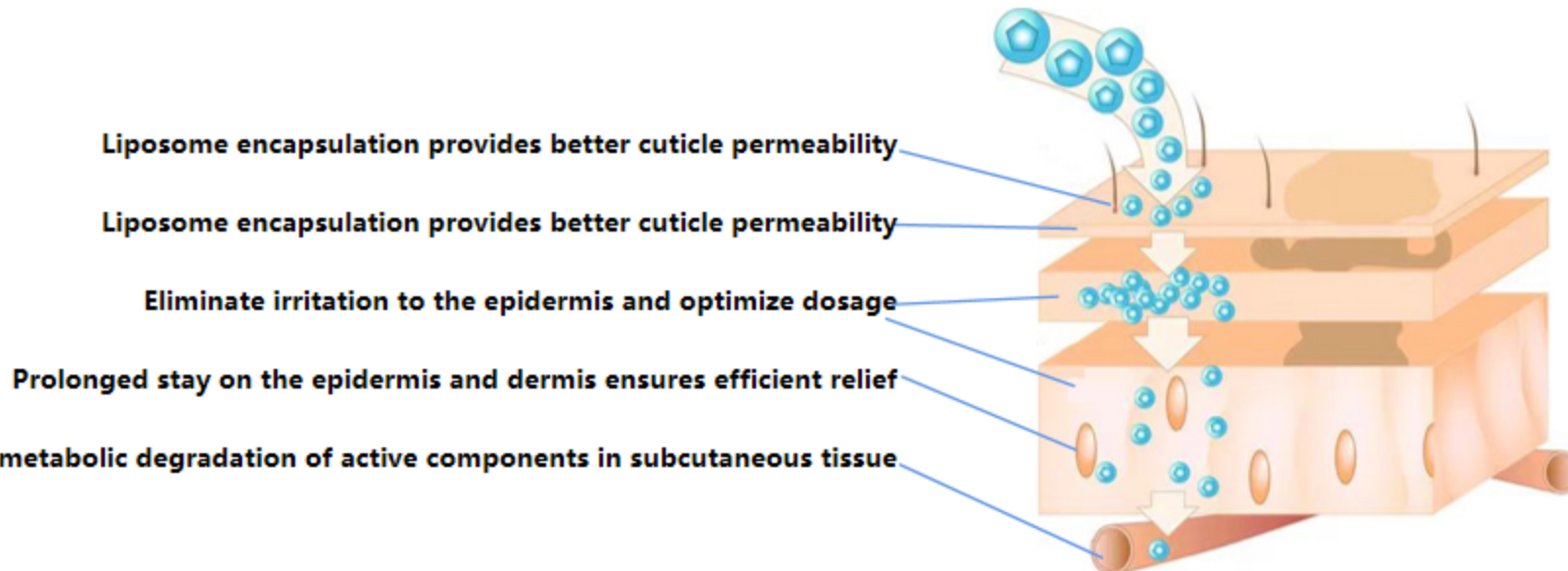
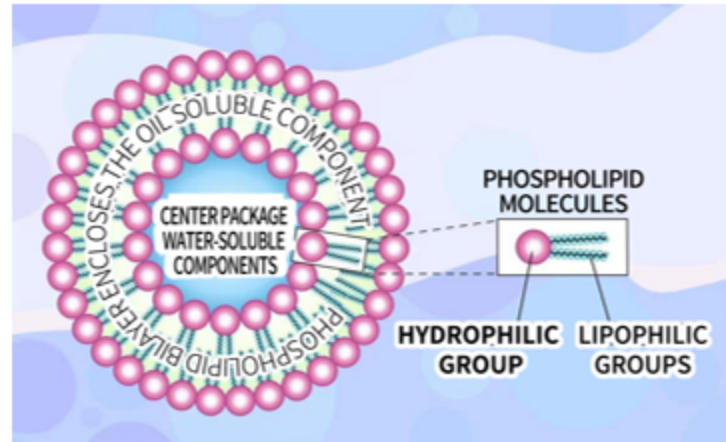
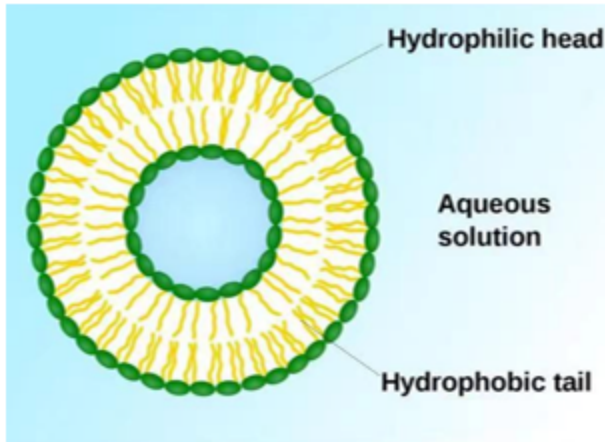
relieve make effect last longer



Nano micro-emulsification technology is used to penetrate various active ingredients into the stratum corneum, epidermis, and dermis of the skin in stages within 3-5 minutes with nano molecules (1000 times smaller than traditional skin care products), thereby improving the effectiveness of the product and maximizing skin nutrition.

liposome transdermal absorption technology

“melt into skin” coating delivery system is the best umbrella for the active ingredient



- Liposomes advantage:
1. Permeable skin faster
 2. More stability
 3. Acting Relief, longer action time

IAMASU core component



Beauty plant essence

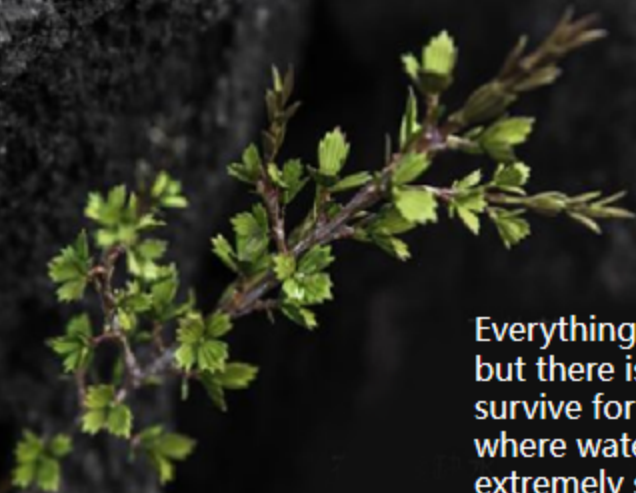


active factor (cellular life)




function extract





Everything depends on water
but there is a revival plant
survive for years in wastelands
where water is
extremely scarce.




The miracle of life coming back
"South African phoenix"
born in the dry wilderness
ten years dry dying, water can
be revived

IAMASU

Soul component

"South African phoenix grass*" recovery
essence



Reviving the spirit of power
the soul of "South African
phoenix grass"
derived from trehalose
antioxidant active ingredient
accelerate rejuvenation and
resist encroachment
it gives cells a new birth

* Refers to the leaf/stem extract of MYROTHAMNUS FLABELLIFOLIA



"South African phoenix grass *" recovery essence

Everything depends on water, but there is one type of resurgent plant that can survive for years in a wasteland where water is extremely scarce. A biology professor at National Kyushu University in Japan discovered a surprising secret while studying resuscitated plants. And the secret lies in the oldest "South African phoenix" plant! Whether baked in the harsh sun or cold and wet in the depths of winter, it can grow strong. Even after the changes of the world, on the verge of dying, it only needs a drop of water to touch, it is like the phoenix nirvana, the rebirth of the fire, to express the "miracle of the resurrection of a drop of water."

The "South African phoenix grass" that has been "dry and dying for a long time and can be revived when it meets water" was selected and became IAMASU "Peace skin" series of soul ingredients, accelerate skin rejuvenation, resist damage, day after day, delicate and smooth, skin "new force".

* Refers to the leaf/stem extract of MYROTHAMNUS FLABELLIFOLIA

The background is a complex, organic pattern of various shades of blue, ranging from light cyan to deep teal. The pattern resembles marbled paper or liquid ink, with swirling, vein-like structures and irregular, cell-like shapes. The overall effect is fluid and textured.

PRODUCT INTRODUCTION OF IAMASU

Japan IAMASU

IAMASU Products



REPAIR AND
MOISTURIZING SERIES



FUNCTIONAL MASK
SERIES



SKIN MOISTURIZING SERIES HYALURONIC ACIDS REPAIR SKIN

Discover the extremely rejuvenated "South African Phoenix grass", take its remade ability "South African Phoenix grass Recovery Essence", add moisturizing ceramide functional substances, touch the skin immediately release water and fresh essence, restart the skin's natural defense mechanism, glow skin to the beauty of energy, give skin repair and full.



IAMASU Amino acid moisturizing cleanser

モイスチャライジングフェイシャルクレンザー

01 | 洗顔料 | 120ml

[Origin] Japan

[Ingredients] 15 * amino acid moisturizing factor, ceramide, mildew extract.

[Function] Contains 15 * amino acid moisturizing factors, neuroamines, mildew extract. The delicate silk foam penetrates deep into pores and removes dirt from skin. The double moisturizing ingredients make the skin hydrated and not tight to create a smooth and clear skin.

[User] All kinds of skin.

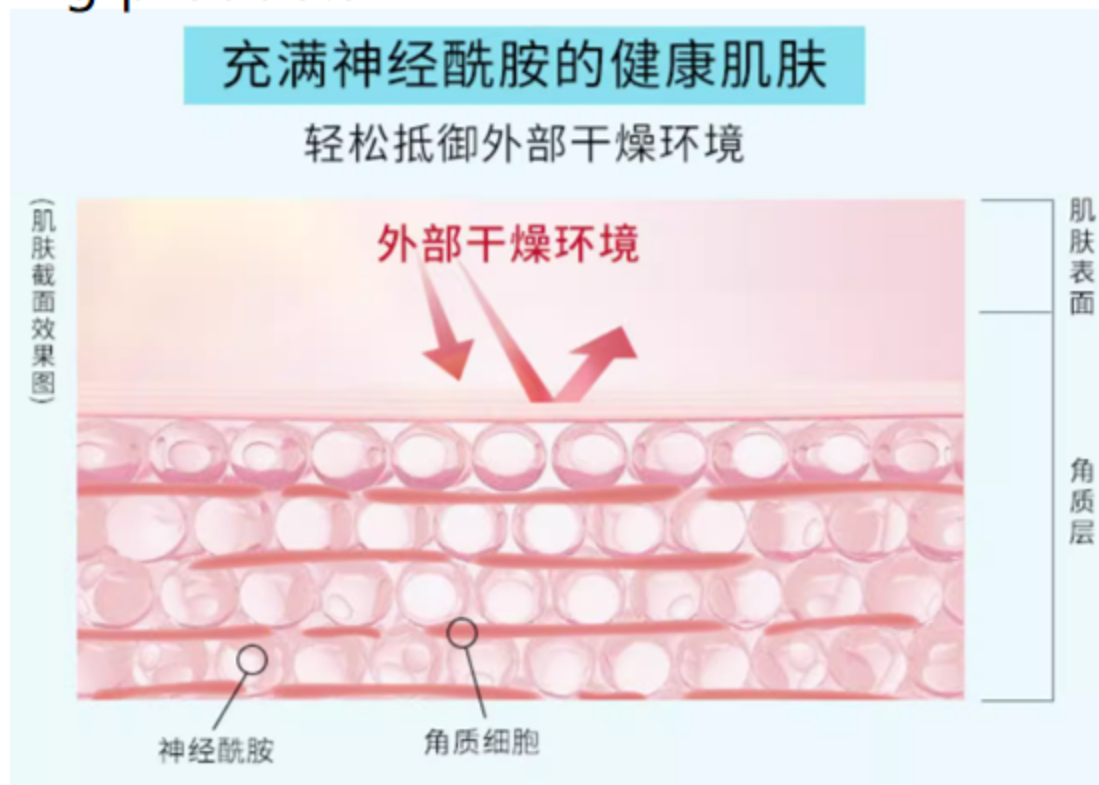
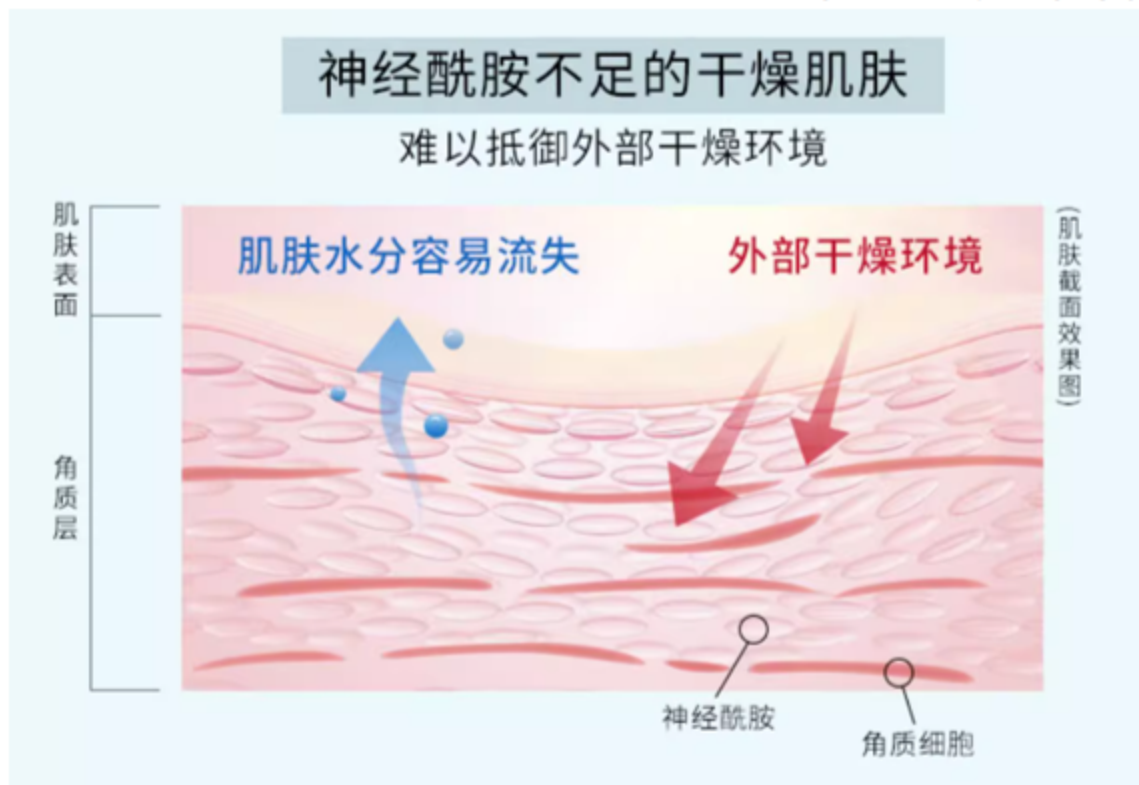
[Usage]



1. Apply appropriate amount of it on the hand 2. Add water with foam around face 3. Massage then clean with water

Protect from start cleaning the face

When cleaning the face, "ceramide" is easy to be washed off with cleaning products



—Gentle cleaning Not easily irritating to the skin—

A

Amino acid cleanser
The formula is gentle and
cleanses without irritating the
skin



The foam is thick and rich With the
foaming net, you can create a creamy
foam

B



C

6 kinds plant extract

Adjust the healthy state of stratum corneum stability and balance



Specific ingredients*

✗ alcohol ✗ soap base ✗ pigmentation ✗
hormones contain a variety of essence,
sensitive can be safe to use



100ml

200ml

IAMASU Moisturizing Toner

IAMASU モイスチャライジング トナー

02 | 化粧水 | 100ml、200ml

[Origin] Japan

[Ingredients] Leaf/stem extract, Selaginella Selaginata extract, fullerene, yeast extract

[Function] Moisturizing and easy to absorb, making skin soft and greasy, hydrating and smooth skin. Extract the recovery extract of South African Phoenix grass, plus yeast extract and multiple moisturizing factors, deep moisturizing repair, intensive moisturizing, lasting moist and translucent skin. Summon essence "moistens" skin, moisturizes and strengthens skin.

[User] All kinds of skin

[Usage] Take appropriate amount on the face & neck until absorbed, or use a cotton pad to dab appropriate amount on the face & neck along the skin texture.

Season change, Dry, sensitive,
fine wrinkles on the face?



1 BOTTLE TO SEE SKIN STRENGTH AND ENDURANCE

Relieve dry, itchy, redness



Repair skin
Overall skin conditioning

Stabilization repair
improves skin tolerance

Refill and lock water
Moisturize the skin from the
inside out

lasting moisture
keeps skin hydrated

モイスチャライジング トナー

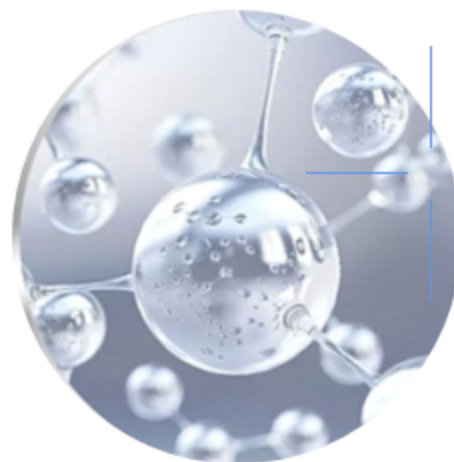
Emergency red fire Effective
in relieving dry itching &
redness



South African Phoenix grass recovery extract

With strong recovery energy, deeply nourish and repair the skin, improve the skin inside out, sensitivity and redness

Reduce recurrent sensitization
Strong and stable skin



Oligopeptide-1, oligopeptide-2, oligopeptide-5

Peptide repair, improve skin repair and repair the skin barrier

sodium hyaluronate
Strong three-dimensional moisture

network moisture repair to improve dryness



Selaginella & Yeast & Witch hazel
Condensed Cypress Extract Deep

Moisturizing Repair, intensive moisture, with yeast and witch hazel, stimulates the skin's resilience.





IAMASU Moisturizing Lotion

IAMASU モイスチャライジング ローション

03 | 乳液 | 100ml

[Origin] Japan

[Ingredients] Milo leaf/stem extract, Damascus rose, squalane, ceramide

[Function] Damascus Rose essence deep repair soothing anti-sensitivity; Ceramide active ingredient added core "South African Phoenix grass" extract and squalene , from the inside to the outside all-round protection, strengthen the skin's own barrier, revitalize the skin strong and renew!

[User] All type of the skin。

[Usage]Apply appropriate amount to face and neck with massage until absorbed. Use with the same series of products, the effect is better.

Skin warning

Your skin barrier is overwhelmed!



4 steps advanced repair barrier good foundation soon to see.



1 Help relieve

Contains technology ratio plant
extract essence, relieve dry/itchy/red

2 Strong resistance

"South African Phoenix grass **" recovery
essence with ceramide to block outside
stimuli

3 Deep repair

Damascus rose, with a variety
technology matching ingredients to
improve skin, strengthen skin

4 Safeguard stability

Japanese squalane, rapid infiltration, +
It absorbs and forms a protective film on the
surface of the skin natural skin protection,
accelerate skin maintenance



IAMASU安肤莹润柔肤乳液

IAMASU モイスチャライジング ローション

03 | 乳液 | 100ml

MULTI-PURPOSE LOTION

CONSTANT REPAIR

Repel seasonal sensitivity

Timely relief of sensitivity

Improve couperose skin



Relief damaged skin

Strengthens skin barrier enhances skin tolerance



Post project maintenance

Post-project skin Soothing repair



IAMASU Moisturizing Lotion
IAMASU モイスチャライジング ローション
03 | 乳液 | 100ml



IAMASU Moisturizing serum

IAMASUモイスチャライジングセラム

04 | 美容液 | 50ml

[Origin] Japan

[Ingredients] Milo leaf/stem extract, Damascus Rose, trehalose, sodium hyaluronate, hydrolyzed collagen

[Function] Special micro essence texture, touch the skin become water, instant absorption by the skin. Distilled soul ingredients

"South African Phoenix Grass" revives the essence, activates the skin to energize energy, immediately tightens the skin contour. Day after day, the skin is smooth and smooth.

[User] All type of the skin。

[Usage]Apply appropriate amount to face and neck with massage until absorbed. Use with the same series of products, the effect is better。

IAMASU Moisturizing serum

Intensive repair relief dry · sensitivity · redness



Barrier damage



Seasonal
sensitivity



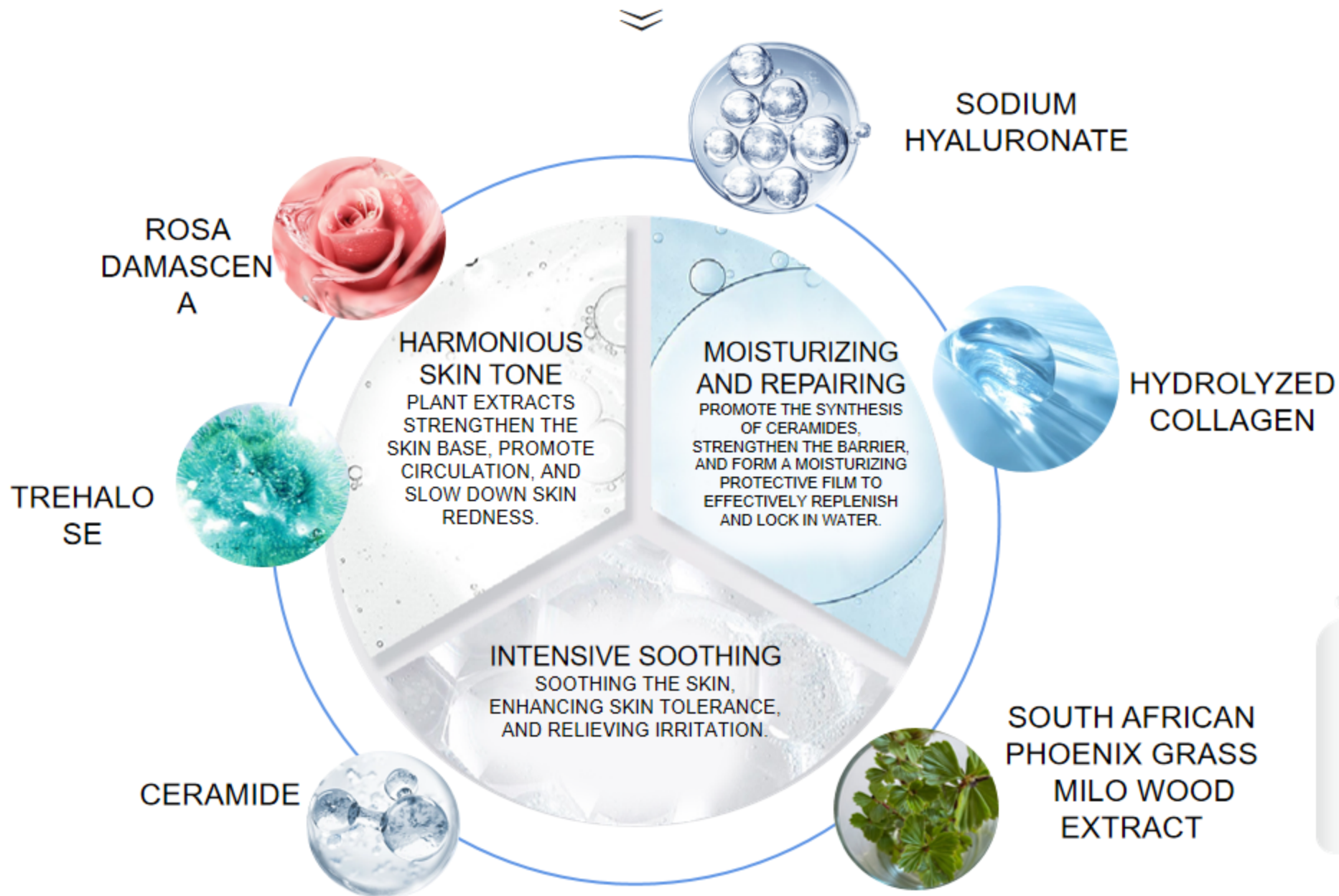
Special beauty



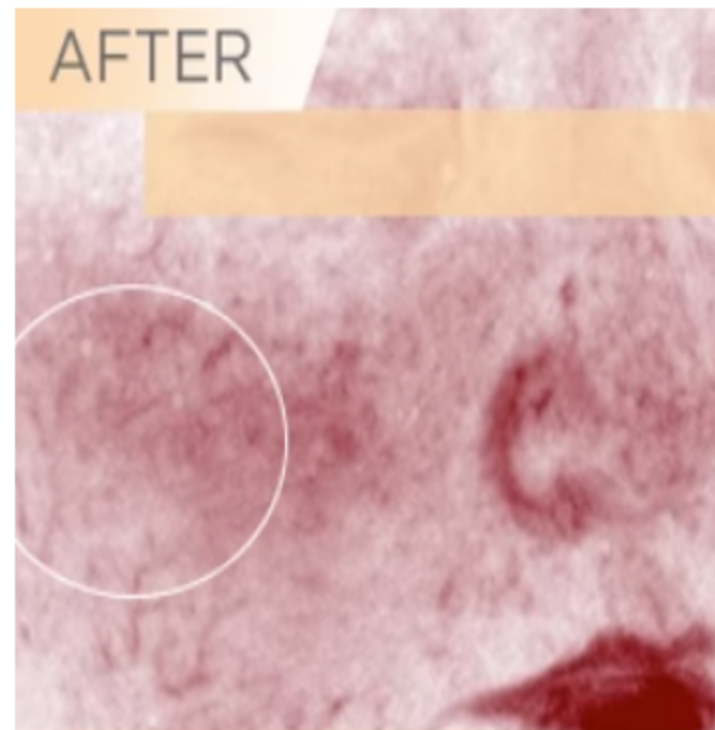
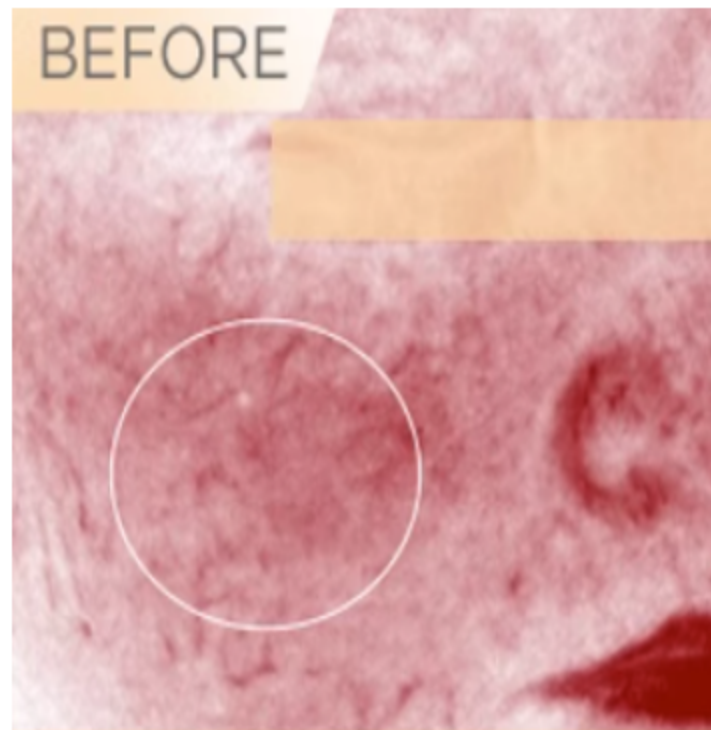
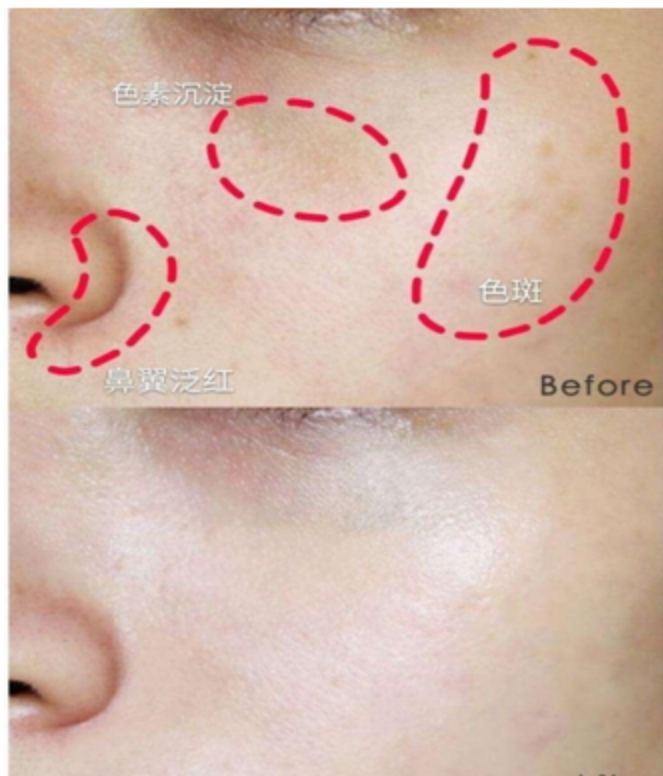
Frequent
occurrence
of redness

Do you have skin
problems?

Remodeling barrier from skin base to improve dry · sensitive · redness



***To see strong skin after 30 days**



The red areas of the face are significantly improved



IAMASU Moisture Gel Complete Mask

IAMASU モイスター ジェルコンプリートマスクパック05 | 05 | フェイスパック | 50g

[Origin] Japan

[Ingredients] Small molecule polypeptide essence (small molecule water, oligopeptide-1, oligopeptide-5, oligopeptide-2) Squalane, Millosa leaf/stem extract, selaginella selaginosa extract, tremella polysaccharide, pearl powder, α -arbutin, fourstamen stephania root extract

[Function] Unique gel texture with multiple plant extraction, layers of care, intensive nourishing; condensed south african phoenix grass recovery essence, deep repair and anti-aging, immediately brightening skin, standing firm and delicate, wake up fragile and tired, tracing the origin of the skin as the original beauty.

[User] All kinds of skin.

[Usage]:

【Use as essential moisturizing cream】

Apply appropriate amount to face with massage until absorbed.

【Use as moisturizing mask】

- ①After cleansing, take some(about 4.5g like a cherry) apply on face, thickness should cover the skin, avoid around the eyes and mouth.
- ②After 10-15 minutes remove with a soft sponge or powder puff and clean with warm water.

DEEP HYDRATION TO REPAIR DAMAGED SKIN



Multi effect
collaborative soothing
and repairing

Milo leaf/stem
extrac

Selaginella
officinalis extract

tremella

polysaccharide

pearl powder

arbutin



Multidimensional repair
and moisturizing restore
health and stability

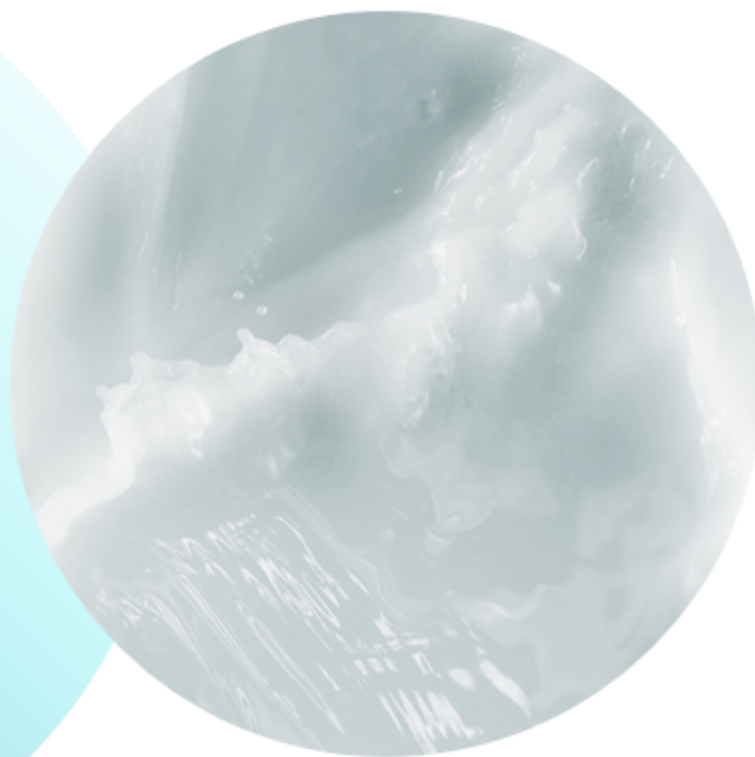
● Permeation moisturizing
skin surface locks in water

● Strengthen the skin base
rebuild skin barrier

● Soothing Repair
Calm redness

Thin gel texture touch of extension

Keep your skin hydrated and healthy



Easy to
absorb
not greasy

None friction
No pulling on the
skin

SIMPLE FORMULAR
FOR ALL SKIN TYPES



IAMASU Hydrating Moisture Facial Mask

IAMASUハイドレーティングモイスターフェイシャルマスク

05 | 30g*5pcs

[Origin] Japan

[Ingredients] Reactiva - Selaginella extract, trehalose, hyaluronic acid, aloe vera, milewood

[Product function] moisturizing/acne/skin base repair

Contains Selaginella extract, combined with sodium hyaluronate ingredients,

improve skin dehydration, enhance skin hydration, deep hydrating and moisturizing effect, making skin soft and transparent.

[User] All kinds of skin.

[Usage]:

- ① clean the face
- ② take the mask apply on the face;
- ③ adjust the mask on correct position to keep it close to your face ;
- ④ after 15-20 minutes take off and clean with water.



Functional facial mask series

Take it easy return your pure self

Different functional essences meet different skin needs, easily remove the fatigue of the day, return to pure self. Accurately decipher a variety of facial skin problems

Whitening, moisturizing, repairing etc., different effects for all kinds of skin needs, select care, energetic invigoration, regular luxury skin charge at any time to wake up the skin vitality, shine moist glow.



IAMASU Hydrating Moisture Facial Mask

IAMASUハイドレーティングモイスチャーフェイシャルマスク

M01 | 30g*5pcs

[Origin] Japan

[Ingredients] South African phoenix, trehalose, hyaluronic acid, aloe vera

[Material] 33g silk membrane fabric (good absorption, can absorb fabric weight 10 times essence)

[Product function] Moisturize/repair/lighten
Hydrating repair brightening avoid dry · dark · rough
South African phoenix grass extract, add trehalose , hyaluronic acid make it deep moisturizing repair, intensive moisturizing, skin lasting moist and translucent.

[User] All kinds of skin.

[Usage]: ① clean the face;

② take the mask apply on the face;

③ adjust the mask on correct position to keep it close to your face;

④ after 15-20 minutes take off the mask , massage the face to fully absorb the essence then clean with water



IAMASU Luxury Moisture Essence Facial Mask

IAMASUラグジュアリーモイスターエッセンスフェイシャルマスク
M02 | 30g*5pcs

[Origin] Japan

[Ingredients] Natural royal jelly, Damascus rose, Milo wood

[Material] 33g silk membrane fabric (good absorption, can absorb fabric weight 10 times essence)

[Function] Firming/ Anti-aging/ Whitening /

Contains rose and royal jelly essence, with a variety of natural plant extract, rejuvenate and tender, intensive skin care, restart skin light, bid farewell to dull aging, restart skin natural white light, revealing white and red light Rose and royal jelly essence, with a variety of natural plant extract, rejuvenate and tender, intensive skin care, restart skin light, bid farewell to dull aging, restart skin natural white light, revealing white and red light

[User] All kinds of skin. (Lighten and firm of the skin)

[Usage]:

- ① clean the face;
- ② take the mask apply on the face;
- ③ adjust the mask on correct position to keep it close to your face;
- ④ after 15-20 minutes take off the mask , massage the face to fully absorb the essence then clean with water



IAMASU Centella asiatica moisturizing mask(anti-acne)

IAMASU バランスドモイスチャライジングフェイシャルマスク

M03 | 30g*5pcs

[Origin] Japan

[Ingredients] Resurrection grass - Selaginella extract, trehalose, hyaluronic acid, aloe vera, Miroxum

[Material] 33g silk membrane fabric (good absorption, can absorb fabric weight 10 times essence)

[Function] Soothing allergic/acne prone skin/regulating oil balance Rare plant "South African Phoenix Grass **" excellent biological skin care technology and "resurrection grass ***" combined, excellent repair redness, sensitivity, strong barrier; Nourishing skin texture, make it more delicate, providing you with excellent repair.

[User] All kinds of the skin.

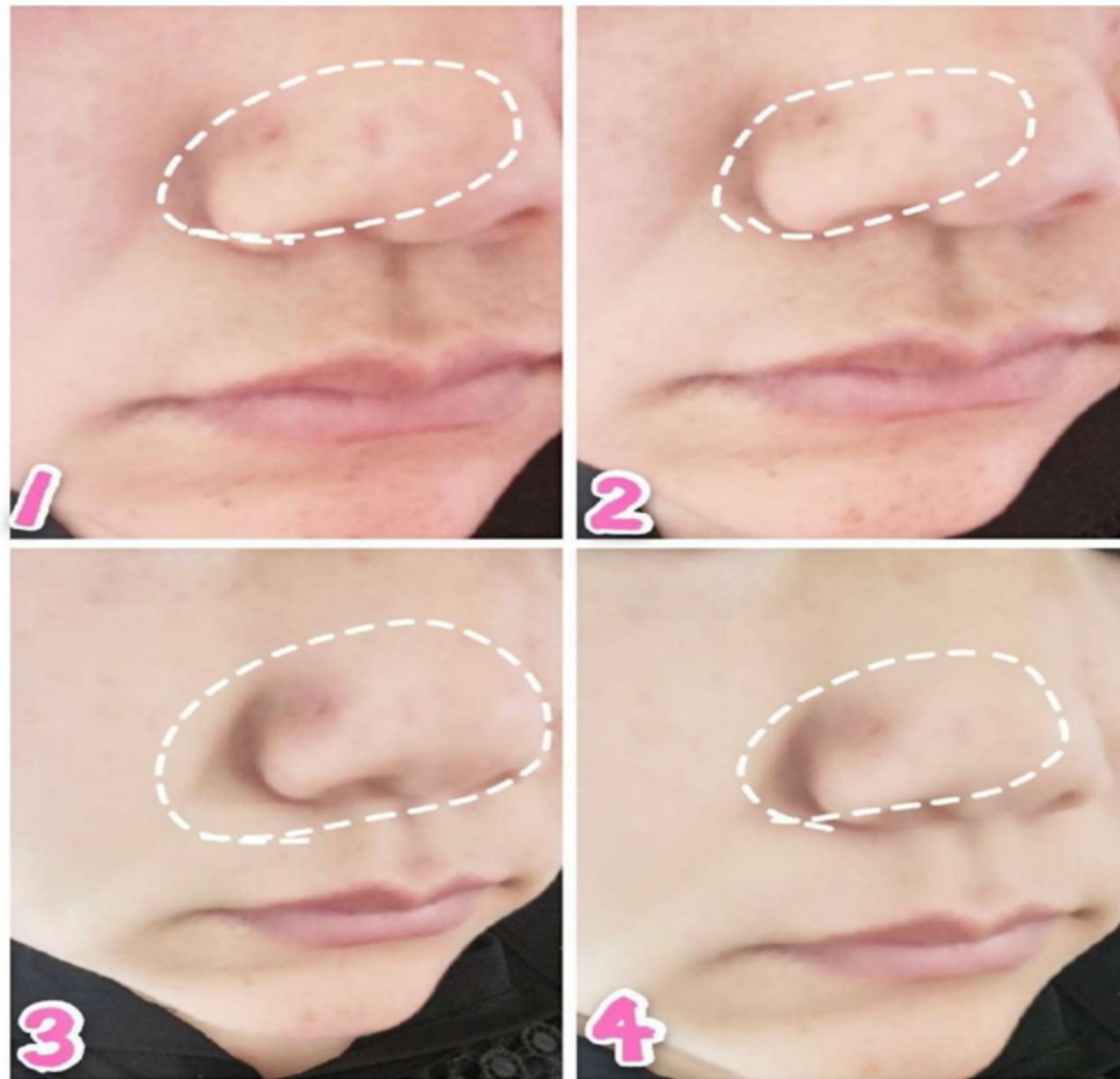
[Usage]:

- ① clean the face;
- ② take the mask apply on the face;
- ③ adjust the mask on correct position to keep it close to your face;
- ④ after 15-20 minutes take off the mask , massage the face to fully absorb the essence then clean with water

Before /after(Acne mask)



Before /after(Acne mask)



The background is an abstract watercolor wash in various shades of blue, ranging from light sky blue to deep teal. The colors are blended together with soft, organic edges, creating a sense of movement and depth. The overall effect is clean, modern, and artistic.

PRODUCT DISPLAY AND PROMOTION

Japan IAMASU

Product display



Promotion and publicity



一贴净肤...痘肌战痘面膜就是它!
痘痘反反复复的,消了还长
还是皮肤有火向外爆发就会形成痘痘
痘痘消了之后接着就是红痘印



选择适合自己的护肤产品真的太重要了
姐妹们最近又到了换季的时间了
一定要多加注意皮肤护理问题
最近的心头爱 IAMASU 蜂王浆焕肤面膜太棒了
天然蜂王浆+大马士革玫瑰



给姐妹们分享下为什么会被种草这支洁面!
一到换季或者秋冬天气干燥的时候
洗完脸就觉得hin是紧绷不舒服
没错这是皮肤给我们发出的信号!
答应我不要再用皂基洗面奶了!!
破坏表层水分就不说了还会造成屏障受损
于是换了IAMASU的安肤氨基酸洁面乳
成分利用了「15种+氨基酸保湿因子,神经酰胺密
罗木汁」+蔗糖植物、海藻糖」利用科技改善你的换
季敏感感、日常卸妆、毛孔堵塞的感觉!



和干燥说no!
秋冬真的是一个敏感的季节,在该之前明显的发
发现自己的皮肤问题变得严重,各种皮肤干燥痒痛
起皮...每次照镜子都让我心急如焚,所以我开始了
用完之后皮肤太好了!



就是它!让我的肌肤吨吨净肤!
身为油痘肌的我 周三五就来个啥么也好不了
直到遇见了IAMASU积雪草面膜!



和干燥说no!
秋冬真的是一个敏感的季节,在该之前明显的发
发现自己的皮肤问题变得严重,各种皮肤干燥痒痛
起皮...每次照镜子都让我心急如焚,所以我开始了
用完之后皮肤太好了!



肌肤的秘密武器 IAMASU 蜂王浆!
采用juju expensive的天然蜂王浆+大马
玫瑰、密罗木干皮细胞不要参见了!轻松改
变缺水的肌肤,让你的皮肤更加Q弹紧致!



就是它!让我的肌肤吨吨净肤!
身为油痘肌的我 周三五就来个啥么也好不了
直到遇见了IAMASU积雪草面膜!
它没有乱七八糟的成分 只有复活草 海藻糖 透明质
酸 芦荟 密罗木
膜布很轻薄 也能大张边角也能照顾到
敷十五分钟还有很多精华 剩下的敷脖子也不浪
费!



就是它!让我的肌肤吨吨净肤!
身为油痘肌的我 周三五就来个啥么也好不了
直到遇见了IAMASU积雪草面膜!

THANKS

