

perfect beauty



SHINSEI[®]
miracle of life



perfect beauty



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美しさは表面だけではなく、
内面からもたらされるものであり、

Beauty comes from within, not just on the surface.

For centuries, Japanese women have owed their radiant skin to this traditional secret.

Shinsei Formulas bring the secrets of smooth, glowing, and fresh-looking skin of traditional Japanese women to all women.

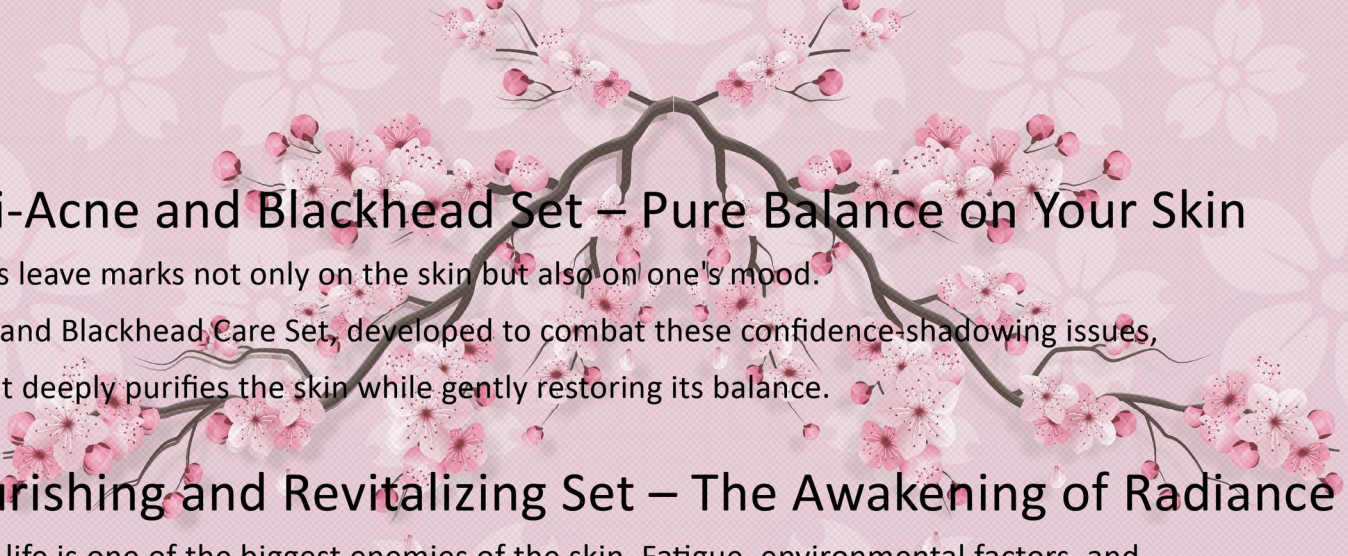
Shinsei knows that today, despite the challenges of urban life and our changing world, all women reflect their inner beauty through their radiant skin.

Shinsei means renewal, refreshment, rebirth, and transformation. Shinsei Skin Care, Cleansing, and Nourishing Products are produced based on these concepts.

Shinsei and Sakura: The "Sakura" flower, the national symbol of Japanese culture that heralds the arrival of spring, represents perfect beauty and rebirth. The legends passed down through generations about the "Sakura" flower, which names Festivals in Far Eastern cultures, contain themes of beauty, love, and rebirth. The "Sakura" petals in the Shinsei logo symbolize your perfect beauty.

Why is Shinsei pink? The color pink is the universal color of love for oneself and others. It represents friendship, compassion, balance, inner beauty, and closeness. It symbolizes unconditional love, understanding, thoughtfulness, and empathy. It brings peace and expresses beauty, freshness, and purity.


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A decorative illustration of a dark brown branch with numerous pink cherry blossoms and buds, arching across the top of the page.

SHINSEI Anti-Acne and Blackhead Set – Pure Balance on Your Skin

Acne and blackheads leave marks not only on the skin but also on one's mood.

SHINSEI's Anti-Acne and Blackhead Care Set, developed to combat these confidence-shadowing issues, is a special ritual that deeply purifies the skin while gently restoring its balance.

SHINSEI Nourishing and Revitalizing Set – The Awakening of Radiance on Your Skin

The pace of modern life is one of the biggest enemies of the skin. Fatigue, environmental factors, and stress gradually dim the skin's vitality. SHINSEI's Nourishing and Revitalizing Set pauses this fatigue, revitalizing the skin anew. In the Japanese care philosophy, beauty is not just smoothness but the balance of radiance.

SHINSEI Moisturizing Set for Sensitive Skin – The Power of Gentle Touches

Sensitive skin is like a delicate flower. Wrong products, aggressive ingredients, or environmental effects can cause this flower to wilt. SHINSEI's Set for Sensitive Skin is designed with this delicacy in mind, like a protective shield.

SHINSEI Anti-Aging Skincare Set – Dancing with Time

Time is the quietest rival of the skin. Fine lines, loss of elasticity, and dullness carry the traces of years. However, SHINSEI's Anti-Aging Set invites not to stop time but to dance in harmony with it.

SHINSEI Spot Corrector and Dry Skin Set – The Rebirth of Radiance

Spots and dryness are among the most common issues that shadow the skin's vitality.

SHINSEI's Spot Corrector and Dry Skin Set offers a solution to both problems at once.

The formula includes powerful ingredients like Tranexamic Acid, Arbutin, Vitamin C derivatives, Shea Butter, and Licorice Root.

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Anti Aging Skin Care Set

perfect beauty





ANTI AGING CLEANSING GEL

BARCODE 8684718120179

200ML

Product Features:

- Deep Cleansing: Effectively removes dirt and oil that clog pores.
- Protects Against Signs of Aging: Ingredients such as Centella Asiatica, Camellia Sinensis, Niacinamide, and Panthenol support skin renewal and reduce signs of aging.
- Moisturizes the Skin: Hyaluronic Acid and Aloe Vera provide deep hydration.
- Soothes the Skin: Natural extracts like Melia Azadirachta and Calendula soothe and comfort the skin.

Who Can Use It?

- Those looking to combat signs of aging
- Individuals with dull and tired-looking skin
- Anyone wanting to cleanse pores
- Those seeking a younger and more vibrant complexion

INGREDIENTS: Aqua, Centella Asiatica Leaf Water, Lauryl Glucoside, Coco- Glucoside, Sodium Cocoyl Isethionate, Disodium Cocoamphodiacetate, Cocamidopropyl Betaine, Sodium Lauryl Glucose Carboxylate, Glycerin, Niacinamide, Camellia Sinensis Leaf Extract, Allantoin, Sodium Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Panthenol, Centella Asiatica Leaf Extract, Camellia Sinensis Leaf Extract, Melia Azadirachta Flower Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Aloe Barbadensis Leaf Juice, Calendula Officinalis Flower Extract, Krameria Triandra Root Extract, Crithmum Maritimum Extract, Hydrolyzed Algin, Hydrolyzed Glycosaminoglycans, Salicornia Herbacea Extract, Silica, Panax Ginseng Seed Oil, Phenoxyethanol, Tetrasodium EDTA, PEG-40 Hydrogenated Castor Oil, Madecassoside, Polysorbate 20, Ethylhexylglycerin.



ANTI AGING PURIFYING AND REVITALIZING MILK TONIC

BARCODE 8684718120186

200ML

Product Features:

- Deep Cleansing: Purifies the skin from dirt and dead cells.
- Reduces Dark Spots: Evens out skin tone for a brighter appearance.
- Maintains Oil Balance: Balances oily areas while moisturizing dry regions.
- Moisturizes the Skin: Provides deep hydration through hyaluronic acid and botanical oils.
- Protects Against Signs of Aging: Supports skin renewal and reduces signs of aging.

Who Can Use It?

- Those looking to combat signs of aging
- Individuals with uneven skin tone
- Anyone with dull and tired-looking skin
- Those wanting to deeply cleanse their skin

INGREDIENTS: Aqua, Isopropyl Isostearate, Butylene Glycol, Glycerin, Cetyl Alcohol, Prunus Amygdalus Dulcis Oil, Ricinus Communis Seed Oil, Simmondsia Chinensis Seed Oil, Palmitoyl Grape Seed Extract, Sodium Cocoyl Glutamate, Carbomer, Decyl Glucoside, Butyrospermum Parkii Butter Extract, Maltodextrin, Xanthan Gum, Potassium Cetyl Phosphate, Caprylyl Glycol, Sodium Hydroxide, Helianthus Annuus Seed Oil, Avena Sativa Kernel Extract, Centaurea Cyanus Flower Extract, Centella Asiatica Leaf Water, Phenoxyethanol, Ethylhexylglycerin, Sodium Benzoate, ParFum.



ANTI AGING BAKUCHIOL SERUM

BARCODE 8684718120193

30ML



Product Features:

- **Rejuvenates the Skin:** Bakuchiol supports collagen production with retinol-like effects, reducing the appearance of fine lines and wrinkles.
- **Evens Skin Tone:** Ingredients like Niacinamide and Hibiscus Sabdariffa even out skin tone and reduce the appearance of dark spots.
- **Moisturizes the Skin:** Hyaluronic acid provides deep hydration, giving the skin a plump and vibrant appearance.
- **Protects the Skin:** Highly antioxidant plant extracts protect your skin from environmental damage.

Who Can Use It?

- Anyone looking to combat signs of aging
- Those complaining about fine lines and wrinkles
- Individuals with uneven skin tone
- Those wanting to achieve a more youthful and vibrant appearance

INGREDIENTS: Aqua, Oryza Sativa Bran Water, Niacinamide, Glycerin, Butylene Glycol, Sodium Hyaluronate, Bakuchiol, Hibiscus Sabdariffa Flower Extract, Glycyrrhiza Glabra Root Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Inositol, Taurine, Betaine, Citrus Aurantium Tachibana Peel Extract, Paeonia Suffruticosa Root Extract, Phenoxyethanol, Ruscogenin, Neoruscogenin, Hydroxyethylcellulose, Beta-Alanine, Polysorbate 20, Ethylhexylglycerin, Tetrasodium EDTA, Sodium Benzoate, Potassium Sorbate



ANTI AGING CREAM

BARCODE 8684718120209

50ML



Product Features:

- **Deeply Moisturizes:** Ingredients like Hyaluronic Acid and Shea Butter provide intense hydration, giving the skin a plump and vibrant appearance.
- **Renews the Skin:** Collagen and peptides support the renewal of skin cells, reducing the appearance of fine lines and wrinkles.
- **Evens Skin Tone:** Ingredients like Niacinamide and licorice extract even out the skin tone for a brighter look.
- **Protects the Skin:** Antioxidant-rich components like green tea and resveratrol protect your skin from environmental damage.
- **Increases Elasticity:** Supports collagen and elastin production, enhancing skin elasticity.

Who Can Use It?

- Anyone looking to combat signs of aging
- Those complaining about fine lines and wrinkles
- Individuals with uneven skin tone
- Those wanting to achieve a more vibrant and youthful appearance

INGREDIENTS: Aqua, Caprylic/Capric Triglyceride, Niacinamide, Panthenol, Sodium Hyaluronate, Allantoin, Hydrolyzed Collagen, Sodium Ascorbyl Phosphate, Glycerin, Avena Sativa Meal Extract, Panax Ginseng Root Extract, Panax Ginseng Seed Oil, Glycyrrhiza Glabra Root Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Camellia Sinensis Leaf Extract, Cinchona Succirubra Bark Extract, Cucumis Sativus Fruit Extract, Triticum Vulgare Germ Extract, Butyrospermum Parkii Butter, Phenoxyethanol, Sodium Lactate, Sodium PCA, Butylene Glycol, Lysine, Histidine, Arginine, Aspartic Acid, Threonine, Serine, Glutamic Acid, Proline, Glycine, Alanine, Valine, Isoleucine, Leucine, Tyrosine, Phenylalanine, Cysteine, 1,2-Hexanediol, Hydrolyzed Hyaluronic Acid, Hyaluronic Acid, Sodium Acetylated Hyaluronate, PEG-9 Diglycidyl Ether/Sodium Hyaluronate Crosspolymer, Hydroxypropyltrimonium Hyaluronate, Hydrolyzed Sodium Hyaluronate, Potassium Hyaluronate, Zinc PCA, Palmitoyl Tripeptide-5, Palmitoyl Oligopeptide, Acetyl Glutamine, sh-Oligopeptide-1, sh-Oligopeptide-2, sh-Polypeptide-1, sh-Polypeptide-9, sh-Polypeptide-11, Saccharide Isomerate, Citric Acid, Sodium Citrate, Silica, Calcium Ascorbate, Nicotinamide Adenine Dinucleotide, Isononyl Isononanoate, Cetyl PEG/PPG-10/1 Dimethicone, Thiocetic acid, Ubiquinone, Resveratrol, Dimethylaminoethanol Tartrate, Ethylhexylglycerin.



Rebirth in Skincare with SHINSEI:

The Modern Reflection of J-Beauty

A New Breath in the Cosmetics World

The cosmetics industry is a field where millions of new products are launched every year, trends change rapidly, and consumer expectations constantly evolve.

A product that is a “bestseller” today may be forgotten tomorrow.

Yet some brands choose not to chase temporary trends but to build lasting value.

So, what is the secret to permanence?

In cosmetics, what lasts is not just the instant effect of a product but the philosophy behind it: simplicity and respect for nature.

At this very point, Japan’s deep-rooted beauty philosophy, J-Beauty (Japanese Beauty), stands out.

With its minimalist approach, natural essence, and focus on long-term skin health, this philosophy is now being reinterpreted by a brand born in Turkey: SHINSEI.

Meaning “rebirth” in Japanese, SHINSEI is not merely a series of skincare products; it is also a call to question, transform, and deepen our perspective on beauty.

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Anti Blemish Skin Care Set





Product Features:

- Prevents Blemishes: Active ingredients like Niacinamide, Glycolic Acid, and Salicylic Acid cleanse dead skin cells, unclog pores, and prevent blemish formation.
- Cleanses the Skin: Removes dirt, oil, and makeup from the skin.
- Smooths the Skin: Plant extracts like Centella Asiatica, Hamamelis Virginiana, and Aloe Vera calm and reduce redness.
- Hydrates the Skin: Moisturizers like Hyaluronic Acid and Panthenol help maintain the skin's moisture balance.
- Suitable For Oily Skin: Specially Formulated For oily and blemish-prone skin.

Who Can Use It?

- Those with blemish concerns
- Individuals with oily or combination skin
- Those with clogged pores
- Anyone looking for a deep cleansing product for their skin

INGREDIENTS: Aqua, Lauryl Glucoside, Coco-Glucoside, Sodium Cocoyl Isethionate, Disodium Cocoamphodiacetate, Cocamidopropyl Betaine, Sodium Lauryl Glucose Carboxylate, Glycerin, Niacinamide, Glycolic Acid, Salicylic Acid, Lactic Acid, Brassica Oleracea Acephala Leaf Extract, Hamamelis Virginiana Leaf Extract, Centella Asiatica Leaf Extract, Arnica Montana Flower Extract, Chamomilla Recutita Flower Extract, Cucumis Sativus Fruit Extract, Medicago Sativa Extract, Aloe Barbadensis Leaf Extract, Glycyrrhiza Glabra (licorice) Stem Extract, Cinchona Succirubra Bark Extract, Propolis Extract, Hydrolyzed Algae Extract, Cystoseira Tamariscifolia Extract, Pancreaticum Maritimum Extract, Larix Sibirica Wood Extract, Panthenol, Allantoin, Sodium Hyaluronate, Citric Acid, Phenoxyethanol, Bisabolol, Ethylhexylglycerin, Melaleuca Alternifolia Leaf Oil

ANTI-BLEMISH CLEANSING GEL

BARCODE 8684718120025
200ML



Product Features:

- Targets Dark Spots: Effective ingredients like Niacinamide, Tranexamic Acid, and 3-O-Ethyl Ascorbic Acid help reduce the appearance of dark spots.
- Brightens the Skin: Gently removes accumulated dead skin cells to reveal the skin's natural radiance.
- Moisturizes: Oryza Sativa (Rice Bran) water and oil maintain the skin's moisture balance, leaving it soft.
- Soothes: Glycyrrhiza Glabra (Licorice) Root extract soothes the skin, reducing redness and irritation.
- Cleanses Pores: Acids like Salicylic Acid and Lactic Acid deeply cleanse pores and control oil production.
- Evens Skin Tone: Helps to even out the overall skin tone, providing a brighter appearance.

Who Can Use It?

- Those looking to even out their skin tone
- Individuals concerned with dark spots
- People with oily or combination skin types
- Anyone wanting a brighter and more radiant complexion

INGREDIENTS: Aqua, Niacinamide, Oryza Sativa Bran Water, Glycyrrhiza Glabra Root Extract, Tranexamic Acid, 3-O-Ethyl Ascorbic Acid, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Citric Acid, Glycolic Acid, Lactic Acid, Propylene Glycol, Hamamelis Virginiana Leaf Extract, Citrus Aurantium Amara Fruit Extract, Citrus Aurantium Sinensis Peel Extract, Citrus Reticulata Fruit Extract, Sodium PCA, Magnesium PCA, Salicylic Acid, Rosa Damascena Flower Water, Manganese PCA, Citrullus Lanatus Seed Oil, Adansonia Digitata Seed Oil, Malpighia Punicifolia Fruit Extract, Camellia Sinensis Leaf Extract, Alpha-Arbutin, Phenoxyethanol, Polysorbate 20, Ethylhexylglycerin, Triethanolamine, Betaine.

ANTI-BLEMISH WHITENING TONIC

BARCODE 8684718120032
200ML



ANTI-BLEMISH AND WHITENING AHA/BHA TRANEXAMIC ACID SERUM

BARCODE : 8684718120049

30ML

Product Features:

- **Targets Dark Spots:** Active ingredients like Niacinamide, Tranexamic Acid, Glycolic Acid, and Lactic Acid target and reduce the appearance of dark spots.
- **Brightens the Skin:** Whitening agents like Oryza Sativa (Rice Bran) Water, Glutathione, and Alpha-Arbutin help achieve a brighter complexion.
- **Cleanses Pores:** With its exfoliating effect, it removes dirt and oil accumulated in the pores, clearing blockages.
- **Moisturizes the Skin:** Moisturizing agents like Sodium Hyaluronate and Glycerin help maintain the skin's moisture balance.
- **Renews the Skin:** Gently exfoliates the top layer of the skin, supporting skin renewal.

Who Can Use It?

- Those with uneven skin tone
- Individuals concerned with dark spots
- People with clogged pores
- Anyone looking for a brighter and more radiant complexion

INGREDIENTS: Aqua, Oryza Sativa Bran Water, Niacinamide, Glycerin, Butylene Glycol, Sodium PCA, Tranexamic Acid, Sodium Hyaluronate, Glycolic Acid, Lactic Acid, 3-O-Ethyl Ascorbic Acid, Glutathione, Alpha-Arbutin, Glycyrrhiza Glabra Root Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Inositol, Taurine, Betaine, Zinc Gluconate, Zinc PCA, Citrus Aurantium Tachibana Peel Extract, Paeonia Suffruticosa Root Extract, Melatonin, Phenoxyethanol, Xanthan Gum, Beta-Alanine, Polysorbate 20, Ethylhexylglycerin, Triethanolamine, Sodium Benzoate



ANTI-BLEMISH WHITENING CREAM

BARCODE 8684718120056

100ML

Product Features:

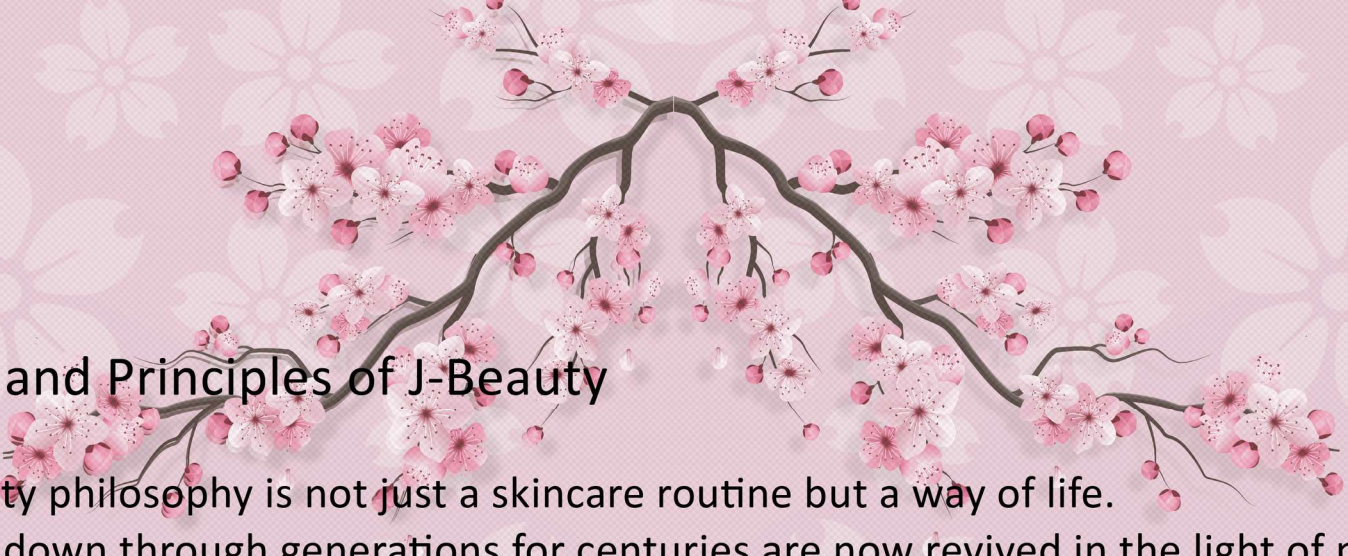
- **Targets Dark Spots:** Effective ingredients like Niacinamide and Arbutin reduce the appearance of dark spots.
- **Brightens the Skin:** Glycyrrhiza Glabra (Licorice) Root extract provides a natural brightening effect, making the skin appear more radiant.
- **Moisturizes the Skin:** Shea Butter (Butyrospermum Parkii) deeply moisturizes and softens the skin.
- **Soothes the Skin:** Licorice root extract helps reduce irritation on the skin.

Who Can Use It?

- Those with dark spots in areas such as underarms, knees, and elbows
- People seeking brighter and more evenly toned skin
- Individuals with dry and irritated skin

INGREDIENTS: Aqua, Glyceryl Stearate, Cetearyl Alcohol, Paraffinum Liquidum, Glycerin, Caprylic/Capric Triglyceride, Dicaprylyl Carbonate, Glycyrrhiza Glabra (Licorice) Root Extract, Cinchona Succirubra Bark Extract, Butyrospermum Parkii Butter, Phenoxyethanol, Ethylhexylglycerin, Ceteareth-20, Ceteareth-12, Cetyl Palmitate, Dimethicone, Niacinamide, Arbutin



A decorative illustration of a dark brown cherry blossom branch with pink and white flowers and buds, arching over the title.

The Origins and Principles of J-Beauty

Japanese beauty philosophy is not just a skincare routine but a way of life. Rituals passed down through generations for centuries are now revived in the light of modern science.

Minimalism: Less but Better

One of the most important principles of J-Beauty is “less but better.”

Instead of complex, exhausting routines with dozens of steps, a simple yet effective 4 step system is embraced:

- Cleansing
- Toning
- Serum
- Moisturizing

Each step is designed to provide maximum benefit without overburdening the skin.

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Oily Skin Care Set

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PORE TIGHTENING ANTI-ACNE AND ANTI-BLACKHEAD CLEANSING GEL

BARCODE 8684718120070
200ML

Product Features:

- **Cleanses Pores:** Active ingredients like Salicylic Acid and Lactic Acid deeply cleanse pores, preventing blockages.
- **Fights Acne:** Removes dead skin cells to prevent acne formation and supports the healing of existing breakouts.
- **Soothes the Skin:** Herbal ingredients like Eclipta Prostrata, Chamomilla Recutita (Chamomile) Flower Extract, and Salix Alba (White Willow) Bark Extract calm the skin and reduce redness.
- **Regulates Oil Balance:** Moringa and Melaleuca Alternifolia (Tea Tree) Leaf Oil balance excess oil, reducing shine.

Who Can Use It?

- Those with enlarged pores
- Individuals experiencing acne and blackhead issues
- People with oily or combination skin types
- Anyone seeking cleaner and smoother skin

INGREDIENTS: Aqua, Lauryl Glucoside, Coco-Glucoside, Sodium Cocoyl Isethionate, Disodium Cocoamphodiacetate, Cocamidopropyl Betaine, Sodium Lauryl Glucose Carboxylate, Glycerin, Decyl Glucoside, Glyceryl Oleate, Dicaprylyl Ether, Salicylic Acid, Lactic Acid, Laminaria Saccharina Extract, Caffeine, Algae Extract, Eclipta Prostrata Extract, Melia Azadirachta Leaf Extract, Moringa Pterygosperma Seed Oil, Cola Acuminata Seed Extract, Sea Whip Extract, Chamomilla Recutita Flower Extract, Cucumis Sativus Fruit Extract, Sodium Chloride, Phenoxyethanol, Panthenol, Azelamide MEA, Saccharide Isomerate, Sodium Magnesium Silicate, Salix Alba Bark Extract, Ethylhexylglycerin, Melaleuca Alternifolia Leaf Oil.



PORE TIGHTENING ANTI-ACNE AND ANTI-BLACKHEAD TONIC

BARCODE 8684718120087
200ML

Product Features:

- **Cleanses Pores:** Salicylic Acid gently exfoliates and deeply cleanses pores, preventing blockages.
- **Fights Acne:** Removes dead skin cells to prevent acne formation and supports the healing of existing breakouts.
- **Soothes the Skin:** Natural ingredients like Propolis, Lactobacillus, and Rosa Damascena Flower Water soothe the skin and reduce redness.
- **Moisturizes the Skin:** Ingredients like Vitis Vinifera (Grape) Fruit Juice, Avocado Oil, and Seaweed Extract help maintain the skin's moisture balance.
- **Nourishes the Skin:** Panax Ginseng Root Extract energizes the skin, providing a more radiant appearance.

Who Can Use It?

- Those with enlarged pores
- Individuals experiencing acne and blackhead issues
- People with oily or combination skin types
- Anyone seeking cleaner and smoother skin

INGREDIENTS: Aqua, Niacinamide, Propolis Extract, Lactobacillus, Salicylic Acid, Bisabolol, Rosa Damascena Flower Water, Vitis Vinifera Fruit Water, Fragaria Vesca Fruit Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Propylene Glycol, Chamomilla Recutita Flower Extract, Laminaria Saccharina Extract, Caffeine, Sucrose, Aminomethyl Propanol, Panax Ginseng Root Extract, Lactic Acid, Phenoxyethanol, Sodium Benzoate, Potassium Sorbate, Polysorbate 20, Ethylhexylglycerin, Triethanolamine, Betaine.





ANTI-ACNE AND PIMPLE CARE SERUM

BARCODE 8684718120094

30ML



Product Features:

- Fights Acne: Salicylic Acid cleanses excess oil and dirt, preventing acne formation.
- Cleanses Pores: Removes dead skin cells, unclogs pores, and prevents blockages.
- Moisturizes the Skin: Natural ingredients like Oryza Sativa (Rice) Bran Water, Camellia Sinensis Leaf Extract, Avocado Oil, and Strawberry Extract nourish and moisturize the skin.
- Evens Skin Tone: Acids like Lactic Acid, Glycolic Acid, and Mandelic Acid even out skin tone and reduce discoloration.
- Soothes the Skin: Panthenol and Allantoin calm the skin and reduce sensitivity.

Who Can Use It?

- Those experiencing acne and blackhead problems
- People with oily or combination skin types
- Anyone seeking cleaner and smoother skin

INGREDIENTS: Aqua, Salix Alba Bark Water, PyrusMalusFruitWater, OryzaSativa Bran Water, Propylene Glycol, Niacinamide, Salicylic Acid, Glycolic Acid, Lactic Acid, Citric Acid, Mandelic Acid, Fragaria Vesca Fruit Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Hydroxypropyl Starch Phosphate, Panthenol, Sodium Hyaluronate, Arnica Montana Flower Extract, Hamamelis Virginiana Leaf Extract, Sodium Ascorbyl Phosphate, PEG-40 Hydrogenated Castor Oil, Phenoxylethanol, Hydroxyethylcellulose, Allantoin, Lecithin, Bisabolol, Ethylhexylglycerin, Tetrasodium EDTA, Melaleuca Alternifolia Leaf Oil.



ANTI-ACNE CARE LOTION

BARCODE 8684718120100

20ML



Product Features:

- Fights Acne: Tea Tree Oil and Calamine kill bacteria on the skin, preventing acne formation.
- Cleanses Pores: Salicylic Acid deeply cleanses pores, preventing blockages.
- Soothes the Skin: Niacinamide, Allantoin, and Menthol soothe the skin and reduce redness.
- Evens Skin Tone: Skin-renewing ingredients help even out skin tone.
- Regulates Oil Balance: Zinc Oxide and Calamine regulate excess oil on the skin.

Who Can Use It?

- Individuals with acne and blackhead problems
- People with oily or combination skin types
- Those with irritated and red skin

INGREDIENTS: Aqua, Alcohol Denat, Salix Alba Bark Water, Pyrus Malus Fruit Water, Calamine, Zinc Oxide, Niacinamide, Calendula Officinalis Flower Extract, Salicylic Acid, Bisabolol, Sodium Ascorbyl Phosphate, Glycerin, Allantoin, Melaleuca Alternifolia Leaf Oil, Menthol



Preventive Care: Solving Before It Appears

In the Western world, intervention usually happens after a problem arises. In contrast, Japanese philosophy focuses on preventing issues before they occur. Sun protection, gentle cleansing, and regular hydration are the cornerstones of J-Beauty.

Natural and Holistic Approach

For centuries, Japanese women have used rice bran, camellia oil, green tea, and algae—not only to care for their skin but also to nurture the mind and spirit. Beauty is not only what we see in the mirror; it is a holistic balance.



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Sensitive Skin Care Set

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Product Features:

- Ideal For Sensitive Skin: Gently cleanses the skin without irritation, thanks to soothing plant extracts like Centella Asiatica, Aloe Vera, and Calendula.
- Deep Cleansing: Gently removes dirt and oil that clog pores, allowing the skin to breathe.
- Moisturizes the Skin: Niacinamide, Panthenol, and hyaluronic acid derivatives help maintain the skin's moisture balance and provide long-lasting hydration.
- Soothes the Skin: Reduces redness and irritation.
- Strengthens the Skin Barrier: Supports the skin's natural defense mechanism.

Who Can Use It?

- People with sensitive skin
- Those with easily irritated skin
- Individuals who feel their skin is dry and tight
- Anyone looking For cleaner and more revitalized skin

INGREDIENTS: Aqua, Centella Asiatica Leaf Water, Lauryl Glucoside, Coco- Glucoside, Sodium Cocoyl Isethionate, Disodium Cocoamphodiacetate, Cocamidopropyl Betaine, Sodium Lauryl Glucose Carboxylate, Glycerin, Niacinamide, Allantoin, Panthenol, Sodium Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Centella Asiatica Leaf Extract, Calendula Officinalis Extract, Melia Azadirachta Flower Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Aloe Barbadensis Leaf Juice, Calendula Officinalis Flower Extract, Krameria Triandra Root Extract, Crithmum Maritimum Extract, Hydrolyzed Algin, Hydrolyzed Glycosaminoglycans, Salicornia Herbacea Extract, Silica, Panax Ginseng Root Extract, Panax Ginseng Seed Oil, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Madecassoside, Polysorbate 20, Ethylhexylglycerin.

PURIFYING AND REVITALIZING CLEANSING GEL

BARCODE 8684718120124
200ML



Product Features:

- Ideal For Sensitive Skin: Contains soothing and moisturizing ingredients like Centella Asiatica, Panthenol, and Allantoin.
- Soothes the Skin: Allantoin calms the skin and reduces redness.
- Moisturizes the Skin: Centella Asiatica and Panthenol provide deep hydration to the skin.
- Strengthens the Skin Barrier: Natural ingredients like Propolis and Honey extract support the skin's natural defense mechanism.
- Evens Skin Tone: Niacinamide helps to even out skin tone and reduce fine lines.

Who Can Use It?

- People with sensitive skin
- Those with easily irritated skin
- Individuals who feel their skin is dry and tight
- Anyone looking For more radiant and smoother skin

INGREDIENTS: Aqua, Centella Asiatica Leaf Water, Centella Asiatica Leaf Extract, Betaine, Glycerin, Niacinamide, Allantoin, Panthenol, Sodium Hyaluronate, Camellia Sinensis Leaf Extract, Propolis Extract, Honey Extract, Krameria Triandra Root Extract, Melia Azadirachta Flower Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Aloe Barbadensis Leaf Juice, Calendula Officinalis Flower Extract, Crithmum Maritimum Extract, Hydrolyzed Algin, Hydrolyzed Glycosaminoglycans, Salicornia Herbacea Extract, Silica, Panax Ginseng Root Extract, Panax Ginseng Seed Oil, Phenoxyethanol, PEG-40 Hydrogenated Castor Oil, Polysorbate 20, Ethylhexylglycerin

PURIFYING AND REVITALIZING MILK TONIC

BARCODE 8684718120131
200ML



CENTELLA ASIATICA, AZELAIC ACID SERUM

BARCODE 8684718120148
30ML



Product Features:

- Repairs the Skin: Centella Asiatica strengthens the skin barrier, helping the skin to renew itself.
- Evens Skin Tone: Azelaic Acid helps even out skin tone and provides a smooth appearance.
- Moisturizes the Skin: Ingredients like Houttuynia Cordata, Aloe Vera, Niacinamide, and Panthenol provide deep hydration to the skin.
- Reduces Signs of Aging: Melia Azadirachta, Calendula, Sodium Hyaluronate, and amino acids reduce the appearance of wrinkles and enhance the skin's elasticity.

Who Can Use It?

- Individuals with sensitive skin
- Those with tired and dull-looking skin
- People with uneven skin tones
- Anyone looking to combat signs of aging

INGREDIENTS: Aqua, Centella Asiatica Leaf Water, Centella Asiatica Leaf Extract, Azelaic Acid, Houttuynia Cordata Extract, Niacinamide, Melia Azadirachta Flower Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Aloe Barbadensis Leaf Juice, Calendula Officinalis Flower Extract, Panthenol, Allantoin, Sodium Hyaluronate, Pentylene Glycol, Lecithin, Sodium Lactate, Sodium PCA, Alanine, Arginine, Cysteine, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Valine, Phenoxyethanol, Xanthan Gum, Madecassic Acid, Xylitylglucoside, Anhydroxylitol, Xylitol, Polysorbate 20, Ethylhexylglycerin,



10% PANTENOL, 5% HA CREAM

BARCODE 8684718120155
50ML



Product Features:

- Deeply Moisturizes: 10% Panthenol and 5% Hyaluronic Acid provide intense hydration to the skin.
- Strengthens the Skin Barrier: Panthenol helps protect the skin by strengthening its barrier against external factors.
- Soothes the Skin: Allantoin and botanical extracts soothe the skin and reduce redness.
- Evens Skin Tone: Niacinamide helps even out skin tone for a brighter appearance.
- Nourishes the Skin: Botanical extracts such as Avena Sativa and Prunus Amygdalus Dulcis support skin nourishment.

Who Can Use It?

- Individuals with dry and sensitive skin
- Those with tight and flaky skin
- People with a weakened skin barrier
- Anyone looking for more hydrated and vibrant skin

INGREDIENTS: Aqua, Caprylic/Capric Triglyceride, Panthenol, Sodium Hyaluronate, Niacinamide, Butylene Glycol, Glycerin, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Sodium Acetylated Hyaluronate, Xylitylglucoside, Anhydroxylitol, Xylitol, Peg-12 Dimethicone, Dimethicone, Cyclopentasiloxane, Avena Sativa Meal Extract, Prunus Amygdalus Dulcis Seed Extract, Pyrus Malus Fruit Extract, Acetyl Glucosamine, Cucumis Sativus Fruit



The Art of Layering

Applying products in layers addresses the skin's needs gently yet deeply.

Toner, essence, serum, and moisturizer

—each with a different texture

—penetrate various skin layers for optimal care.

Timelessness

The beauty offered by J-Beauty does not promise “instant miracles.”

It is a beauty that develops with patience, discipline, and consistency—long-lasting and timeless.

SHINSEI[®]
miracle of life



Skin Nutrition Care Set

perfect beauty



5% 8D HYALURONIC ACID COMPLEX SERUM

BARCODE 8684718120223

30ML

Product Features:

- Deeply Hydrates: Hyaluronic Acid molecules in 8 different sizes reach every layer of the skin, providing long-lasting hydration.
- Repairs the Skin: Ingredients like Panthenol and Centella Asiatica strengthen the skin barrier, aiding the skin's natural renewal process.
- Revitalizes the Skin: Niacinamide and botanical extracts enhance the skin's brightness and vitality.
- Nourishes the Skin: Plant oils provide deep nourishment to the skin, boosting its natural glow.
- Protects the Skin: Antioxidants protect against environmental damage, preserving the skin's youthfulness.

Who Can Use It?

- Those with dry and dehydrated skin
- Individuals with tired and dull-looking skin
- Those complaining about fine lines and wrinkles
- Anyone wanting a fuller and more vibrant complexion

INGREDIENTS: Aqua, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Hydroxypropyltrimonium Hyaluronate, Hyaluronic Acid, Sodium Acetylated Hyaluronate, Potassium Hyaluronate, Hydrolyzed Sodium Hyaluronate, Sodium Hyaluronate Crosspolymer, Butylene Glycol, Panthenol, Glycerin, Niacinamide, Houttuynia Cordata Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Centella Asiatica Leaf Extract, Ginkgo Biloba Leaf Extract, Arnica Montana Flower Extract, Verbena Officinalis Flower Extract, Betula Alba Leaf Extract, Melia Azadirachta Flower Extract, Melia Azadirachta Leaf Extract, Ocimum Sanctum Leaf Extract, Elettaria Cardamomum Seed Extract, Corallina Officinalis Extract, Phenoxyethanol, Isoleucine, Histidine, Sodium Anisate, Lecithin, Polysorbate 20, Xanthan Gum, Hydrolyzed Collagen, Ethylhexylglycerin.



SKIN TONE EQUALIZING VITAMIN C 10% SERUM

BARCODE 8684718120230

30ML

Product Features:

- Brightens the Skin: Evens out skin tone and reduces the appearance of dark spots thanks to vitamin C derivatives and niacinamide.
- Protects the Skin: Protects your skin from environmental damage and reduces the effects of premature aging with antioxidants.
- Moisturizes the Skin: Provides deep hydration to the skin through hyaluronic acid and plant oils.
- Revitalizes the Skin: Helps the skin look more vibrant and luminous.
- Strengthens the Skin Barrier: Strengthens the skin barrier with niacinamide, contributing to healthier skin.

Who Can Use It?

- Those with uneven skin tone
- Individuals complaining about dark spots
- Those with dull and tired-looking skin
- Anyone wanting a brighter and more vibrant complexion

INGREDIENTS: Aqua, Sodium Ascorbyl Phosphate, Niacinamide, 3-O-Ethyl Ascorbic Acid, Ascorbyl Tetraisopalmitate, Sodium Hyaluronate, Propylene Glycol, Glycerin, Alpha-Arbutin, Sodium PCA, Arginine, Citrus Unshiu Fruit Extract, Psidium Guajava Seed Oil, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Pyrus Malus Fruit Extract, Oryza Sativa Bran Oil, Musa Sapientum Fruit Extract, Camellia Sinensis Leaf Extract, Rubus Idaeus Fruit Extract, Arnica Montana Flower Extract, Centella Asiatica Leaf Extract, Glycyrrhiza Glabra Root Extract, Melia Azadirachta Flower Extract, Melia Azadirachta Leaf Extract, Corallina Officinalis Extract, Coccinia Indica Fruit Extract, 1,2-Hexanediol, Phenoxyethanol, Tranexamic Acid, Hydroxyethylcellulose, Polysorbate 20, Xanthan Gum, Ethylhexylglycerin, Sodium Citrate, Sodium Benzoate, Potassium Sorbate.





Product Features:

- Nourishes and Renews the Skin: Supports the skin's natural repair process by renewing skin cells with ginseng extract and peptides.
- Protects the Skin: Shields your skin from environmental stressors and helps prevent premature aging.
- Moisturizes the Skin: Delivers deep hydration through hyaluronic acid and plant oils.
- Tightens the Skin: Increases skin elasticity with peptides and ginseng extract for a firmer and fuller appearance.
- Reduces Wrinkles: Decreases the appearance of fine lines and wrinkles with peptides and licorice root extract.

Who Can Use It?

- Anyone looking to combat signs of aging
- Those complaining about fine lines and wrinkles
- Individuals with tired and dull-looking skin
- Anyone wanting firmer and fuller skin

INGREDIENTS: Aqua, Oryza Sativa Bran Water, Panax Ginseng Root Extract, Panax Ginseng Seed Oil, Niacinamide, Sodium Hyaluronate, Panthenol, Butylene Glycol, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Glycyrrhiza Glabra Root Extract, Persea Gratissima Oil, Persea Gratissima Fruit Extract, Oryza Sativa Bran Oil, Camellia Sinensis Leaf Extract, Cinchona Succirubra Bark Extract, Paeonia Lactiflora Root Extract, Lilium Candidum Bulb Extract, Polygonatum Odoratum Rhizome Extract, Cucumis Sativus Fruit Extract, Paeonia Albiflora Root Extract, Angelica Gigas Root Extract, Heptapeptide-45, Phenoxyethanol, Palmitoyl Oligopeptide, Acetyl Glutamine, sh-Oligopeptide-1, sh-Oligopeptide-2, sh-Polypeptide-1, sh-Polypeptide-9, sh-Polypeptide-11, Xanthan Gum, Polysorbate 20, Alanine, Arginine, Cysteine, Glycine, Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Proline, Serine, Threonine, Tyrosine, Valine, Xylitylglucoside, Anhydroxylitol, Xylitol, Hydrogenated Vegetable Oil, Ethylhexylglycerin, Sodium Benzoate, Potassium Sorbate.

10% PANAX GINSENG, 1% PEPTIDE COMPLEX SERUM

BARCODE 8684718120247

30ML



Product Features:

- Reduces Dark Circles: Helps to even out discoloration and brighten the under-eye area for a more youthful appearance.
- Prevents Fine Lines: Protects against the development of fine lines by enhancing skin elasticity and hydration.
- Boosts Radiance: Promotes a natural, fresh look with its nourishing ingredients.
- Hydrates and Soothes: Keeps the delicate eye area hydrated, reducing puffiness and signs of fatigue.

Who Can Use It?

- Individuals with visible dark circles or puffiness.
- Those noticing the first signs of fine lines or wrinkles.
- Anyone seeking a gentle, effective cream for daily use in their skincare routine.

INGREDIENTS: Aqua, Caprylic/Capric Triglyceride, Niacinamide, Sodium Hyaluronate, Sodium Ascorbyl Phosphate, Butylene Glycol, Ruscus Aculeatus Root Extract, Calendula Officinalis Extract, Aesculus Hippocastanum Extract, Crithmum Maritimum Callus Culture Filtrate, Eryngium Maritimum Callus Culture Filtrate, Panax Ginseng Root Extract, Arnica Montana Flower Extract, Centella Asiatica Leaf Extract, Glycyrrhiza Glabra Root Extract, Cucumis Sativus Fruit Extract, Arginine, Phenoxyethanol, Ruscogenin, Neoruscogenin, Polysorbate 20, Xanthan Gum, Tocopheryl Acetate, Glycerin, Xylitylglucoside, Anhydroxylitol, Xylitol, Elastin, Sh-Oligopeptide-1, Acetyl Pentapeptide-1, Biotinoyl Tripeptide-1, Myristoyl Hexapeptide-16, Hexapeptide-48, Chlorphenesin.

**RUSCOGENIN & PEPTIDE COMPLEX CREAM
EYE CONTOUR CARE CREAM**

BARCODE 8684718120216

15ML

Sustainability and Global Vision

A decorative illustration of a dark brown, gnarled branch with several smaller twigs. The branch is covered with numerous pink cherry blossoms in various stages of bloom, from small buds to fully open flowers with five petals. The background is a light pink color with a repeating pattern of faint, stylized white cherry blossoms.

SHINSEI stands apart not only in its formulas but also in its values:

- Cruelty-Free: No animal testing
- Eco-Friendly Packaging: Glass and recyclable materials
- Local Botanicals: Turkey's flora meets Japanese heritage
- Global Expansion: Aiming to be a strong player in the international cosmetics market

A New Era in Beauty with SHINSEI

In the cosmetics world, many brands offer quick effects and shiny promises. However, true beauty is possible not with momentary flashes but with a care philosophy that strengthens over time.

SHINSEI combines the simplicity and depth of J-Beauty with proven formulas of modern science. Each product is not just a cosmetic solution; it is a ritual, a lifestyle, a call for rebirth.

Beauty is not temporary. It is reborn with SHINSEI.

A transformation is happening in the cosmetics industry today. You can be part of this transformation and redefine your perspective on beauty. What about you?



Maral

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