



New **SK-II Facial Treatment Oil** protects women's skin with a combination of nourishing oils and Pitera™, a unique ingredient that provides immediate, intense moisturizing. This skin care elixir nourishes and soothes dry skin with a balanced boost of hydration, created through Natural Moisturizing Factor and lipids.

SK-II Facial Treatment Oil treats dryness caused by harsh winter conditions and environmental stressors, including pollution, pollen and UV rays:

- Pitera, the unique ingredient behind SK-II products, was discovered at a sake brewery in Japan, where scientists noticed that the hands of elderly workers—which came into constant contact with the sake fermentation process—were extraordinarily soft and youthful-looking.
- Clinical studies by SK-II indicated the most effective blend of Pitera and Nourishing Oils Complex to deliver intense moisturization and hydrate dry skin is the Golden Ratio, a proportion found throughout nature and considered to be beautifully balanced.
- With fragrant lavender heart notes, SK-II Facial Treatment Oil provides a calming, soothing scent.
- In consumer use studies, 98% of women reported their skin was moisturized immediately, and 95% said their skin looked radiant immediately. In addition, 91% of women said they felt the product provides long-lasting moisturization, and 88% said it provides intense moisturization.
- SK-II Facial Treatment Oil moisturizes skin immediately, even with a single product application. When used together with SK-II's Facial Treatment Essence, skin hydration, barrier function, and texture appearance were significantly improved over a 14-day period.

About the SK-II Facial Treatment Oil Technology:

SK-II Facial Treatment Oil combines its signature ingredient, Pitera, with a Nourishing Oils Complex that contains 6 types of oils: naturally derived Mediterranean olive oil, Latin American jojoba oil, South African avocado oil, Japanese Riceterol Ester, rice bran oil, and squalane.

A proprietary formulation technology is designed to disperse Pitera in oil homogeneously after shaking the product, yet separate into two phases almost at the Golden Ratio during product use.

Availability:

SK-II Facial Treatment Oil will be available at SK-II counters around the world beginning January 2016.

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