

Improves wrinkles and prevents discoloration by promoting collagen production

Launch of PINTE Anti-Aging Care Beauty Essence For Hands

Kitanotatsujin Corporation (the “Company”) hereby announces the launch of “PINTE (Quasi-Drug) Anti-Aging Care Beauty Essence for Hands” on March 29, 2022, a product to combat issues with aging skin on the hands, which improves wrinkles and prevents discoloration by promoting collagen production.

Focusing on collagen, which has the role of maintaining skin’s firmness and luster, it is an anti-aging product for hands that addresses skin issues by promoting collagen growth, which becomes insufficient and declines in quality with age. The product improves wrinkles by promoting collagen production, and in addition to the discoloration-preventing active ingredient niacinamide, it also combines beauty ingredients, leading to hand skin with firmness and elasticity.



Problems with hand skin and how they develop

The moisture stored in skin and its firmness decline with age, but the skin on the hands in particular not only has fewer sebaceous glands and weaker barrier functions compared with the face, but is prone to damage from ultraviolet rays, chores, routine alcohol disinfection, and more. It is therefore a part of the body that is more susceptible to wrinkles. The skin on the hands is conspicuous in daily life, and there are many issues with hand skin due to aging besides wrinkles, such as discoloration, decrease in firmness and elasticity, and dryness, necessitating special care.

The Company focused on skin’s lack of collagen and the decline in its quality to arrive at aging care for hand skin that addresses these issues by promoting collagen growth, leading to the launch of “PINTE” beauty essence for hands.



Product details

Product name	PINTE	
Summary description	Anti-aging care beauty essence for hands that improves wrinkles by promoting collagen production and also leads to discoloration prevention and hand skin with firmness and luster	
Launch date	Tuesday, March 29, 2022 The Company will begin advance pre-orders limited to existing customers on Thursday, March 17, 2022.	
Category	Quasi-drug	
Unit price (after tax)	List price	3,630 yen
	Regular tester course	3,267 yen (About 10% Off)
	Three-month tester course	3,086 yen (About 15% Off)
	Annual purchase course	2,904 yen (20% Off)
Inquiries	Customer Contact Center, Kitanotatsujin Corporation Website: https://otoiawase.in	

(Notes) Terms and phrases in the text refer to the following.

Discoloration	That caused by melanin production
Discoloration prevention	Suppression of melanin production to prevent discoloration and freckles
Anti-aging	Age-appropriate skincare
Penetration	To the stratum corneum
Moisture-retaining ingredient	High-fructose corn syrup