

PRESS RELEASE

MIRAILAB BIOSCIENCE Inc. Launches New Cosmetics Brand: "PRISMA"

NMN based lotion & serum pre-order at 20% promotional discount starting today!

Tokyo, Japan, June 1, 2021 -- MIRAILAB BIOSCIENCE (Headquarters: Chuo-ku, Tokyo, CEO: Megumi Tanaka), creator of the world's highest quality NMN fortified nutraceuticals, is proud to announce a new line of cosmetics:

PRISMA
“A rainbow of fresh light on your skin.”

The PRISMA line of cosmetics is based on MIRAILAB's industry leading research and development in the field of productive longevity, in which great discoveries are being made about the beneficial properties of β-nicotinamide mononucleotide (NMN). In particular, MIRAILAB BIOSCIENCE nutraceuticals and cosmetics are based on the anti-aging effects of NMN, applying results from human clinical research on NMN conducted in cooperation between MIRAILAB and Washington University School of Medicine in St. Louis, Missouri, USA.

Having developed the world's top standard for purity in its highly successful NMN supplement series, MIRAILAB turned its attention to maximizing the effectiveness of NMN in cosmetics, in which a key challenge is degradation over time in organic formulas. NMN does not have a long shelf-life in lotions and serums ideally suited for applying NMN directly to the skin, so the key is to prevent any degradation before purchase.

Three years of development have resulted in a break-through freeze drying process for the PRISMA line to surpass the NMN content of any other lotion or serum available. PRISMA products come in two containers, one containing the lotion or serum and the other containing the freeze-dried NMN. Simply pour the contents of the NMN container into the other container, shake the contents gently to dissolve, and then apply to your skin.

The lotion component of NMN PRISMA LOTION is a luxurious combination of ingredients selected for their premium quality skin rejuvenation properties. The serum component of PRISMA NMN SERUM dissolves NMN in natural deep sea water, obtained at a depth of between 200 and 300 meters.

Details on NMN PRISMA LOTION and PRISMA NMN SERUM are in the product descriptions below.

MIRAILAB BIOSCIENCE's PRISMA cosmetics are synthetic fragrance-free, synthetic colorant-free, alcohol-free, paraben-free, and petroleum-based surfactant-free.

Reservations received between now and July 6th receive a one-time promotional discount of 20% off the regular price (Lotion: ¥33,000 → ¥26,400 / Serum: ¥66,000 → ¥52,800). General availability begins on Tanabata, July 7, 2021.



NMN PRISMA Lotion



NMN PRISMA Serum



NMN PRISMA Lotion



NMN PRISMA Serum

■ How to reserve your order:

We accept orders via the official sales site, TEL, FAX, and E-mail.

- Official sales site: <https://mirai-lab.jpn.com/>
- TEL: 03-6822-7198 (Weekdays 10: 00-18: 00, excluding Saturdays, Sundays, and holidays)
- FAX: 03-6426-5124 (Reservation application form in Japanese: http://mirailab-bio.vivian.jp/order_sheet/prisma_pre_ordersheet.pdf)
- E-mail: yoyaku@bio-npp.co.jp

Please fill in the following when applying by E-mail:

- Your Name
- Your address
- Delivery address (Please fill in if you are delivering to an address other than the above)
- Your phone number
- Desired products and quantity
- Payment method (bank transfer or cash on delivery)

For general inquiries: info@mirailab-bio.com

PRODUCT SUMMARIES

NMN PRISMA Lotion

Price: ¥33,000 (tax included)

Content: 110mg freeze dried x 4 bottles, dissolving solution 8ml x 4 bottles

All ingredients:

Freeze dried: nicotinamide mononucleotide, water-soluble collagen, hydrolyzed hyaluronic acid.

Solution: water, butylene glycol, glycerin, pentylene glycol, dipropylene glycol, platinum, water-soluble collagen, recombinant oligopeptide-1, ascorbyl phosphate magnesium, human placenta extract, aloe vera leaf extract, kudzu root extract, chlorella extract, Chinese hibiscus leaf extract, Amur cork tree bark extract, betaine, dipotassium glycyrrhizinate, 1,2-hexanediol, citric acid, PEG-6, PEG-32, polysorbate 80, caprylyl glycol, phenoxyethanol.

Country of origin: Japan.

NMN PRISMA Serum

Price: ¥66,000 (tax included)

Content: FD (freeze-dried) 120mg x 4 bottles, dissolving solution 4ml x 4 bottles

All ingredients:

Freeze dried: nicotinamide mononucleotide, water-soluble collagen, hydrolyzed hyaluronic acid, *Phyllocladus sacrum* polysaccharide.

Solution: deep seawater, 1,2-hexanediol.

Country of origin: Japan.

USAGE

- Open the bottles and pour the dissolving solution (01) into the freeze-dried bottle (02).
- Cover the bottle with the white cap and shake to fully dissolve the ingredients.
- Open the bottle, dispense an appropriate amount on your palms, and gently apply to your skin, pressing lightly. Other lotions or topical therapies may follow if desired.
- It is recommended to use immediately after washing your face.
- Keep dissolved solutions refrigerated and use within 7 days.

PRECAUTIONS

Stay observant during use and make sure no abnormalities appear on your skin. Stop using in case of skin irritation or if you feel it does not suit your skin in any way.

Consult a dermatologist in the following cases:

1. During use: redness, swelling, itchiness, irritation, color loss (white spots), blackheads, or any

other highly abnormal developments.

2. After use: when the skin is exposed to direct sunlight and the above abnormalities appear.

- Do not use on wounds, rashes, or on areas of the body with other abnormalities.
- Avoid contact with eyes, mouth, or ears. If it gets into your eyes, immediately rinse with clean water.
- Do not store in places with extremely high or low temperatures, or under direct sunlight. Store in a cool, dark place.
- Due to the use of ingredients of natural origin, there may be slight differences in color and fragrance, but it is still safe to use.
- Please close the cap tightly after use.
- Open a box only when the previous one is completely used up. Do not open all the boxes at once.
- Keep dissolved solutions refrigerated and use within 7 days to avoid bacterial contamination.