

# ASTALIFT

Aka no Chikara 赤の力

## News Release

### **FUJIFILM to Open Second ASTALIFT Skincare & Beauty Flagship Store in Singapore ~Reinforcing the Life Sciences Business in Singapore~**

**Singapore, 1 October 2012** - Fujifilm will be opening its second ASTALIFT skincare & beauty flagship store located at ION Orchard at #B03-66 on 3 October 2012.

FUJIFILM Corporation, a Japanese diversified technology company, has been offering its functional cosmetics products since 2006 in Japan, using cutting-edge proprietary technologies.

Among its offerings, ASTALIFT, which debut in 2007, has become an increasingly popular and reputable skincare and beauty brand. It is a premium anti-ageing and whitening skincare & supplements brand. The technologies used in ASTALIFT include the findings of Fujifilm's own collagen research, antioxidation and nanotechnology cultivated in its photographic film research and development for over 75 years.

ASTALIFT contains skin-replenishing collagen and Astaxanthin - a naturally red-coloured super antioxidant that is 1,000 times more powerful than CoQ10\*. One of the most popular products in the ASTALIFT series is Jelly Aquarysta, a revolutionary skincare formula targeting the visible signs of ageing.

\*Research by Fujifilm as at 31 May 2011

### **Available around the world**

Earning high user acclaim, ASTALIFT products are now available in more than 10 countries including France and the United Kingdom in Europe.

In the Asia-Pacific region, Fujifilm opened its first ASTALIFT flagship store in Singapore at The Centrepoint #02-04 in July 2011. The second ASTALIFT store, located at ION Orchard which houses the world's top luxury brands, will feature a warm red interior reflecting the ASTALIFT brand image.



Mr. Hiroyuki Sakai, Managing Director of FUJIFILM (Singapore) Pte Ltd says: “With this new flagship store at ION Orchard, we aim to reach out to even more customers visiting this iconic, fashion-conscious mall. We are confident that ASTALIFT will continue to win over more new fans with ASTALIFT’s anti-ageing beauty offerings which are powered by science and extensive research. We’ll continue to reinforce our Life Science business in Singapore by opening this second flagship store.”

### **Three distinct technologies – Developed by Fujifilm – used in ASTALIFT**

The research and development of photographic film requires a superior level of fine-chemistry technology, in a way that it is coated with a 0.02 thickness of emulsion containing over 100 chemical compound particles methodically applied in nearly 20 layers. Fujifilm’s functional cosmetics are developed by making maximum use of such proprietary technologies.

#### 1 Collagen Research

Not many are aware but Collagen, which makes up 70% of the human skin, is also the main component of photographic film. After leading decades-long research on Collagen, Fujifilm is able to apply its expertise to its own anti-ageing beauty brand ASTALIFT.

#### 2 Control of Oxidation

Fujifilm has vast knowledge in the anti-oxidation of photo film, which is employed to prevent photographs from fading. Applying the same knowledge and principle to ASTALIFT, skin is given effective and nourishing care to protect it from oxidation – the cause of freckles and ageing as a result of the ravages of harmful ultraviolet rays.

#### 3 Nano-technology

Fujifilm has also applied its proprietary knowledge of nano-technology – utilized for exposing and colour developing in film – to allow high concentrations of nano-sized skin-nourishing ingredients to be delivered effectively and deeply in a targeted manner to the different layers of the skin.

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More information on ASTALIFT can be found on [www.astalift.com.sg](http://www.astalift.com.sg)