



News Release

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FOR IMMEDIATE RELEASE

Premier Anti-Aging Co., Ltd.

A new brand that realizes fast beauty medical concept*¹, Lalaskin, is born!
Advance sale on April 11, 2025, nationwide release on September 19, 2025
~You'll love yourself more. Achieve "white, radiant, watery skin"*² with home care~

Premier Anti-Aging Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Kiyoshi Matsuura; hereinafter referred to as "the Company") is pleased to announce the launch of a new skincare brand, "Lalaskin", items start with "shiratama peeling gel wash" and "suikou shower mist." Advance sale at some stores* will begin on Friday, April 11th, followed by nationwide sales starting on Friday, September 19th.

(* Part of variety shops, drug stores, GMS, and EC malls)

Since our founding, we have committed to developing unique products that meet needs of our customers. Inspired by the many voices of customers who want to easily incorporate beauty medical concept*¹, Lalaskin is introducing self-care products based on the "fast beauty medical concept*¹" that contain carefully selected functional skin-beautifying ingredients used in beauty treatments*³.



■ Background to the birth of the new brand "Lalaskin"

While interests in beauty medicine are increasing among both men and women, hurdles to undergo treatments are high, and many people are unable to take the first step. Therefore, we started our research and development with the idea of creating an item that can be easily

performed at home to help you achieve moisturized and glossy skin, similar to when you have undergone beauty treatment*³.

In recent years, the environment surrounding the skin has become increasingly harsh, with rising temperatures due to the climate change, the temperature difference between air-conditioned rooms and outdoors, ultraviolet rays, blue light, pollen, and the effects of airborne substances. Lalaskin was created as a product to fulfill the desire to “care the daily damage*⁴ caused by external factors in a quick and easy way at home, fill the skin what it needs, and maintain healthy skin,” as well as “love my moisturized, radiant skin more.”

In addition, as a brand advisor, FRaU editor-in-chief and producer Tatsuhiko Seki, who serves as a judge for the Sustainable Cosmetics Award and continues to disseminate information on things that are kind to people, society, and the earth, such as well-being, will participate in developing Lalaskin brand communication.

■ Brand Vision

The brand name “Lalaskin” was inspired by the Hawaiian word “Lala,” which means sun, and expresses our hope that those who use our products will achieve glowing, sunny skin and live daily lives filled with smiles.

Our goal is to enable you to experience a change in your skin impression on a daily basis by incorporating beauty medical concept*¹ into your daily home care. It uses cutting-edge, carefully selected ingredients that are also used in beauty treatments*³ to thoroughly target the skin, while also being gentle on the skin*⁵, designed to enhance the potential of the skin. We will propose a “beautiful skin routine” that will make your daily skin care routine more enjoyable.

■ The concept of the first series is “white, radiant, watery skin*²”

The first series of Lalaskin brand has two products inspired by beauty treatments*³ that are easy for beginners to try. This series helps you achieve white, radiant, watery skin*² in just two steps: a facial cleanser inspired by peeling treatments, which is quick to feel the effects, and a mist containing glutathione*⁶ and vitamin C*⁷, both popular beauty ingredients.

1. You can easily incorporate beauty medical concept*¹ into your daily skincare routine, just like fast fashion.
2. Reset the damage*⁴ caused by today’s harsh environment every day and achieve beautiful, radiant skin.
3. The scent of natural essential oils brightens and resets your mood and makes skin care time a relaxing routine.
4. Formulated with "Shiratama*⁸ Suikou Calm EX", a blend of carefully selected beauty ingredients, it conditions the skin and creates a fresh and shiny “white, radiant, watery skin*²” with every use.

5. Supports cell turnover and cares for old dead skin cells that tend to become dry and dull*⁹, which is the enemy of beautiful skin.

■ Product overview

Name: shiratama peeling gel wash



Features:

- The three-step approach of “floating, removing, and conditioning” gently removes the makeup and supports the skin's rhythm. The “LHA Active Formula” gently removes dead skin cells, giving you clear and firm “white, radiant skin”^{*2}.
- A peeling face wash that can be used every day. Contains approximately 92%^{*10} beauty ingredients and uses a frictionless cushion gel and “hyaluronic acid beads”^{*11} that exfoliate while moisturizing.

Capacity: 140g

Price including tax: 1,650 yen

Name: suikou shower mist



Features:

- A wide, ultra-fine mist spreads over the entire face, providing instant moisturizing in just 2 seconds^{*12}. A combination of moisture boosting ingredients^{*13} and carbonic acid^{*14} penetrates^{*15} the skin without stickiness.
- Adopts “Nano Bright Capsules”^{*16*17} that contain glutathione^{*6} and vitamin C^{*7} and are smaller than pores and easily penetrate^{*15}. A dual approach with a fine mist gives you radiant, watery skin. Provides moisturizing, radiant, and bright care^{*16}, while creating luminescent, glossy skin that shines from deep stratum corneum.

Capacity: 120g

Price including tax: 1,980 yen

■ Lalaskin Official Information (Japanese Only)

Lalaskin Official site: <https://www.p-antiaging.com/lalaskin/>

Lalaskin Official SNS: https://www.instagram.com/lalaskin_official/



Instagram

Starting September 19, 2025, the product will be available at variety shops, drug stores, GMS, and EC malls nationwide (with plans to expand gradually).

In addition, it will go on sale in advance at some stores starting April 11th.

Please note that we currently do not plan to carry this product at the Premier Anti-Aging official online shop.

- *1 Maintaining healthy skin with cosmetics developed based on dermatology
- *2 Skin that is moist, firm and radiant, like “shiratama,” a dumpling made from white rice flour
- *3 Treatments at beauty salons
- *4 Dirt and dryness
- *5 This does not mean that skin irritation will not occur for all people
- *6 Skin conditioning ingredients
- *7 Ascorbyl palmitate (skin conditioning ingredient)
- *8 Gives a fresh luster like “shiratama,” rice flour dumplings
- *9 Due to dirt
- *10 Contains water
- *11 (PEG-9 diglycidyl ether/sodium hyaluronate) cross polymer (moisturizing scrub agent)
- *12 Approximate use time
- *13 PEG/PPG/Polybutylene glycol-8/5/3 glycerin (moisturizing ingredient)
- *14 Carbon dioxide (propellant)
- *15 To the stratum corneum
- *16 Due to moisture
- *17 Glutathione, ascorbyl palmitate (skin conditioning ingredients)