

NEW AGE OF ANTI-AGING COSMETICS

Created by one of the most advanced beauty laboratories in Japan



SHIAWASEDO

Catalogue 2017

Shiawasedo Company proclaims three basic values: innovation, respect for traditions and striving for perfection.

Shiawasedo Laboratory is the advanced developer of skin care cosmetics. It uses the latest technology only and continuously keeps track of all the innovations in the fields of cosmetology and dermatology.

Together with ground-breaking latest-generation low-molecular components, the products contain traditional Japanese skin care ingredients.

Company has an international certificate of compliance, confirming that cosmetic production meets the standard ISO 22716 Cosmetic Good Manufacturing Practices (GMP).

Shiawasedo is the innovative cosmetics based on low-molecular components, developed in a most advanced laboratory in Japan using the latest technologies and according to the strict quality standards. Due to the unique formulas from the laboratory, the cosmetic products can be used by any woman over 25 or older regardless of skin type. New low-molecular components influence the deep layers of skin and have an effect comparable to the injection beauty therapy.



Your everyday skin care



CLEANSING

SHIAWASEDO MICELLAR WATER 200 ml

Micellar water gently removes make-up and impurities by making the skin fresh and clean. Micella spherical molecules envelope and delicately remove traces of cosmetics and all kinds of impurities. Exclusive set of multifunctional ingredients, plant extracts and antioxidants keep the skin moisturized and elastic. Active component is hydrolyzed white lupin protein; it facilitates abiotic and lipid polymerization in epidermis, reinforces barrier function of the skin that can be weakened under impact of other make-up products.

TOP 5 ACTIVE INGREDIENTS:

- **Squalane** restores the natural skin lipid barrier and prevents loss of moisture.
- **Ceramides 2** are Ceramides NG in liposomal form; they recover skin barrier function and prevent loss of moisture.
- **Edelweiss extract** is a plant extract that serves as a strong antioxidant; it also softens and soothes the skin.
- **Hydrolyzed protein** of white lupine is plant extract that strengthens skin barrier function as it can weaken due to the effect of cleansing cosmetic products.
- **Ascorbyl tetraisopalmitate** is vitamin C in liposomal form; it resists oxidation and aging process.



SHIAWASEDO CLEANSING FOAM 120 g

Cleansing foam moistens the skin but does not dry it. It gently and thoroughly removes all kinds of impurities. Improved formula enriched with biotechnological ingredients, plant extracts and antioxidants allows filling the skin with energy. Sodium hyaluronate crosspolymer ensures moistening, and pomegranate extract stimulates synthesis of aquaporins: proteins that are responsible for moisture natural circulation in the skin.

TOP 5 ACTIVE INGREDIENTS:

- **Extract of flowers, leaves and footstalks of Alpine skullcap** is plant extract that stimulate synthesis of beta-endorphin; it helps to protect skin from stress.
- **Pomegranate extract** is a plant extract that facilitates normalization of moisturizing level and restoration of natural moisture circulation in the skin.
- **Sodium hyaluronate crosspolymer** is "3D hyaluronic acid" that provides long-term moisturizing.
- **Tocopherol** is vitamin E in liposomal form that protects cells from destructive effect of UV-lights and free radicals. Panthenol is provitamin B5 in liposomal form; it holds moisture and softens the skin.



Acetyl Glucosamine, Carotene, Alanine and Urea are components identical to the skin's Natural Moisturizing Factor (NMF), a group of substances produced by epidermal cells to maintain the proper hydration level. The above four ingredients help to maintain the optimal balance of NMF in the skin, thereby contributing to the skin's elasticity and strengthening the barrier function.

PEELING

SHIAWASEDO PEELING GEL 200 g

Gentle gel that acts on the principle of eraser; it delicately removes keratinized cells and impurities, thus enabling to perform cell renewal. Extract of bitter orange flowers stimulates skin cells metabolism, produces anti-edematous effect. Hydrolyzed lecithin softens the skin, accelerates lipidic exchange, and facilitates the recovery of skin barrier function.

TOP 5 ACTIVE INGREDIENTS:

- **Hydrolyzed lecithin softens the skin**, stimulates lipidic exchange and helps restoration of skin barrier function.
- **Extract of bitter orange flowers** is a plant extract rich with flavonoids; it activates metabolism and has anti-edema action.
- **Retinyl palmitate** is a stabilized form of Retinol which is anti-oxidant; it prevents the appearance of pigment spots and wrinkles.
- **Hydrolyzed collagen** is a low-molecular form of collagen capable of penetrating the skin through intercellular spaces and moisturizing the skin from the inside.
- **Extract of stem cells of Alpine rose leaves** is the extract of cultured stem cells of Alpine rose leaves; it stimulates the skin stem cells, and also protects from loss of moisture, UV-light exposure and other negative effects of ambient environment.



Toning

SHIAWASEDO LOTION 150 ml

The lotion moistens, refreshes, soothes and softens, efficiently cancels results of adverse environmental impact and the stress, carefully tones and restores the skin vital forces. Ceramides of four types are used as support for epidermis barrier function. Tonic and restoring effect of the lotion is achieved due to multi-function active ingredients which stimulate intercellular exchange and prepare the skin for usage by the followed beauty products.

TOP 5 ACTIVE INGREDIENTS:

- **Hydrolyzed hyaluronic acid** is a low-molecular form of hyaluronic acid which can penetrate skin through intercellular spaces due to the small size of molecules and moisturizes skin from the inside.
- **Niacinamide** is an intercellular mediator.
- **Fermented extract of sake rice wine** is a moisturizing, conditioning ingredient.
- **Ginseng root extract** is an antioxidant and conditioning ingredient.
- **Soybeans extract** is an antioxidant and anti-inflammatory agent; it softens and moisturizes skin, and promotes its elasticity.



REGENERATION

SHIAWASEDO ESSENCE 45 ml

Multi-active facial essence deeply moisturizes and intensively nourishes skin, revitalizing its vital functions and filling it with new energy. Hydrolyzed collagen and elastin that are components of the essence, represent low-molecular forms of collagen and elastin, and can penetrate skin and restore its plasticity from within, providing exceptional skin elasticity. Essence also contains fullerenes that are powerful and highly effective antioxidants, which fight the free radicals much more effectively than common antioxidants (for example, vitamins C and E).

TOP 5 ACTIVE INGREDIENTS:

- **Alanine** is an amino acid, it binds moisture.
- **Combination of Palmitoyl tetrapeptide-7 and Palmitoyl tripeptide-1** facilitates the fight against wrinkles, sustains skin tone and elasticity.
- **Platinum**, included in the product composition in the form of colloidal substance, improves skin susceptibility to active ingredients, preserves the cells youth and health, and protects skin against harmful UV-light and free radicals.
- **Soya sterol** is a fatty acid and antioxidant.
- **Hydrolyzed elastin** is a regenerating, conditioning ingredient.



Functionally active ingredients, peptides, help to fight the main sign of aging — wrinkles.

Soy isoflavones encapsulated into liposomes increase the skin density and act similarly to the female hormones, providing a powerful anti-aging effect.

Sodium acetylated Hyaluronate (super hyaluronic acid) is a modified form of hyaluronic acid with the water retaining ability twice higher than that of a regular hyaluronic acid.

WHITENING

SHIAWASEDO WHITE SERUM 35 ml

It allows to gain perfect Japanese whiteness for European skin. The serum fights hyperpigmentation, dark spots and redness, improves dull sallow complexion, evens the skin tone. Potassium glycyrrhizate is an antioxidant, possessing the strongest anti-inflammatory effect, it prevents inflammation. In cosmetic products for skin whitening, it prevents appearance of pigment spots that are a result of an inflammatory process. Japanese apricot extract, included in the formula composition, recovers whiteness and natural skin radiance, preventing proteins glycation, which causes complexion to turn yellowish and sallow.

TOP 5 ACTIVE INGREDIENTS:

- **Dipotassium glycyrrhizate** has anti-inflammatory properties, fights pigmentation, caused by irritation or inflammatory processes on the skin.
- **Saxifrage extract** is a plant extract; it facilitates fight against skin hyperpigmentation, suppressing melanin transference.
- **Japanese apricot extract** is a plant extract that recovers translucence and natural skin radiance, preventing proteins glycation which causes complexion to turn yellowish and sallow.
- **Ascorbyl glucoside** is a normalized form of vitamin C; it provides protection against free radicals and UV-light, and fights pigmentation.
- **Peony root extract** is a plant extract that stimulates renewal of epidermis cells, as a result, hyperpigmentation areas and dark spots disappear from the skin surface faster.



MOISTURIZING

SHIAWASEDO EYE CREAM

18 g

Created specifically for the delicate area around eyes, this cream saturates skin with ingredients identical to the skin structural components (squalane, hyaluronic acid, collagen, ceramides), with functional ingredients (peptides), with plant stem cells, vitamins, antioxidants and other ingredients possessing anti-aging effect. Two polymers of the plant origin – oat seeds extract and sweet almond seeds extract – make eyes contour more vivid, providing instantaneous lifting effect, and even out the face microrelief by filling out wrinkles and actively smoothing them.

TOP 5 ACTIVE INGREDIENTS:

- **Soy isoflavons prevent decrease of synthesis of collagen and hyaluronic acid** caused by disbalance of female hormones level.
- **Extract of sweet almond seeds** is a high-molecular polymer that makes the skin smooth and flattens the wrinkles.
- **Oat seeds extract** is a natural high-molecular polymer that provides instantaneous lifting effect.
- **Edelweiss extract** is a plant extract and powerful antioxidant. Palmitoyl tripeptide-5 is a peptide which activates functions of transforming growth factor (TGF- β), stimulates collagen synthesis by fibroblast cells.



SHIAWASEDO FACE CREAM

45 g

Multi-active face cream is intended for deep moistening and nourish on the basis of well-balanced formula which stimulates the processes of intercellular metabolism and renovation. Four types of hyaluronic acid and three types of collagen ensure intensive and long-lasting moisture. Stabilized retinol, three types of peptides, powerful antioxidants and ingredients with time-reversing effect prevent initiation and development of skin ageing signs.

TOP 5 ACTIVE INGREDIENTS:

- **Rice bran oil** softens the skin, works as antioxidant.
- **Hydrolyzed elastin and collagen** are regenerating and conditioning ingredients; the low-molecular collagen form is capable of penetrating into the skin through intercellular spaces.
- **Extract of reishi mushrooms** is an antioxidant.
- **Platinum** is a conditioning ingredient, antioxidant.
- **Palmitoyl tetrapeptide-7** is a peptide that decelerates inflammatory processes and the following skin ageing processes.



SPECIAL CARE

SHIAWASEDO 3D FACE MASK

1 pack / 5 masks

ХИТ ПРОДАЖ



Multifunctional product for nourish, moisturizing, regeneration and protection of all skin types. The mask contains ingredients that stimulate skin cells, improve their metabolism and provide safe and long-term regeneration. We use a patent technology that allows producing fabric bases of ergonomic shape that traces the face 3D contours.

TOP 5 ACTIVE INGREDIENTS:

- **Hydrolyzed hyaluronic acid** is a low-molecular form of hyaluronic acid which is capable of penetrating into the skin through intercellular spaces due to small size of molecules and moistens the skin from inside.
- **Rice bran glycosphingolipids** serve as an intercellular adhesive substance which retains moisture providing long-lasting skin moisture and softening.
- **Fermented extract of sake rice wine** is a moistening, conditioning ingredient which is product of rice fermentation (attenuation) during preparation of traditional Japan alcohol drink (sake). This extract produces rejuvenating effect due to vitamins and amino acids, which nourish the skin with nutrients and skin-gloss regenerating agents.
- **Extract of royal jelly** contains vitamin B complex as well as amino acids, fatty acids, enzymes and minerals, which actively nourish the skin.
- **Extract of cabbage rose petals** softens and refreshes the skin.



Body care



SHIAWASEDO BODY CREAM

200 g

Multi-active cream deeply nourishes the body skin and restores its barrier function. The cream actively replenishes deposits of moisture, saturates with nutrients (vitamins, microelements, antioxidants), tones, provides restoring and protective effect.

TOP 5 ACTIVE INGREDIENTS:

- **Shea butter** is one of the best plant moisturizers.
- **Acetyl sodium hyaluronate** protects the skin from loss of moisture.
- **Coenzyme Q10** is a cofermert; it provides detoxicating, antioxidative, immunocorrecting, metabolic, anti-inflammatory effects.
- **Ceramides 1, 2, 3, 6II** are regenerating ingredients.
- **Extract of soybeans** neutralizes free radicals and makes the skin glossy.