

warew



The Way of Japan



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## The Essence

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The essence of the Japanese holistic wellness tradition is infused into the warew line.

We have studied ancient Japanese skincare traditions and rituals to offer them to the world through our cosmetics, which are original and genuine, without adaptation to the western world.

The warew skincare method guarantees an immersive experience in the Japanese universe of beauty. Three steps in the daily routine, each with a specific purpose, modulated to suit individual needs: this is how warew enhances the skin and its natural beauty.

# Warew Key Ingredients



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—— Nature and Science ——  
to enhance your Beauty

The warew formulations contain steam distillate of Ume, a fruit that has been appreciated for centuries for its antiseptic and detoxifying properties.

The active ingredient is Cell Viable Complex, a combination of extracts of four medicinal plants from the Japanese tradition. Formulated and tested in our brand's own laboratories, it has a stimulating effect on the self-regenerating power of skin cells and strengthens the skin barrier.

warew products support the natural physiological functions of the skin, keeping it healthy, radiant and toned.

# WAREW Skincare Ritual



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## —— warew Skincare Ritual ——

The warew skincare routine involves three steps:

- 1 | ARAU (洗う) Cleansing for gentle but deep cleansing.
- 2 | TOTONOERU (整える) The regeneration of the skin's hydrolipid film with a light, nourishing emulsion enriched with natural Japanese active ingredients to rebalance the skin after cleansing.
- 3 | MITASU (満たす) Moisturising the skin to support and protect its natural barrier function.

To complete the routine, warew offers the additional step TOKIHANATSU (解き放つ), four Special Care products aimed respectively at eye contour, lips, mature skin and skin blemishes.

## Step 1 ARAU 洗う | Cleansing

Cleansing the skin is the first step in daily skincare.

warew offers a double cleansing based on:

- warew Cleansing Oil, a silky oil made from Japanese rice bran oil;
- warew Washing Foam, a soft, dense foam that acts on the skin like a microbubble scrub.

The synergic action of the products guarantees deep yet gentle cleansing.



### Cleansing Oil

150 ml | 61,00 €

Delicate cleansing and  
makeup-removing oil



### Washing Foam con Foaming Net

120 g | 63,00 €

Soft washing foam

## Step 2 TOTONOERU 整える | Regenerate

After cleansing warew proposes three types of emulsion to restore the skin's natural hydrolipidic film and create an optimal substrate for the absorption of the active ingredients contained in the subsequent products.

Three different moisturising emulsions: lighter, for oily or mixed skin; richer, for tired and dry skin; with a calming action for sensitive or reactive skin.



### Emulsion Aqua

120 ml | 88,00 €

Lightweight  
regenerating Emulsion



### Emulsion Moist

120 ml | 88,00 €

Delicate  
regenerating Emulsion



### Emulsion Rich

120 ml | 88,00 €

Nourishing  
regenerating Emulsion

## Step 3

### MITASU 満たす | Hydrate

The basic skincare treatment ends with the cream. Rich in natural active ingredients that stimulate the cell regeneration cycle, the formulations are characterised by extremely pleasant textures.

warew offers two products to choose from according to skin type or season: a hydrogel cream formula suitable for oily or combination skin and during warm, humid seasons, and a rich, thick formula for dry or sensitive skin and during the cold season.



#### Cream Aqua

40 g | 135,00 €

Lightweight  
hydrating cream



#### Cream Rich

40 g | 135,00 €

Nourishing  
hydrating cream

## Extra

## TOKIHANATSU 解き放つ | Special Care

warew has created four products for the intensive treatment of lips, eye contour, uneven or dull complexion and sagging skin to supplement the basic skincare routine in response to specific needs.

The Special Care products have a high concentration of natural active ingredients and for optimal results should be applied after the emulsion and before closing the skincare ritual with the moisturising cream.



## Eye Cream

20 g | 157,00 €

Eye contour  
cream

## Lip Care

10 g | 32,00 €

Lip and lip contour  
nourishing balm

## Moist Lift Serum

30 ml | 195,00 €

Plumping  
serum

## Moist Clear Serum

30 ml | 175,00 €

Brightening  
serum

## Skincare Sets

warew has created Skincare Sets that encapsulate all the steps of the daily routine and can be customised by choosing the combination of products best suited to one's skin type and lifestyle.



### warew Ritual

455,00 €

The warew Ritual set includes the Double Cleansing, Emulsion, Cream and Eye Cream to experience the complete warew Skincare ritual on a daily basis.



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## Our Method

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The Bright Lift Drainage is an exclusive method developed by the Japanese warew skincare masters that combines the application of products with a lymphatic self-massage technique for the face, neck and décolleté.

The Bright Lift Drainage allows you to get the maximum benefit from warew products by awakening the skin's natural potential for tone and radiance, stimulating the microcirculation and muscles in the treated areas.

The warew Japanese Beauty Masters personally teach Bright Lift Drainage to customers at the warew Flagship Store, in Milan (Italy). Alternatively, one can find the video tutorials uploaded in the dedicated section on the website.



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