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*www.ichimaru.co.jp* Any ingredient may cause irritation such as allergies. Please exercise enough caution when using it.

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ICHIMARU PHARCOS Co., Ltd.

#### **Prevention of Enviromental Pollution**

Before

50's Smoking Female (Japanese)

## **OUGON Liquid B**

<Scutellaria Baicalensis Root Extract>

#### Inhibiting AhR-CYP

Environmental pollution agents activate AhR and induce the expression of CYP1B1. AhR-CYP signal induces the expression of MMP-1, causing skin aging.



Control

0 20 40 60 80 100 CYP1B1Expression (%)

**OUGON Liquid B inhibited** CYP1B1 expression induced by tobacco smoke as environmental stress.

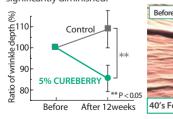


CUREBERRY <Vaccinium Myrtillus Leaf Extract>

### **Activating GAD**

GABA enhances the dermal fibloblasts activity as well as mental healing effect. GABA is produced with Glutamic acid decarboxylase (GAD).

After the application of lotion containing 5% of CUREBERRY for 12 weeks, the wrinkle significantly diminished.





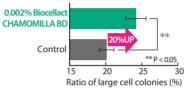
Protection of Epidermal Stem Cell

#### **Biocellact CHAMOMILLA BD**

< Chamomilla Recutita (Matricaria) Flower Extract>

#### Extending Life of TA-Stem Cell

Epidermal fresh cells are supplied by TA (Transit Amplifying)-stem cell, the original source of cells.TA-stem cell loses proliferative capacity by aging and the skin becomes senescent.



**Biocellact CHAMOMILLA BD inhibited** cell senescent by stress.

**Biobenefity** 

Inhibiting NF-kB

through NF-κB inhibition.

20's Female (Japanese)

of pores.

Before

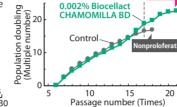
5 Minimizing Noticeable Pore

NF-kB activation causes hyperproliferation of

keratinocytes enlarging pores and increases

in the melanin production causing darkening

Biobenefity minimized noticeable pores



Biocellact CHAMOMILLA BD prevents skin aging by extending the life span of TA-stem cells.

The period of the cell proliferation extends

30% L IF

(3) **Protection of Skin Protein** 

#### Absorage <Plantago Major Seed Extract>

#### **Preventing Glycation**

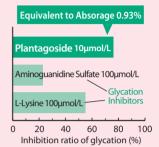
Glycation of proteins in the skin causes aging of the skin such as loss in clarity, lowering of elasticity or resiliency and wrinkles.

		40's Male (Japanese)	
		Absorage	Control
	0.5%	Constant I	Sec.
	1%	the second	120
DHA Conc.		1995年5月	

Dihydroxyacetone(DHA) solution stains the skin by glycation. Absorage prevented skin browning by glycation of skin protein.

**PrincessCare** 

Inhibiting Tryptase

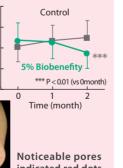


Plantagoside, the active compound of Absorage, prevented glycation of keratinocyte protein.

# <Cynara Scolymus (Artichoke) Leaf Extract>

700 Control ja 600 2 500 ਣੇ 400 5% Biobenefity \*\*\*\* P < 0.01 (vs 0month) 300 2 Time (month) Noticeable pores indicated red dots are decreased.





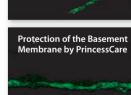
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prevent extracellular matrix degradation as well as basement membrane damage leading to perfect anti-photoaging care. §<sup>140</sup> ਸ਼ੂ 120 Control



After the application of 3% PrincessCare solution for 12 weeks, the wrinkle significantly diminished.



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2% OUGON Liquid B

OD

Control

2% OUGON Liquid B

Before

fter 2 months

In the trial for smoker or passive smoker,

\*\*\*\* P < 0.01

After 2months

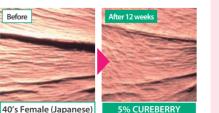
100

90

OUGON Liquid B recovered wrinkles.



CUREBERRY Control CUREBERRY increased GAD



ICHIMARU PHARCOS Co., Ltd. www.ichimaru.co.jp

<Head Office>

ter 2 week

5% Biobenefity

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<Geranium Robertianum Extract> PrincessCare inhibits tryptase activity and Breakdown of the Basement Membrane by Tryptase

