

What's MACROBIOTICS?

Macrobiotics is based on a philosophy to live in harmony with our nature and ecosystem by eating whole foods such as unprocessed wholegrains and vegetables, which attributes to our healthy minds and bodies.



Supervised by
MACROBIOTICS instructor
KIYOMI NOGUCHI

She was born and raised in Kyoto, JAPAN. She has two sons and a daughter. She came to appreciate the importance of foods when she gave birth to her first child in 1985, and had become dedicated to MACROBIOTICS since. She primarily learnt her cookery methods and theories at the macrobiotics associations which inherited the will of Mr. Yukikazu Sakurazawa, the world-renowned founder of macrobiotics. In addition, she has also developed her knowledge of traditional oriental medicine and homeopaths. Whilst conducting lectures at the macrobiotics association, she has organized cooking classes for over 25 years.

- Kindergarten teacher's license
- Presidency of organic foods cooking class
- Advisor of healthy cooking
- Authorized lecture of JAPAN MACROBIOTIC ASSOCIATION
- JAPAN Homeopathic Medical Association (JPHMA) Qualified Homeopaths No 202
- Homeopathy Medical Association (HMA) Qualified Homeopaths No 3015
- Kindergarten school lunch advisor

ICHIBUTSU ZENTAI

Ichibutsu Zentai refers to something as a whole that has not been processed, or has any portion of it being divided. This term is commonly used for food where grains are unrefined and vegetables are cooked with its skin, leaves and roots and small fish are consumed as a whole. Every food is made to balance with the Yin and Yang so it's ideal not to refine or waste any section of foods and eat whole foods. More importantly, seed plants have tremendous vitality as they are going to renew their lives, which is why GENKA Skincare uses 100% pesticides-free organic brown rice that are filled with life force.

Skincare from Macrobiotic perspective

Although it may sound radical, in Macrobiotics there is an approach, I used to believe, having the right diet and an enriched mind will enable your cells to function properly, and ultimately, negating the need to apply any cosmetics on your skin. However, my view has changed over the years because in modern times it's quite difficult to simply avoid eating genetically engineered crops, and pesticides and hormones in meat to achieve healthy diet. I still think excessive nutrients intake is unnecessary, though it's important for every one of us to look after ourselves well and care for our skin appropriate for our age. Knowing the difficulty to find the right kind of cosmetics which you can completely trust as there are countless products out on the market, I took part in developing the GENKA skincare line and finally achieved basic yet honest cosmetics that satisfy everyone without making any compromises.

※Additive-free Paraben, Phenoxyethanol, Ethanol, Synthetic perfume, Artificial coloring, Mineral oil, Petroleum surfactant agent, Ultraviolet absorber/sattring agent, Silicon, Synthetic polymer, Old specified labeld ingredints

Name of materials	Purpose of combing	Originally from	Place of production	Certification
✿ Pure soap				
Rice bran oil	altering oil to be soap	Rice bran	JAPAN	
Water	base	Water	JAPAN	
Hydroide Na	altering oil to be soap	Salt	JAPAN	
Rice bran	moisturize/skin beautifying	Rice	JAPAN	Agrochemical-free cultivation / JAS certification
Rice extract	altering oil to be soap	Rice extract	Fukuoka, JAPAN	Agrochemical-free cultivation
Camellia seed oil	altering oil to be soap	Camellia	Tokyo toshima, JAPAN	COSMO certification
Yuzu peel oil	essential oil to imparting perfume	Yuzu	Kochi, JAPAN	
Hyuganatsu peel extract	essential oil to imparting perfume	Hyuganatsu	Kochi, JAPAN	
✿ Soft cleansing				
Water	base	Water	JAPAN	
Pentylen glycol	moisturize/preervative	sugarcane/corn	JAPAN(native to South-East Asia)	ECOCERT certification
Glycerin	moisturize	coconut oil/palm oil	JAPAN(native to South-East Asia/Europe)	
Rice extract	moisturize/skin beautifying	Rice extract	Fukuoka, JAPAN	Agrochemical-free cultivation
Tea leaf extract	moisturize/skin beautifying	Tea leaf	Kyoto, JAPAN	ECOCERT certification
Alday seed extract	moisturize/skin beautifying	Alday	JAPAN	ECOCERT certification
Aphanothece sacrum polysaccharide	moisturize/skin beautifying	Aphanothece sacrum	Kumamoto, Fukuoka, JAPAN	
Yuzu peel oil	essential oil to imparting perfume	Yuzu	Kochi, JAPAN	
Hyuganatsu peel extract	essential oil to imparting perfume	Hyuganatsu	Kochi, JAPAN	
BG	moisturize/solventing the extracts	sugarcane	JAPAN(native to JAPAN/INDIA)	
Oleyl alc hole	enhancing permeation/moisturize	coconut/palm	JAPAN(native to South-East Asia)	
Polyglyceryl laurate-10	affinity with make-up ingredients	coconut/palm	JAPAN(native to South-East Asia)	
✿ Lotion				
Water	base	Water	JAPAN	
Glycerin	moisturize	coconut oil/palm oil	JAPAN(native to South-East Asia/Europe)	
Pentylen glycol	moisturize/preervative	sugarcane/corn	JAPAN(native to South-East Asia)	ECOCERT certification
Hyaluronic acid Na	moisturize	lactococcus	JAPAN	HALAL certification
Rice extract	moisturize/skin beautifying	Rice extract	Fukuoka, JAPAN	Agrochemical-free cultivation
Tea leaf extract	moisturize/skin beautifying	Tea leaf	Kyoto, JAPAN	ECOCERT certification
Alday seed extract	moisturize/skin beautifying	Alday	JAPAN	ECOCERT certification
Aphanothece sacrum polysaccharide	moisturize/skin beautifying	Aphanothece sacrum	Kumamoto, Fukuoka, JAPAN	
Salix alba bark extract	skin conditioning	Salix alba bark	JAPAN(native to South-East Asia)	
BG	moisturize/solventing the extracts	sugarcane	JAPAN(native to JAPAN/INDIA)	
Arginine	skin conditioning	fermented plant's sugar	JAPAN(native to South-East Asia)	
✿ Essence				
Water	base	Water	JAPAN	
Glycerin	moisturize	coconut oil/palm oil	JAPAN(native to South-East Asia/Europe)	
Pentylen glycol	moisturize/preervative	sugarcane/corn	JAPAN(native to South-East Asia)	ECOCERT certification
Hyaluronic acid Na	moisturize	lactococcus	JAPAN	HALAL certification
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Arginine	skin conditioning	fermented plant's sugar	JAPAN(native to South-East Asia)	
✿ Premiun oil				
Camellia seed oil	moisturize/skin beautifying	Camellia	Tokyo toshima, JAPAN	COSMO certification
Rice extract	moisturize/skin beautifying	Rice extract	Fukuoka, JAPAN	Agrochemical-free cultivation
Yuzu peel oil	essential oil to imparting perfume	Yuzu	Kochi, JAPAN	
Hyuganatsu peel extract	essential oil to imparting perfume	Hyuganatsu	Kochi, JAPAN	
Tocopherol	preventing oil from oxidation/natural vitaminE	Rape seed	JAPAN	

※Growing district may be changed due to poor crop of materials.

MANAPLUS CO., LTD.
Click here to purchase <http://manaplus.co.jp>



Japanese



English



Chinese

Contain certified organic brown rice and Japanese plants extracts

Special Skincare that nurtures your skin to provide a radiant glow



Promise of GENKA

Materials without making any compromises

Product line-up



✿ Made in Japan & 100% of plant raw materials

GENKA is committed to every materials from plants which made in Japan except water, Hyaluronic acid, and Hydroid Na.

✿ All natural (No additives)

As our concept of "Never put in anything we don't need", We succeeded to produce the skin care products which has excellent moisture retention effect without additives.

*Addictive-free

Paraben, Phenoxyethanol, Ethanol, Synthetic perfume, Artificial coloring, Mineral oil, Petroleum surfactant agent, Ultraviolet absorber/sattring agent, Silicon, Synthetic polymer and Synthetic polymer

✿ Be honest

We are pleasure to explain what contains in GENKA for the purpose of combing, originally from, and place of production. We promise that we only offer our great quality products.

✿ We don't push our products.

We don't say our product is the best in any cosmetics. There could be better products in the world. It's impossible to make any skin care products/cosmetics with 100% of effects for everyone. However, we try our best to aim for the No.1 skin care products/cosmetics brand which has full confidence of skin care.



"Brown rice extract" 100% Agrochemical-free

We offer the agrochemical-free brown rice which has grown by rich soil without additives over 35 years. It gives your skin great moisture retention with various nutrients.



"Uji tea leaf extract" ※ECOCERT certification Made in Kyoto, JAPAN

Using a high quality green tea leaves from Uji, Kyoto. It cares damage from UV, and gives an excellent skin-treating effects.



"Coix seed extract" ※ECOCERT certification Made in JAPAN

It has used by traditional Chinese medicine for a rough skin or skin-beautifying for long time.



"Aphanothece sacrum polysaccharide" Made in Kumamoto and Fukuoka, JAPAN

Great quality of Aphanothece sacrum grown by spring water. We abstract more than ten times of natural moisturizing ingredient from it.



"Camellia oil" ※COSMO certification Made in Tokyo, JAPAN

Camellia oil which we can not ignore for Japanese beauty. It makes your hair stay beauty, and shiny.



"Rice bran" Agrochemical-free Made in JAPAN

Agrochemical-free rice bran that grown by rice-duck farming. It contains much moisture retention, and skin-beautifying ingredients.

※COSMOS / ECOCERT Certification = Standards of organic cosmetic ingredients

soft cleansing



It is high level quality lotion cleansing as it moisturizing your skin.

◇HOW TO USE

Apply proper quantity of the soft-cleansing to hand or cotton paper, and adjust it to all over the face kindly. After that, please wash it with water or warm water. Using GENKA pure soap after this is recommended.
※There is no thickness due to thicker-free.

GENKA soft cleansing 120ml

pure soap

The highest grades soap using rice bran oil and camellia oil.

◇HOW TO USE

Use hands or lather net to make lather, and apply it to all over the face. After that, please wash it with water or warm water.
※Since the soap is very soft, please note not to keep it under humid location.



GENKA pure soap 80g

GENKA skin lotion 150ml

◇HOW TO USE

Apply the skin lotion amply to all over the face.
※Please use it not only to the face but to the neck line as well.

The natural skin lotion which moisturize skin extremely.



skin lotion

essence

A luxury essence with high skin benefit agents content. It will lead your skin moisturized and beautiful.

◇HOW TO USE

Apply the essence amply to all over the face as it permeate the skin deeply.
※Please use it not only to the face but to the neck line as well.



GENKA essence 30ml

GENKA premium oil 30ml

◇HOW TO USE

At the end of the GENKA skin care line, please use the oil to the part of the face that especially dried.
※Please use it not only to the face but to the neck line as well.
※If you do not prefer the tough of the oil, please mix it with the skin lotion or essence.

The oil which blended the highest grades camellia oil and agrichemical-free brown rice.

premium skin oil

GENKA skin care line

