

# kenzai COSMETICS

## PRESENTATION KENZAI COSMETICS

BRAND | PRODUCTS | PHILOSOPHY



Making skincare rituals more meaningful

## **SWISS BRAND**

All Kenzai Cosmetics essentials are developed and manufactured in Switzerland. The brand has the Swiss Made label.

## **PREMIUM**

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

## **NATURAL**

No synthetic products, endocrine disruptors, perfume 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 3 main causes of skin ageing.

## **ANTI-AGEING**

Active ingredients that boost collagen and elastin production for firm, smooth and hydrated skin.

## **NATRUE LABEL**

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



## **R&D AND PRODUCTION**

We wanted to offer a different cosmetic product that was demanding, innovative and effective. We developed and produced it in collaboration with a team of scientists and researchers based in German-speaking Switzerland.

## **DISTRIBUTION**

In order to establish the credibility of the brand with a view to its expansion beyond the Swiss borders, we initially focused on developing the Swiss market, and we are continuing to do so. In collaboration with Switzerland Global Enterprise (SGE), we are participating in the Swiss Gallery project in Singapore, where our brand is present.

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

## **SWISS MADE**

Kenzai Cosmetics meets the rigorous standards that have made Switzerland a benchmark for quality and reliability.

# KENZAI COSMETICS

## WHO

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

While we have each separately founded and led companies, we decided to join forces and embark together on a project based on well-being and skincare, with respect for life and the environment as the focus and core values.

## WHY

With a generation of consumers paying ever more attention to the ingredients in their skincare and becoming particular about what they put on their skin, we wanted to offer a different brand of cosmetics.

Kenzai Cosmetics targets an exacting clientele wanting to care for their well-being in a natural, responsible way, while making their skincare rituals more meaningful.

## HOW

For us, respect for life and for nature are pivotal to responsible cosmetics. Kenzai Cosmetics therefore enhances natural beauty through a holistic approach based on both human life and biodiversity.

Our skincare is packed with certified natural actives and free from toxic, synthetic and chemical ingredients. It is made to simplify the beauty routine.



## INNOVATION

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

## RARE INGREDIENTS

The synergy of ectoin and bulbine frutescens sap acts like a shield on the skin. These two active ingredients protect the cells from oxidative stress, deeply moisturise the dermis and prevent premature skin ageing.

## HIGH CONCENTRATION

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

# PROTECTION AGAINST BLUE LIGHT

## One of the 3 main causes of skin ageing

In an ultra-digital 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 luminous energy. As a result, it penetrates the skin more deeply, potentially damaging it right down to the hypodermis.

Harmful effects of blue light on the skin :

- Reduces collagen production
- Oxidises cells
- Prevents cell renewal
- Skin is less firm
- Early wrinkles
- Dull complexion
- Brown spots



## 2 KEY INGREDIENTS

“  
We innovate  
thanks to  
nature

To protect the skin against pollution, strengthen it and moisturise it deep down, we have combined two ingredients that are uncommon in the cosmetics industry : ectoin and bulbine frutescens sap.



### ECTOIN

Ectoin is a small molecule derived from an amino acid produced by many highly adaptable marine micro-organisms known as “extremophiles”.

These micro-organisms are able to survive in very difficult conditions, such as water that is extremely hot, cold, acidic or saline, or extreme ocean depths with very high pressure, etc. Ectoin’s main function is therefore to protect organisms against extreme osmotic stress.

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

## 2 KEY INGREDIENTS

### **BULBINE FRUTESCENS**

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

- Anti-ageing
- Antioxidant
- Strengthens the skin barrier
- Protects the skin against free radicals
- Stimulates collagen production
- Moisturises and seals in moisture
- Soothes and repairs damaged skin
- Firms the skin
- Smooths the skin's surface
- Regulates sebum production



**KENZAI COSMETICS RANGE**

## 24H FACE PROTECTION CREAM



### HOW TO USE

#### Morning and Evening

- After cleansing your skin, take 1 dose of product.
- Apply to the face using small circular movements.
- On the forehead, use lateral movements to the temples.
- For a tighter, plumper effect, apply Face Lifting Serum beforehand.

**Protects, Moisturises, Regenerates,  
Replumps, Illuminates**

## FACE LIFTING SERUM



### HOW TO USE

#### Morning and/or Evening

- After cleansing your skin, take 1 dose of product.
- Apply to the face using small circular movements.
- On the forehead, use lateral movements to the temples.
- Then, after a few minutes, apply 24H Face Protection Cream.
- Avoid the eye contour area.

**Protects, Moisturises, Firms, Smoothes,  
Tightens pores**

## REGENERATING EYE AND LIP CONTOUR ROLL-ON



### HOW TO USE

#### Morning and Evening

- After cleansing your skin, slide the Roll-On over the entire eye contour area, from the inside outwards, as well as the lip contour area.
- Leave the product to dry for a few seconds.
- Then apply the Face Lifting Serum, followed by the 24H Face Protection Cream.
- For an even more refreshing effect, place your Roll-On in the fridge.

**Decongests, Tones, Moisturises,  
Smooths, Soothes**

## PURIFYING MOISTURIZING MASK



### HOW TO USE

#### Morning, Day or Evening - 1 to 2x / week

- Use like a cream.
- Penetrates instantly, without a greasy film.
- Apply to perfectly cleansed skin.
- 1 dose is enough, 2 if your skin is dehydrated.
- Day: leave on for 1 hour or all day, without using any other product.
- Evening: you can leave it on all night, without adding serum or cream.
- Do not rinse off.

**Purifies, Hydrates, Protects, Firms, Nourishes**

## FACE AND EYE MAKEUP REMOVER



### HOW TO USE

#### Morning cleansing - Evening make-up removal

- Apply a dab of milk to your fingertips, massage over your face and rinse off with a warm, damp cotton pad.
- Repeat until all make-up has disappeared.
- Thanks to its innovative formula, no toner is necessary.

**Exfoliates, Softens, Regenerates,  
Moisturises, Illuminates**

# 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  
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



## NATRUE

All our essentials bear the NATRUE label.



## SPRING WATER FROM THE SWISS ALPS

The water used in Kenzai Cosmetics' essentials is spring water straight from the Swiss mountains. No chemicals, hormones, chlorine or softeners. PH of 7.57+/-0.02, which ensures optimal quality.



## RESPONSIBLE AND NATURAL COSMETICS

No synthetic products. No endocrine disruptors. No added fragrance. No alcohol. No palm oil. No animal products. To preserve, stabilise and obtain the texture of our cosmetics, only ingredients derived from plants, fruits and oils are used. Recyclable glass bottles. Airless pump.



## 1 PRODUCT, 2 UNIVERSES

Our essentials have therefore been created to suit both men's and women's skin. To satisfy customers' expectations, we have chosen to offer different packaging and bottles. The two ranges can be interchanged as desired.



## 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 high-quality healthcare.

# Kenzai Cosmetics crowned New Brand Of The Year

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

On 9 October 2024, Kenzai Cosmetics won the **New Brand Of The Year Award** and the **European Excellence Award** for its Purifying Moisturising Mask from over 100 competing brands.

Held this year in Stockholm, the *European Natural Beauty Awards* present prizes to the best cosmetics brands, distributors, retailers, industry experts and media from over 35 European countries, to celebrate excellence and sustainability in the beauty industry.

For four months, three separate juries made up of cosmetics industry experts and celebrities evaluate over 300 products selected according to strict criteria.



# CONTACTS

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