

kenzai COSMETICS

KENZAI COSMETICS PRESENTATION

BRAND | PRODUCTS | PHILOSOPHY



Making skincare rituals more meaningful

KENZAI COSMETICS

SWISS BRAND

All Kenzai Cosmetics essentials are designed, developed, and manufactured in Switzerland. The brand is Swiss Made certified.

PREMIUM

Natural, rare, and ultra-concentrated ingredients. Gentle extraction techniques, glass bottles, airless pumps.

NATURAL

No synthetic products, endocrine disruptors, fragrances, or alcohol. Natural water from the Swiss Alps. Vegan.

ANTI-BLUE LIGHT

A range that protects the skin against the harmful effects of blue light, one of the top three causes of skin aging.

ANTI-AGING

Anti-aging active ingredients that boost collagen and elastin production for firm, smooth, and hydrated skin.

NATRUE LABEL

NATRUE-certified range. Label awarded to natural and organic cosmetics whose ingredients are non-GMO and 100% natural.

SWISS MADE



R&D AND PRODUCTION

We wanted to offer a different, high-quality, innovative, and effective cosmetics line.

Our products have been developed and manufactured in collaboration with a team of scientists and researchers based in German-speaking Switzerland.

DISTRIBUTION

In order to establish the brand's credibility with a view to expanding beyond Switzerland's borders, we initially focused on developing the Swiss market, and we continue to do so today.

In collaboration with Switzerland Global Enterprise (SGE), we are participating in the Swiss Gallery project in Singapore, where our brand is represented.

At the same time, we are continuing to develop foreign markets.

SWISS MADE

Kenzai Cosmetics meets the rigorous standards that make Switzerland a global benchmark for quality and reliability.

KENZAI COSMETICS

WHO

We are brother and sister. Together, we decided to found Kenzai Cosmetics.

Although we had both created and run our own businesses separately, we wanted to invest ourselves in a joint project related to well-being and skincare, with respect for people and the environment as our fundamental concerns and values.

WHY

In tune with a generation of consumers who are increasingly attentive to product ingredients and concerned about what they put on their skin, we wanted to offer a different kind of cosmetic.

Kenzai Cosmetics is aimed at a discerning clientele who want to look after their well-being in a natural and responsible way.

HOW

For us, respect for people and nature is at the heart of responsible cosmetics. That's why Kenzai Cosmetics promotes naturalness in a holistic approach based on both people and biodiversity.

Our NATRUE-certified skincare range has been designed to simplify skincare rituals.



INNOVATION

Kenzai Cosmetics is positioning itself as a pioneer in the cosmetics market by offering a range of facial care products that protect the skin against blue light and environmental pollution.

RARE INGREDIENTS

The synergy of ectoine and bulbine frutescens sap acts as a shield for the skin. These two active ingredients protect cells from oxidative stress, deeply moisturize the dermis, and prevent premature skin aging.

HIGH CONCENTRATION

All Kenzai Cosmetics essentials are highly concentrated in active ingredients for optimal results. A single dose is enough to meet the skin's needs and ensure its comfort.

PROTECTION AGAINST BLUE LIGHT

One of the top three causes of skin aging

In an ultra-digitalized world, Kenzai Cosmetics has developed a range that protects the skin from the harmful effects of blue light and environmental pollution.

Emitted by smartphones, computers, televisions, LED lighting, and the sun, blue light has the shortest wavelength in the visible spectrum but the highest light energy. As a result, it penetrates the skin more deeply, potentially damaging it down to the hypodermis.

The harmful effects of blue light on the skin:

- Decreases collagen production
- Oxidizes cells
- Prevents cell renewal
- Less firm skin
- Premature wrinkles
- Dull complexion
- Brown spots



KEY INGREDIENTS

“
We innovate
thanks to nature

To protect the skin from blue light, strengthen it, and deeply moisturize it, we have combined two ingredients that are rare in cosmetics: ectoine and *bulbine frutescens* sap.



ECTOINE

Ectoine is a small molecule derived from an amino acid produced by many highly adaptable marine microorganisms known as "extremophiles."

These microorganisms are able to survive in harsh conditions, such as very hot or very cold, acidic or salty water, at great ocean depths with very high pressure, etc. The main function of ectoine is therefore to protect organisms from extreme osmotic stress.

- ◆ Protects against blue light and UV rays
Strengthens the skin's immune system
- ◆ Protects cells from oxidative stress
Renews cells
- ◆ Deeply hydrates
- ◆ Maintains hydration by forming a
◆ protective film on the skin's surface,
◆ preventing moisture from escaping Anti-
aging
Acts on wrinkles, fine lines, and dark spots
- ◆ Smooths the skin
- ◆ Anti-inflammatory
- ◆
- ◆

BULBINE FRUTESCENS

Bulbine frutescens is a succulent plant native to South Africa. Its sap is known to be one of the most powerful anti-aging and anti-wrinkle active ingredients. Its active ingredients accelerate cell regeneration and strengthen the skin barrier, allowing the skin to better defend itself against external aggressions.

- ◆ Anti-aging
- ◆ Antioxidant
- ◆ Strengthens the skin barrier
- ◆ Protects the skin against free radicals
- ◆ Stimulates collagen production Hydrates
- ◆ and maintains hydration Soothes and
- ◆ repairs damaged skin Firms
- ◆ Smoothes the skin's surface
- ◆ Regulates sebum production
- ◆



THE KENZAI COSMETICS RANGE

24-HOUR PROTECTIVE FACE CREAM



DIRECTIONS FOR USE

Morning and Evening

- ◆ After cleansing your skin, apply 1 pump of product.
- ◆ Apply to the face using small circular movements. On the forehead, perform sideways movements towards the temples.
- ◆ For a more lifting and plumping effect, apply the Face Lifting Serum beforehand.

Protects, Hydrates, Regenerates, Plumps, Brightens

FACE LIFTING SERUM



DIRECTIONS FOR USE

Morning and Evening

- ◆ After cleansing your skin, apply 1 dose of product. Apply to the face using small circular movements.
- ◆ On the forehead, use sideways movements towards the temples.
- ◆ Then, after a few minutes, apply the 24-Hour Protective Face Cream.
- ◆ Avoid the eye area.
- ◆ **Protects, moisturizes, firms, smoothes, tightens pores**

REGENERATING ROLL-ON EYE AND LIP CONTOUR



DIRECTIONS FOR USE

Morning and Evening

- ◆ After cleansing your skin, roll the Roll-On over the entire eye contour area, from the inside to the outside, as well as over the lip contour area. Allow the product to dry for a few seconds. Then
- ◆ apply the Face Lifting Serum, followed by the 24-Hour Protective Face Cream.
- ◆ For an even more refreshing effect, place your Roll-On in the refrigerator.

Decongests, tones, moisturizes, smoothes, soothes

PURIFYING AND MOISTURIZING MASK



DIRECTIONS

Morning, Daytime, or Evening - 1 to 2 times per week

- ◆ Use as you would a cream.
- ◆ Absorbs instantly, without leaving a greasy film.
- ◆ Apply to perfectly clean skin. One dose is sufficient, two if your skin is dehydrated. Day:
 - ◆ leave on for 1 hour or all day, without applying any other products beforehand.
- ◆ Evening: you can leave it on overnight, without adding serum or cream.
- ◆ Do not rinse off.

Purifies, Hydrates, Protects, Firms, Nourishes

FACE AND EYE CLEANSING MILK



DIRECTIONS

Cleanse in the morning - Remove makeup in the evening

- ◆ Place a small amount of milk on your fingertips, massage into your face, and rinse with a warm, damp cotton pad.
- ◆ Repeat until all makeup has been removed.
- ◆ Its moisturizing and softening formula makes toner unnecessary.

Exfoliates, Softens, Regenerates, Moisturizes, Brightens

OUR INCIS

AQUA
ARGANIA SPINOSA KERNEL OIL
ARONIA MELANOCARPA FRUIT EXTRACT
BENZYL ALCOHOL
BRASSICA ALCOHOL
BULBINE FRUTESCENS LEAF JUICE
BUTYROSPERMIUM PARKII BUTTER
CAFFEINE
CITRIC ACID
CITRUS AURANTIUM DULCIS FRUIT WATER
COCOS NUCIFERA OIL
DEHYDROACETIC ACID
DEHYDROXANTHAN GUM DISODIUM
COCOYL GLUTAMATE ECTOIN
GLYCERYL STEARATE GLYCERYL
STEARATE CITRATE GLYCERIN
WITCH HAZEL LEAF EXTRACT SUNFLOWER
SEED OIL SEA BUCKTHORN FRUIT EXTRACT
HYDROGENATED RAPESEED OIL
HYDROXYECTOIN
LACTIC ACID

LYSOLECITHIN MACADAMIA
TERNIFOLIA SEED OIL
MELISSA OFFICINALIS LEAF EXTRACT
OCTYLDODECANOL
OCTYLDODECYL XYLOSIDE
POTASSIUM SORBATE
PRUNUS AMYGDALUS DULCIS OIL
PRUNUS ARMENIACA KERNEL OIL
PULLULAN
POMEGRANATE FRUIT EXTRACT ROSE
SEED OIL
SCLEROTIUM GUM
SIMMONDSIA CHINENSIS SEED OIL
SODIUM ANISATE
SODIUM BENZOATE
Sodium Cocoyl Glutamate
Sodium Hyaluronate Sodium
Levulinate Sorbitol
TOCOPHEROL
VITIS VINIFERA FRUIT EXTRACT
XANTHAN GUM XYLOSE
ZEA MAYS OIL

STRENGTHS AND COMMITMENTS



NATRUE

All our essentials are NATRUE certified.



SWISS ALPINE SPRING WATER

The water used in Kenzai Cosmetics essentials comes directly from the Swiss mountains. No chemicals, hormones, chlorine, or softeners. PH of 7.57+/- 0.02, which guarantees optimal quality.



NATURAL AND RESPONSIBLE COSMETICS

No synthetic products, endocrine disruptors, added fragrances, alcohol, palm oil, or animal products. To preserve and texture our products, we use ingredients derived from plants, fruits, and oils. Recyclable glass bottles. Airless pumps.



1 PRODUCT, 2 WORLDS

Our essentials have been designed to suit both women's and men's skin. To satisfy our customers, we have chosen to offer different bottles and packaging. Depending on preference, the two ranges can be interchanged.



VISION FOR ALL FOUNDATION

Kenzai Cosmetics supports the projects of the Swiss foundation Vision For All. The Foundation aims to restore dignity to visually impaired people by improving their access to quality care.

Kenzai Cosmetics crowned New Brand Of The Year

The brand wins two awards at the
European Natural Beauty Awards in Stockholm

Among more than 100 competing brands, Kenzai Cosmetics received the **New Brand Of The Year Award** and the **European Excellence Award** for its Purifying and Hydrating Mask on October 9, 2024.

Held this year in Stockholm, the *European Natural Beauty Awards* recognize the best cosmetic brands, distributors, retailers, industry experts, and media outlets from more than 35 European countries, celebrating excellence and sustainability in the beauty industry.

For four months, three separate juries composed of experts from the cosmetics industry and celebrities evaluate more than 300 products selected according to strict criteria.



CONTACTS

Barbara DARBELLAY-MOOR

Co-founder & COO barbara@kenzai-cosmetics.swiss

+41 78 624 08 08

Stéphane MOOR

Founding owner &
CEOs.moor@kenzai-cosmetics.swiss

+41 79 486 97 59



www.kenzai-cosmetics.swiss

Kenzai Cosmetics | Lausanne | Switzerland

