

Kenzai
COSMETICS

The Science of Nature.
The Art of Simplicity.

Brand presentation



MANIFESTO



We believe in beauty without compromise.

A beauty that respects the skin as much as the planet.

A beauty that begins with truth:

pure ingredients, chosen with discernment,
and a humble science, devoted to what truly matters.

We reject excess, artifice, and the unnecessary.

We choose softness, light, and simplicity.

Because calm skin is beautiful skin.

Because nature always provides what is essential,
and science reveals its power.

At KENZAI, every treatment is an act of respect.

For oneself.

For being.

For the Earth.

ABOUT



In the heart of the Swiss Alps, where the water is at its purest and nature remains untouched, an idea was born: to create skincare that tells the truth.

KENZAI is a Swiss house of conscious cosmetics, born from the union of Swiss precision and a refined, respectful approach to skincare.

With a concise range of essential treatments formulated with advanced natural actives and Alpine water, KENZAI protects modern skin - particularly against blue light - while deeply respecting all living systems.

Each product tells this story of origin:

- Modern protection
- Purity of water
- Gentleness of plants
- Respect for life

THE SCIENCE OF NATURE. THE ART OF SIMPLICITY.

Founded in 2024, the Swiss brand based in Lausanne offers a concise range of highly targeted treatments, formulated with premium botanical actives, pure Alpine water, and entirely made in Switzerland.

KENZAI was born from a simple conviction: beauty needs no artifice. It calls for balance, clarity, and ingredients that honor life.

The brand champions uncompromising cosmetics, combining science, ethics, and sensorial pleasure.

INNOVATING TO PROTECT THE SKIN FROM BLUE LIGHT

In an ultra-digital world, the blue light emitted by our screens is now recognized as a major contributor to premature skin aging.

Through a scientific and natural approach to this modern challenge, KENZAI has developed five essentials designed to protect the skin from digital stress and prevent its visible effects.

Two exceptional biotechnological actives - ectoine and bulbine frutescens sap - serve as the unifying thread throughout the range.

ABOUT

Our goal has never been to please everyone, but to serve those who no longer want to choose between efficacy, ethics, and elegance.

Stéphane Moor and Barbara Darbellay-Moor
Brother & sister – founders of KENZAI Cosmetics.

OUR MISSION

To create Swiss skincare that is pure, effective, and respectful of life, combining modern science with natural wisdom to protect contemporary skin from both visible and invisible aggressors.

OUR VISION

To become the European benchmark for Swiss Premium Clean Beauty, recognized for its scientific rigor, radical simplicity, and real impact on skin and well-being.

OUR PURPOSE

To give the skin what it truly deserves: balance, clarity, and respect.

OUR CSR

KENZAI supports the Swiss foundation Vision For All, which works to restore dignity to visually impaired individuals through improved access to care.



In a world saturated with stimuli and artificial products, KENZAI is a brand that gives the skin and mind the freedom to breathe.

KENZAI 健在

A Japanese word meaning “to be healthy, strong, and alive.” It is more than a name: it is a philosophy - one of balance between inner strength and natural harmony.

LIVE, PURE FORMULAS

Zero endocrine disruptors, zero altered substances: just the science of nature, serving your balance. Each essential is designed to communicate with the skin, not constrain it.

DEVELOPED AND MADE IN SWITZERLAND

Skincare that blends clean technology with artisanal tradition. Swiss expertise at the service of modern, respectful, and sensorial well-being.

ANTI-BLUE LIGHT CARE

A complete range of skincare products that protect against blue light emitted by screens. Blue light radiation is one of the three main causes of skin ageing.

MEANINGFUL INGREDIENTS

We choose natural, organic ingredients, the purity of gentle extractions, and optimal active concentrations for visible, lasting, and respectful results.

NATRUE LABEL

NATRUE Certified Range. An international label granted to natural and organic cosmetics whose ingredients are non-GMO and 100% natural.





The choice of Swiss Made embodies KENZAI's DNA: fewer products, better formulated, more effective, and more responsible.

R&D AND PRODUCTION

Every KENZAI essential is designed, developed, and made in Switzerland. The brand carries the Swiss Made label, a guarantee of traceability and high standards.

PURE ALPINE WATER

The water used in KENZAI essentials is spring water sourced from the Swiss mountains. Naturally free of chlorine and softeners, it has a pH of 7.57 ± 0.02 , close to that of the skin.

Unlike purified waters commonly used in cosmetics, which may still contain chemical or hormonal residues, this spring water offers superior quality and helps preserve the skin's hydrolipidic film and overall comfort.

SWISS COMMITMENT

KENZAI supports the work of the Swiss foundation Vision For All, which strives to restore dignity and independence to visually impaired individuals by improving their access to quality eye care.

OUR GUARANTEES



NO ENDOCRINE DISRUPTORS

We formulate our skincare according to a fundamental principle: never disrupt the skin's natural mechanisms, the endocrine system, or ecosystems. That is why none of our products contain modified substances with controversial impacts.

NATURAL & ORGANIC INGREDIENTS

We select exceptional natural and organic ingredients, favor gentle extraction processes, and optimize each formula for maximum active ingredient concentration.

VEGAN & CRUELTY FREE

No ingredients of animal origin, no animal testing: an uncompromising ethical commitment.

OPTIMAL TOLERANCE

KENZAI skincare is formulated to suit all skin types, female or male, whether dry, normal, combination, or oily.

NONE OF THESE INGREDIENTS ARE USED IN OUR PRODUCTS:

- Parabens
- Paraffin
- Silicones
- Phenoxyethanol
- Phthalates
- PEGs
- Nanoparticles
- Organic halogen compounds
- Mineral oils
- Palm oil
- Colorants / Dyes
- Synthetic fragrances
- Alcohol
- Ingredients of animal origin

The fragrance of each product comes solely from its natural ingredients.

NATURAL PRESERVATIVES & THICKENERS

To ensure the preservation, stability, and sensorial quality of our formulas, we favor naturally derived ingredients from plants, fruits, and oils.

PREGNANT WOMEN

Designed with pregnancy in mind, our range excludes essential oils, retinoids, chemical sunscreens, and any substances suspected of disrupting hormonal balance.

BLUE LIGHT: A NEW CHALLENGE FOR THE SKIN

In an ultra-digital world, KENZAI innovates with a skincare range designed to protect the skin from the harmful effects of **blue light**, one of the main causes of skin aging.

Emitted by smartphones, computers, televisions, LED lighting, and the sun, blue light is characterized by the shortest wavelength in the visible spectrum, as well as the highest light energy. It penetrates deeply into the skin, reaching the hypodermal layers, and can cause oxidation, weakening, and premature aging.

THE EFFECTS OF BLUE LIGHT ON THE SKIN:

Premature aging

- Formation of free radicals → cellular oxidation
- Faster appearance of wrinkles and fine lines

Pigmentation spots and loss of radiance

- Stimulates melanin production → brown spots and dull complexion

Weakening of the skin barrier

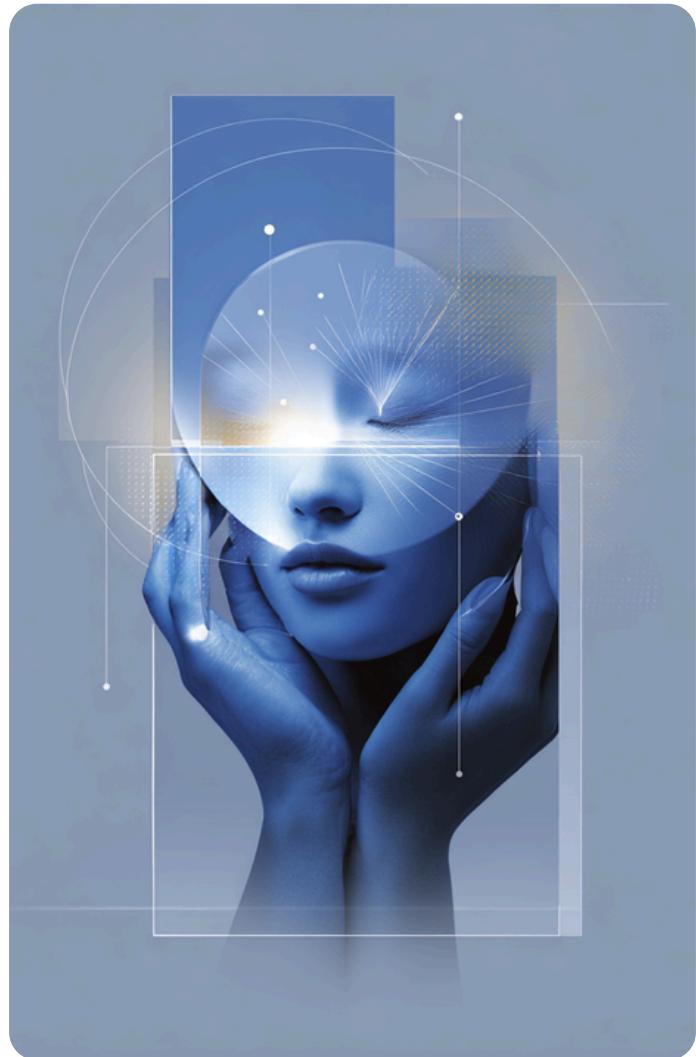
- Loss of hydration and dehydration
- Increased sensitivity and irritation

Inflammation and skin stress

- Inflammatory reactions that can worsen redness or blemishes

Collagen and elasticity weakening

- Reduced firmness and skin tone
- Accelerated skin sagging



66 Nature at the heart of our innovation

KENZAI innovates with a complete skincare range specially designed to protect the skin from blue light, which is omnipresent in our daily screens.

This protection relies on two key ingredients: **ectoine**, known for its antioxidant properties and protection against environmental stress, and **bulbine frutescens sap**, which provides intense hydration while strengthening the skin barrier. Together, they offer an effective and natural defense, combining science and high-performance care for skin that is protected every day.



2 KEY INGREDIENTS

ECTOINE



A small molecule derived from an amino acid, ectoine is naturally synthesized by marine microorganisms called extremophiles, known for their exceptional ability to adapt to extreme conditions.

Capable of surviving in hostile environments - very hot or icy waters, highly saline or acidic conditions, and great depths under extreme pressure - these organisms have developed highly precise protective mechanisms.

Invisible, blue light generates deep oxidative stress, disrupts cellular mechanisms, and accelerates skin aging. **Ectoine acts as an intelligent biological shield. It does not filter light**, but protects the cell from its effects. By stabilizing cell membranes and the aqueous environment of cells, it reduces inflammatory reactions and the formation of free radicals induced by blue light.

When applied to the skin, ectoine stabilizes water, strengthens cellular integrity, and protects skin structures against environmental aggressions. **Pollution, oxidative stress, climate fluctuations: the skin remains calm, resilient, and deeply cared for.**

- Protects the skin from environmental stress
- Strengthens the skin barrier
- Reduces silent inflammation
- Stabilizes cellular hydration
- Soothes sensitive and reactive skin
- Limits oxidative stress
- Supports skin resilience
- Preserves cellular integrity
- Protects against blue light
- Promotes calm and balanced skin

2 KEY INGREDIENTS

BULBINE FRUTESCENS SAP

Bulbine frutescens is a succulent plant native to Southern Africa, known for its soothing and hydrating properties.

The sap of Bulbine frutescens, extracted from its fleshy stems, is rich in naturally hydrating and regenerating polysaccharides and enzymes. It helps **retain water in the epidermis, supports the repair of skin tissue**, and **soothes irritation**. Thanks to its restorative and softening properties, it is particularly suitable for sensitive, weakened, or environmentally stressed skin.

Studies show that Bulbine frutescens extracts are linked to **increased collagen synthesis, improved wound closure**, and **accelerated repair processes** after damage, supporting their **anti-aging and skin-protective benefits**.

Thanks to these properties, it provides a natural and lasting defense against environmental aggressions, helping to **prevent premature skin aging** while enhancing comfort, radiance, firmness, and suppleness.



- Intense hydration
- Strengthens the skin barrier
- Anti-aging effect: stimulates collagen production and slows the appearance of wrinkles
- Refines skin texture
- Antioxidant protection
- Cellular repair
- Soothes irritated skin
- Natural radiance
- Prevents premature aging
- Comfort and suppleness

THE RANGE



FIVE COMPLEMENTARY, NATRUE-CERTIFIED TREATMENTS THAT EMBODY KENZAI'S MISSION: TO PROVIDE EVERY SKIN TYPE WITH EFFECTIVE PROTECTION AGAINST INVISIBLE AGGRESSORS.



24H Face Protection Cream

Rich in antioxidants, the 24H Face Protection Cream strengthens the skin against blue light and pollution. Its synergy of botanical extracts stimulates cell renewal, provides deep hydration, and helps prevent the signs of aging.



Face Lifting Serum

Thanks to its draining properties and firming effect, this serum enhances skin tone. Concentrated with antioxidants and hydrating actives, it smooths the dermis and protects it from blue light, pollution, and stress.



Regenerating Eye and Lip Contour Roll-On

Rich in antioxidants, this gel stimulates microcirculation, reduces puffiness, soothes sensitive areas, refreshes tired eyes, and boosts the natural self-regeneration of the expressive areas of the face.



Purifying Moisturising Mask

This mask with botanical extracts purifies the skin and protects it from pollution. Enriched with nourishing plant oils, it restores hydration and revives the complexion's radiance. It is applied like a cream and does not need to be rinsed off.



Face and Eye Makeup Remover

By removing pollution, makeup, and excess sebum, this cleansing milk deeply cleanses while providing comfort, suppleness, and hydration. Its innovative formula makes a toner unnecessary.

PRODUCTS

24H FACE PROTECTION CREAM



HOW TO USE

Morning & Evening

- After cleansing your skin, dispense one dose of the product.
- Apply to the face using small circular motions.
- On the forehead, move laterally toward the temples.
- For a firmer, plumper effect, apply the Face Lifting Serum beforehand.

**Protects, Hydrates, Regenerates, Plumps,
Illuminates**

PRODUCTS

FACE LIFTING SERUM



HOW TO USE

Morning & Evening

- After cleansing your skin, dispense one dose of the product.
- Apply to the face using small circular motions.
- On the forehead, move laterally toward the temples.
- Then, after a few minutes, apply the 24H Face Protection Cream.
- Avoid the eye contour area.

**Protects, Hydrates, Firms, Smooths,
Refines pores**

PRODUCTS

REGENERATING EYE AND LIP CONTOUR ROLL-ON



HOW TO USE

Morning & Evening

- After cleansing your skin, glide the roll-on over the entire eye contour, from the inner to the outer corner, as well as around the lips.
- Allow the product to dry for a few seconds.
- Then apply the Face Lifting Serum, followed by the 24H Protection Face Cream.
- For an even more refreshing effect, store your roll-on in the refrigerator.

Decongests, Tones, Hydrates, Smooths, Soothes

PRODUCTS

PURIFYING MOISTURISING MASK



HOW TO USE

Morning, daytime, or evening – 1 to 2 times per week

- Use like a cream.
- Absorbs instantly, leaving no greasy film.
- Apply to perfectly cleansed skin.
- One dose is sufficient; use two if your skin is dehydrated.
- Daytime: leave on for 1 hour or throughout the day, without applying any other product beforehand.
- Evening: may be left on overnight, without adding a serum or cream.
- Do not rinse.

Purifies, Hydrates, Protects, Firms, Nourishes

PRODUCTS

FACE AND EYE MAKEUP REMOVER



HOW TO USE

Cleanses in the morning – removes makeup in the evening

- Place a small amount of the cleansing milk on your fingertips, massage over the face, and wipe off with a warm, damp cotton pad.
- Repeat until all makeup is removed.
- Its hydrating and softening formula makes a toner unnecessary.

**Exfoliates, Softens, Regenerates,
Hydrates, Illuminates**

OUR INCIS

AQUA
ARGANIA SPINOSA KERNEL OIL
ARONIA MELANOCARPA FRUIT EXTRACT
BENZYL ALCOHOL
BRASSICA ALCOHOL
BULBINE FRUTESCENS LEAF JUICE
BUTYROSPERMUM 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
HAMAMELIS VIRGINIANA LEAF EXTRACT
HELIANTHUS ANNUUS SEED OIL
HIPPOPHAE RHAMNOIDES 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
PUNICA GRANATUM FRUIT EXTRACT
ROSA MOSCHATA 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

AWARDS & RECOGNITIONS



KENZAI NAMED NEW BRAND OF THE YEAR 2024

The brand won 2 Awards at the *European Natural Beauty Awards* in Stockholm

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

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

Over a four-month period, three separate juries composed of cosmetic industry experts and celebrities evaluated more than 300 products selected according to strict criteria.

The innovation of the range, its quality, the choice of 100% natural ingredients, and the philosophy of the young Swiss brand are among the factors that captivated and convinced industry professionals.



7 AWARDS FOR A BRAND THAT REFUSES TO COMPROMISE

In a market saturated with promises, a Swiss brand focuses entirely on scientific consistency.

Just one year after being doubly honored at the *European Natural Beauty Awards* - including the prestigious New Brand of the Year Award - Swiss house KENZAI has reached a new milestone, winning 7 major awards at the *Organic Beauty Awards* in Stockholm. A remarkable achievement that confirms the brand's rapid rise on the international stage.

Experts unanimously recognized the **innovation of the range**, its **scientific consistency**, the **purity of its ingredients**, and the **brand's ethical integrity**.

The Stockholm distinctions confirm KENZAI's premium positioning and pave the way for new collaborations. Concept stores, spas, beauty institutes, select boutiques, wellness hotels: KENZAI now welcomes new partners wishing to offer their clients a high-end, committed Swiss brand.



KENZAI wins 7 awards, including **3 Gold Awards in the following categories:**
Best Unisex Product
Best Face Serum
New Product Of The Year

