



WASO YAKUMIX

Press kit Autumn/Winter 2019



SHISEIDO
GINZA TOKYO

A STORY FOR A NEW GENERATION

THE WASO PHILOSOPHY

Inspired by *washoku*, or traditional Japanese food culture, SHISEIDO introduced WASO skincare to the world in 2017. Designed to bring out each consumer's unique beauty, WASO fuses natural goodness with cutting-edge science and technology. Customizable, playful, and accessible, the range includes products that strengthen skin with continuous use. Rescue items within the line help reduce the appearance of visible pores, dark circles, and undereye puffiness.

RISE + REFINE

Introducing our two latest rescue innovations born of a connection to nature and a distinctly Japanese heritage: [Eye Opening Essence](#) and [Poreless Matte Primer](#). Ready to awaken tired-looking eye areas, minimize shine, and smooth pores. Every day. Your way.



RESCUE REMIXED

Used as both seasoning for traditional Japanese dishes and treatment thanks to its many health benefits, *yakumi* refers to a condiment that creates a complex flavor experience. Similar to *yakumi* that are used to enhance and customize a meal to each person's liking, the two new rescue products —dubbed “yakumix” by SHISEIDO— can be added to any existing routine to support and optimize skin benefits. Both formulas require consumers to use only a minimal amount of product to see impressive results.



WASO EYE OPENING ESSENCE

RADISH TO THE RESCUE

The unique, snow-like texture inspired by *momijioroshi* (a grated daikon radish *yakumi*) imparts an instant cooling sensation that improves the look of tired eyes. In addition to helping reduce the appearance of puffiness, this fast-absorbing formula delivers a fresh burst of moisture. Much like the classic Japanese condiment, only a small amount of this essence is needed to feel the results. A refreshing and youthful scent adds to the energizing experience.

Momijioroshi-Inspired Complex:

This gentle formula for all skin types features three key ingredients.

ZINGIBERACEAE EXTRACT

Derived from a plant native to Indonesia that has been used for centuries as a medicinal herb

CARROT ROOT PROTOPLAST

Sourced from nutrient-rich carrots it contributes to healthy looking skin.

CLARITY BOOSTING AGENT

A derivative of vitamin E, this antioxidant is formulated to address dullness and improve the appearance of dark circles.

COLOR CORRECTING PEARL AGENT

This pearly element addresses bluish dark circles around the eyes by color correction.



WASO EYE OPENING ESSENCE

SIMPLE APPLICATION

Squeeze a small amount (about the size of a grain of rice) onto your fingertip and gently massage onto the eye area. Reapply throughout the day as needed.

PROVEN RESULTS

94% reported that the eye area felt dewy.*

94% experienced a cool, icy sensation.*

90% felt it brightened their skin.**

84% felt undereye puffiness was reduced.**

83% felt dark circles improved.**

83% felt the eye area was awakened while using.*

*Tested in France on 109 women immediately after application.

**Tested in France on 107 women after 28 days.



WASO PORELESS MATTE PRIMER

LESS IS MORE

This intensive, green-tinted primer absorbs excess oil and minimizes the appearance of pores for a beautifully matte complexion. Just like wasabi, a spicy *yakumi* that draws out *umami* (flavor), it only takes a pinch of this primer to reduce shine and create lasting results. A simple and crisp scent adds to the refreshing experience.

Wasabi-Inspired Complex:

This gentle formula for all skin types features three key ingredients.

WATERCRESS MOISTURIZING EXTRACT

Derived from a perennial plant belonging to the same family as *wasabi*, this nutrient- and mineral-rich plant contains folic acid, potassium, iron, and vitamins A, C, and E. This extract helps to make skin smooth and even

PORE REFINING AGENT

This peptide consisting of two amino acids alleviates damage from unsaturated fatty acids and helps to minimize the appearance of pores.

OIL ABSORBING POWDER

Porous and spherical, this powder absorbs excess sebum immediately upon application in order to help keep skin comfortably matte for hours.



WASO PORELESS MATTE PRIMER

SIMPLE APPLICATION

As the last step in your morning skincare routine or before applying foundation, squeeze a small amount (about the size of a grain of rice) onto your fingertip. Thinly apply to the T-zone and other areas of the face prone to visible pores and shine. To enhance the primer's effects, layer it over your foundation. Gently pat it on, and touch it up any time during the day, patting on a small amount wherever you need it.

INSTANT RESULTS

93% experienced a long-lasting, shine-free finish.*

91% noticed foundation spread evenly.*

89% experienced a long-lasting, smooth finish.*

89% felt an improvement in the roughness of skin.*

*Tested in France on 101 Caucasian women.

