

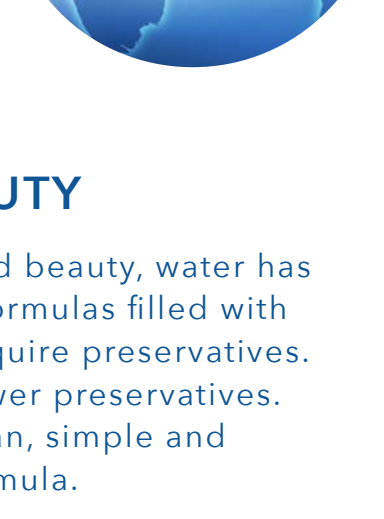
## WHY WATERLESS?

Waterless Bōshi Beauty®

### THE IMPORTANCE OF WATER

Humans use approximately **80-100 gallons** of fresh water daily.

By 2025, 2/3 of the world's population will experience water shortages.



### WATER & BEAUTY

An inexpensive filler in skincare and beauty, water has always been a main ingredient. Formulas filled with water attract more bacteria and require preservatives. Products with less water need fewer preservatives.

Removing water creates a clean, simple and preservative-free formula.

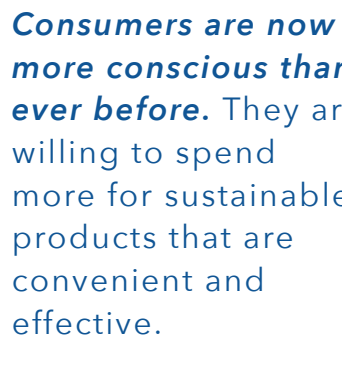
#### MOST TRADITIONAL FORMULAS CONTAIN

- 80-90% WATER
- FILLERS
- PRESERVATIVES
- FRAGRANCE
- RHEOLOGY MODIFIERS
- pH STABILIZERS

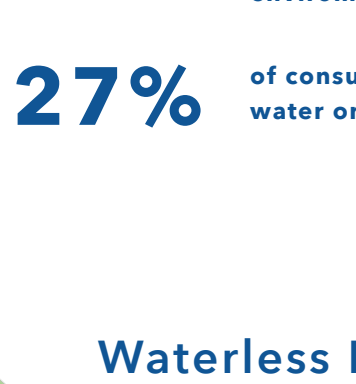


#### BOSHI NANOFIBER IS

- WATERLESS
- CONSISTS OF MOSTLY ACTIVES & FUNCTIONAL INGREDIENTS



### CONSUMERS & SUSTAINABILITY



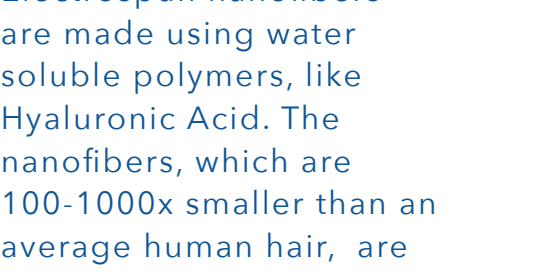
Consumers are now *more conscious than ever before*. They are willing to spend more for sustainable products that are convenient and effective.

**43%** of consumers said they would pay more for a product if the packaging was environmentally friendly

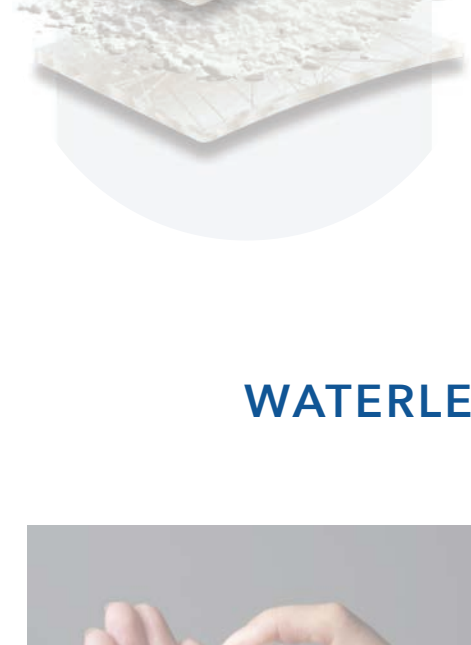
**27%** of consumers said they are trying to reuse water or use less of it

### Waterless Bōshi Beauty® NANOFIBER TECHNOLOGY

An Innovative, Quick dissolving product form with waterless and efficacious formulations, produced via a patented ball electrospinning process.

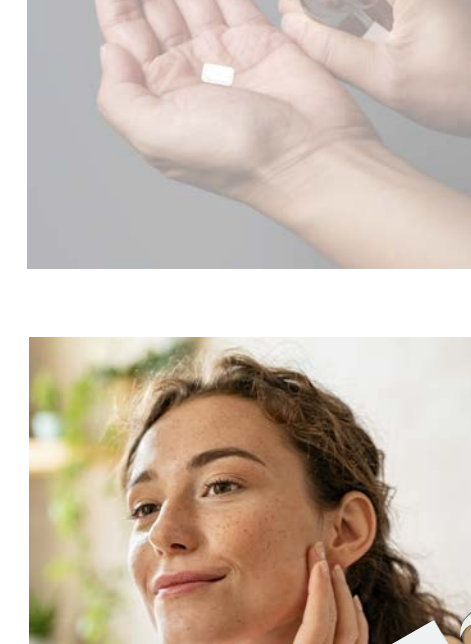


**Electrospun Nanofibers**  
Electrospun nanofibers are made using water soluble polymers, like Hyaluronic Acid. The nanofibers, which are 100-1000x smaller than an average human hair, are easily dissolvable with just a few drops of water.



**Benefits of Bōshi Beauty**

- Increased penetration
- Low water activity
- Elimination of ingredients
- Convenient to use
- Multifunctional
- Dosage optimization
- Improved stability



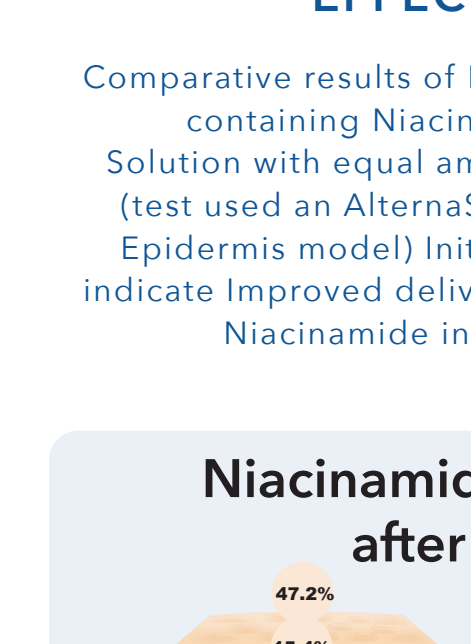
**Phase Changing Formulas**  
Create Multi-Function Formulas by combining 2 or 3 beauty steps in a single, unique product. You can also add unstable ingredients in powder form between layers of Nanofiber.

### WATERLESS FORMATS



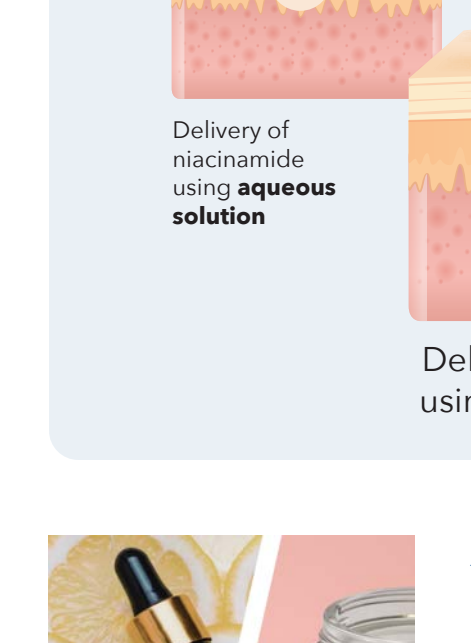
#### Nano Drops

- Layers of Nanofibers
- Perfect Dose
- Inside can contain powder or gelled oils
- Dissolves quickly with water or other aqueous liquids
- Made from simple or complex skincare formula
- Improved stability



#### Blemish Dots

- Nanofiber dot patch specifically designed for blemish-prone skin
- Dots become invisible once activated with water and dissolve, releasing actives in the skin
- Clean formula and preservative-free
- Contains effective levels of Salicylic Acid and Niacinamide



#### Dissolving Cleanser

- Helps to breakdown makeup, as it transforms into a gentle exfoliator
- Cleanser then transitions into foaming form which lifts away all makeup residue
- Leaves behind cleansed, and moisturized skin

### EFFECTIVENESS

Comparative results of Bōshi Pullulan and HA fibers containing Niacinamide compared to a Solution with equal amounts of all 3 Ingredients. (test used an AlternaSkin human reconstructed Epidermis model) Initial Bōshi fiber test results indicate Improved delivery of Active ingredients i.e. Niacinamide in this Bōshi product.

#### Niacinamide Penetration after 8 hours

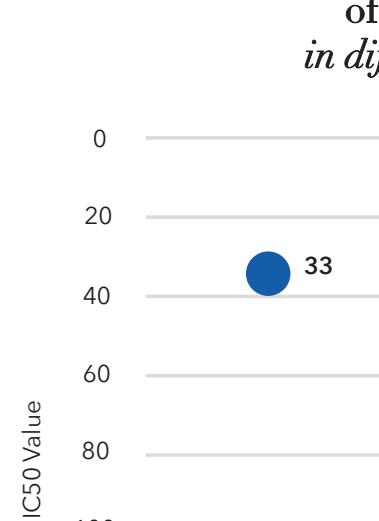


Delivery of niacinamide using **Bōshi nanofibers**



#### Antioxidant Power

4x more powerful: Bōshi Vitamin C Nano Drops possess antioxidant activity that is 4x more powerful than a traditional Vitamin C serum, per our initial DPPH assay results

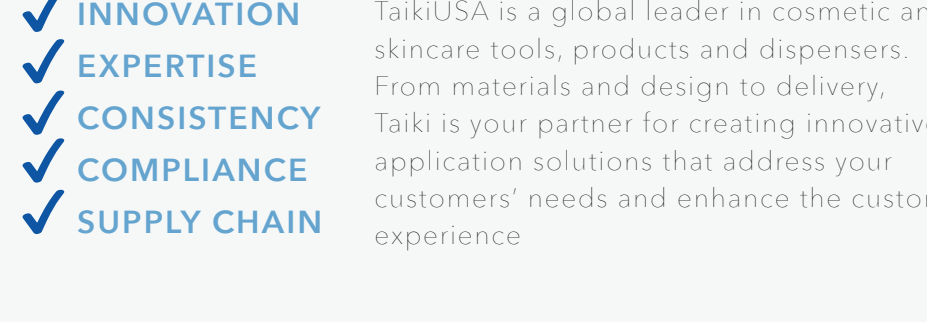


**Optimized Actives:** This technology enables Vit C to remain stable and protected until the moment of application, delivering fresh antioxidants to the skin

**Skin Protection:** Antioxidants play a key role in skin health, offering protection from environmental stressors and oxidative stress

**Customizable:** This technology can be used to protect other active ingredients delivering powerful results for your customers

#### Antioxidant Activity of Vitamin C in different formats



### THE TAIKI ADVANTAGE

- ✓ INNOVATION
- ✓ EXPERTISE
- ✓ CONSISTENCY
- ✓ COMPLIANCE
- ✓ SUPPLY CHAIN

TaikiUSA is a global leader in cosmetic and skincare tools, products and dispensers. From materials and design to delivery, Taiki is your partner for creating innovative application solutions that address your customers' needs and enhance the customer experience