

## Brightening and whitening for skin

# KIRIBIRTH BG

INCI NAME : KAPPAPHYCUS ALVAREZII EXTRACT

The serious troubles for Asian women skin are a spotting and a freckle.

These troubles are caused by tyrosinase which enzyme induces melanin.

The popular ingredients for whitening which are Arbutin, Vitamin C or etc inhibit activity of enzyme.

It is impossible for even these ingredients to suppress the producing melanin perfectly.

One of the effective ways for perfectly suppressing of melanin producing uses two ingredients which has different function together.

The function of KIRIBIRTH BG for whitening is not inhibiting activity of enzyme, but it prevents enzyme for producing.

KIRIBIRTH BG has a synergy effect together with other ingredient because whitening function of it obtains from different system.

KIRIBIRTH BG has been made from seaweed called "Kappaphycus alvarezii" which grown up at the "Christmas Island" coast that is full of nature.

"Christmas Island" are surrounded with the most beautiful sea and the world's largest coral reef. The island has been called "the last paradise of the earth."

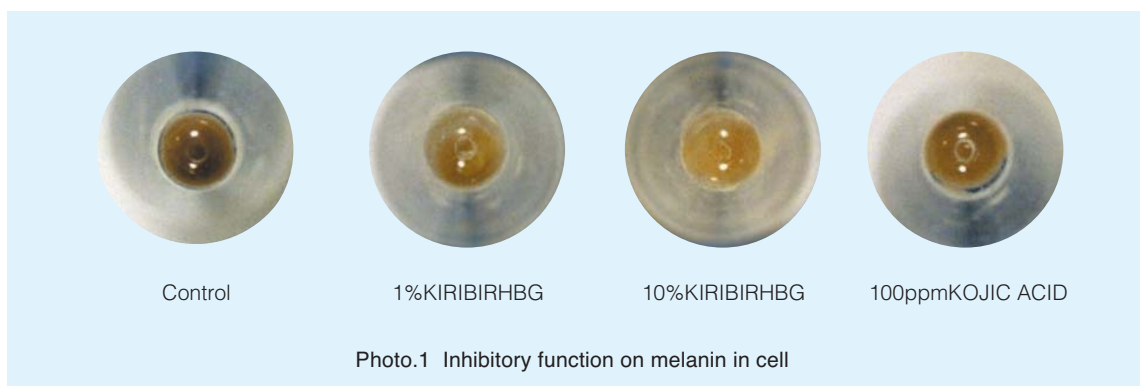


Photo.1 Inhibitory function on melanin in cell

## 【The synergy of “KIRIBIRTH BG” and the whitening agent】

Photo 2 shows the synergy function with Vitamin C derivative and KIRIBIRTH BG.

The application at KIRIBIRTH BG using instead of half of Vitamin C inhibits melanin production stronger than using only Vitamin C.

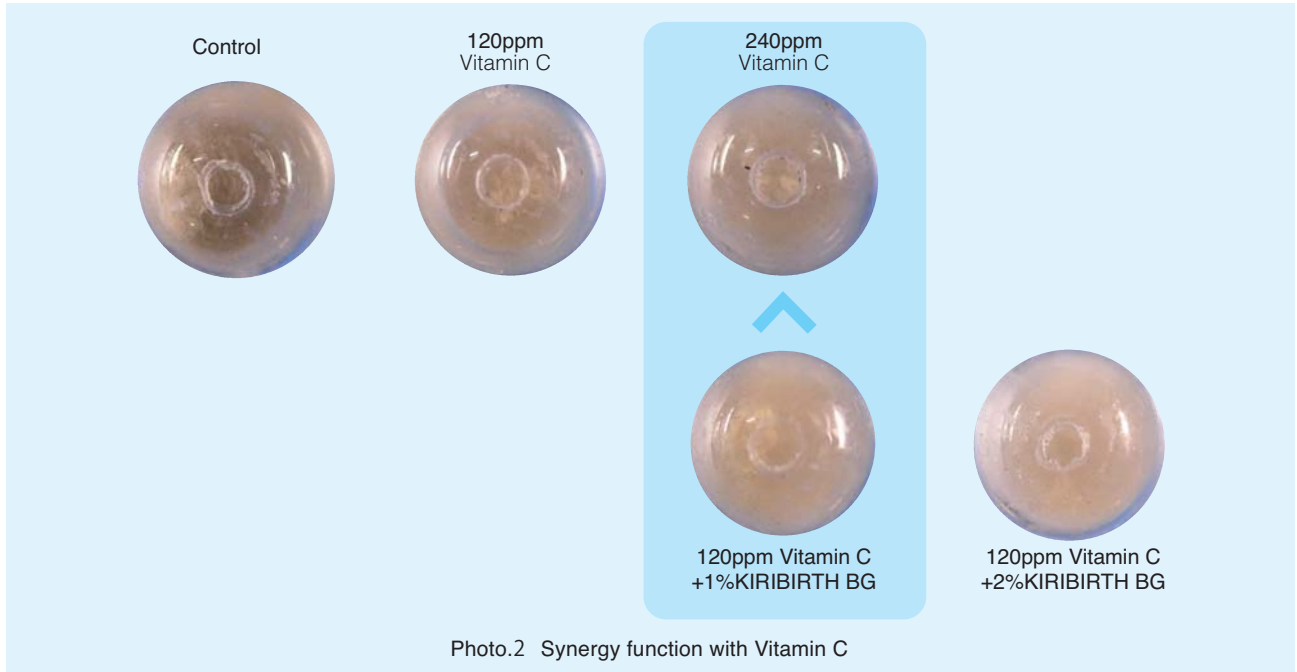


Photo.2 Synergy function with Vitamin C

## 【Improvement of spotting】

Photo 3 shows evaluation of reducing spotting by using the VISIA Evolution (made in Canfield Company).

KIRIBIRTH BG helps to reduce the spotting.

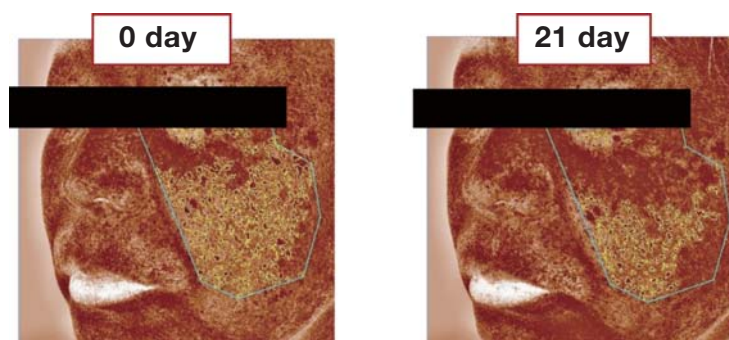


Photo.3 Evaluation of reducing spotting

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