

Vie-magique

～素肌に解けない魔法を～

*The spell of beauty enchanted on
your skin forever*



Lanarila

Our Company

- Vie-magique is a company that has been supplying **unique and excellent cosmetic products from overseas and made in Japan** since 2004.
- You can find our products on Tele-shopping, online shops, Aesthetic salons, Hotel SPA, and some retail shops in Japan.

CEO/Michiko MIYAZAKI

I entered in this beauty industry for the desire to make everyone's skin beautiful because I myself had such sensitive skin (eczema), now it has been over 30 years and I have seen a lot of skincare products around the world.

I established my own company with the hope of “**helping one's skin make beautiful for her bright and joyful life**”, and have sold only the products that I acknowledge and believe the quality.

We develop products based on the thought of “nice if we have it!”, or if impossible to develop here then I search and find the right ones developed/manufactured by specialized institutions overseas and import them to Japan.

At the moment I deal with the products from France, Germany and Switzerland, and they are all big success – especially on Tele-Shopping called “Shop Channel” – I appear on live air as a charismatic person for skincare products every month because 3 of our brands are best selling on the Tele-Shopping.



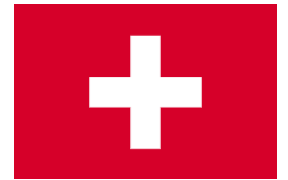
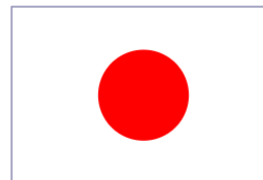
EXCLUSIVE SALES RIGHTS

Having negotiation with overseas brands through our own connection and getting **exclusive sales right** of each brand **for the first time in Japan**.



WELL EXPERIENCED IMPORTING BUSINESS

Knowing the importing business well.



Our Business

Main Channel: Tele-Shopping

Other Channels:

Shops : mont-bell (outdoor goods/apparel)

- Kansai-Tele Shop Stores

Net Shops : Vie-magique ONLINE Store

Amazon.co.jp, Yahoo Shopping, etc.

Others : Aesthetic salons, Hotel SPA, Mail Magazines.



Our Brands



BioColla

Germany is the first country in the world that compounded Collagen in cosmetics – this *Native Collagen* spray was developed by Skin Regeneration Research Team in Germany taking for over 55 years research.

(*Native Collagen*: the state of maintaining the triple helix structure and is used for skin regeneration)

- Succeeded in making Native Collagen to mist formation.
- Can be stored at the room temperature.
- **Completely additive-free & 100% beauty ingredients!**
- Proven efficacy of skin regeneration.
- The Researcher DR. SUWELACK was awarded in Germany.
- Exclusive Sales Rights in Japan and South East Asia.
- Sold over 100 million JPY in one hour of Tele-Shopping.

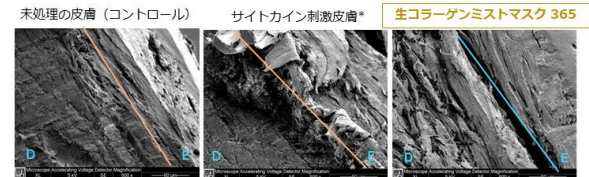


Product name: PC MIST MASK 365

すばやい皮膚炎症の鎮静作用

生コラーゲンミストマスク 365で肌はこんなに変わります

断面図



皮膚表皮接合部
D 真皮
E 表皮

ミストマスク塗布

ミストマスク塗布3分後

- ・炎症を起こした皮膚の即時沈静化
- ・滑らかな表皮の表面

SEM画像: Dr. M. Mörgelin, Lund, Sweden

* 24時間のサイトカイン刺激・炎症反応を誘発するために使用される方法

社外秘

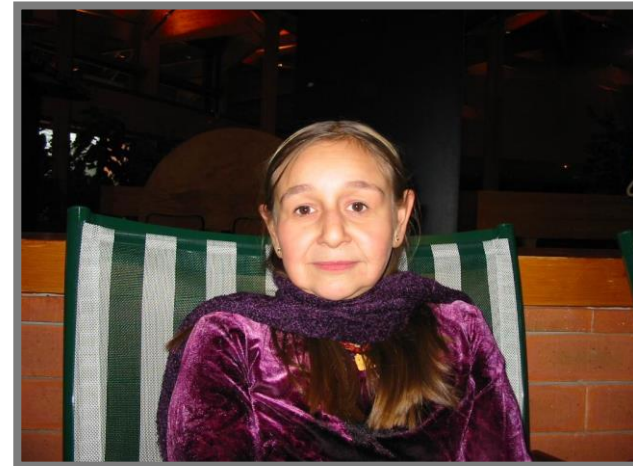


Our Brands



Compounded **Kappa Elastin** – developed by **School of Medicine, Reims University** and **CNRS** (Centre national de la recherche scientifique) for over 35 years.

How old is she ?



She is **12 years old** who was born with incapability of producing Elastin in her body (Orphan disease)

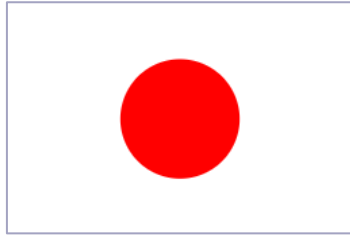
Kappa Elastin – Research and Development was started in 1970 to help the people with the disease, over 500 theses have been published and it has been used for medical purpose as skin regeneration.

First time in Japan, exclusive sales started in 2012.

Sold over 100 million JPY for one hour live air of Tele-Shopping, twice !



Our Brands



SMASLIFT




Supervised by **Mr. Takahiro OGUCHI** who is a charismatic therapist with *“God Hand”* (meaning that his skill is way over excellent in comparison with other therapists) well-known by major leaguers, professional football players, royal families in Europe, Hollywood celebrities etc.

His treatment costs 100,000 JPY at one time but still fully booked in over one year.

SMASLIFT Foundation is an epoch-making cosmetic product which you can get Mr. OGUCHI's original face-slimming method with easy make-up.

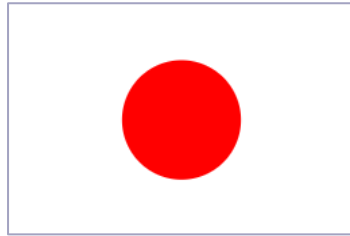
SMASLIFT Cream Mask is also popular that you also can get a slimming face with cool mask.



 **CLINICALLY TESTED** (Face-slimming efficacy appeared for all test subjects aged from 30's to 60's.)

 **PUBLISHED IN MEDICAL JOURNAL**

Our Brands



CollaBeaute in



100% Marine Collagen Supplement of ultra low molecule which weight is less 1000 on average.

Extracted from fish scales (Japanese Sea Bass) with no heavy metal pollution by original manufacturing method.

Conducted clinical trial in a national University (for skins, bones, muscles, internal organs, sarcopenia obesity, etc.)

Popular with actresses, models, and athletes!!



Sales Performance

BioColla

Tele-Shopping

100mio JPY within 1 hour

10,000 units at the debut live

#1 Seller of annual ranking

3mio JPY within 1 min.

Popular Magazines

#1 Ranking in collagen field



COLLABEAUTE·UP

Tele-Shopping

SOLD OUT within 19 min.

100mio JPY within 1 hour
TWICE a day!

#1 Seller of the week

65,000 units in a day



World Share

Japan is #1

Sales Performance



Tele-Shopping

SOLD OUT within 1 hour



*Business with this brand is subject to negotiation

Tele-Shopping

100mio JPY within 1 hour
2 years in a row

100,000 units in 1 day
certified **Best Seller Item**

World Share

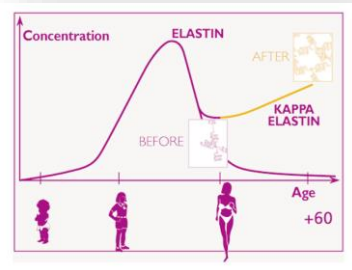
Japan is #1

Other 41 countries

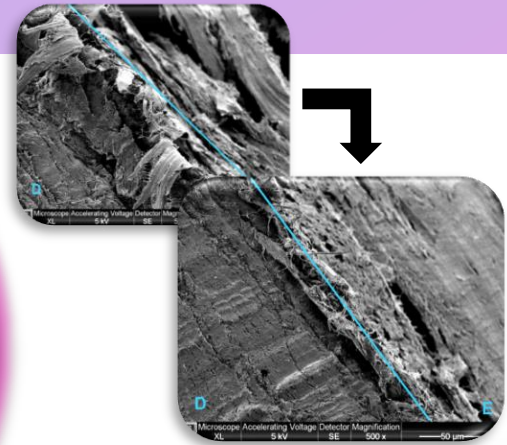
Japan
45%

The proof of the product power even without advertisement.

Main reasons of **Success**



HIGH QUALITY
Latest research of
world-level

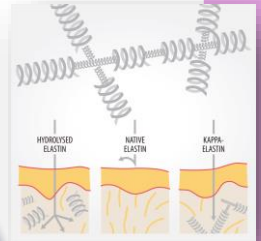


RARITY

Exclusive Sales Rights
in Japan
(& South East Asia)

**DISTINCTIVE
-NESS**

Exclusive formulae
(no other brand
available)



**We are the only company that can sell products
contained the exclusive formulae !**

Your Benefits (in Sales)

Sales materials available for all the brands already successful

Pamphlet for consumers

Product shots
with high quality



Panels



Your Benefits (in Business)

La Narla Co., Ltd. (a subsidiary company of Vie-magique Co., Ltd. and run by Michiko Miyazaki) has **both licence for Manufacturing and Distribution of Cosmetics and Manufacturing of Cosmetics.**

- Quick response to ingredient lists, analytical tests, etc.
- Quick response for documentation by the experience of overseas business.
- Quick response to any questions related to the beauty products/beauty industry by the 30-year experience of Miyazaki.
- Possibility of exclusive sales right in your local area.

許可番号 13CZ200329

化粧品製造業許可証

氏名又は名称 株式会社ラナール

製造所の名称 株式会社ラナール

製造所の所在地 東京都港区南青山5-11-14

許可の区分 化粧品 包装・表示・保管

医薬品、医療機器等の品質、有効性及び安全性の確保等に関する法律第13条第1項の規定により許可された化粧品製造業者であることを証明する。

平成30年7月25日

東京都知事 小池 百合子

有効期間 平成30年10月28日から
平成35年10月27日まで

1323008026519

許可番号 13CX10464

化粧品製造販売業許可証

氏名又は名称 株式会社ラナール

主たる機能を有する事務所の名称 株式会社ラナール

主たる機能を有する事務所の所在地 東京都港区南青山5-11-14

医薬品、医療機器等の品質、有効性及び安全性の確保等に関する法律第12条第1項の規定により許可された化粧品製造販売業者であることを証明する。

平成30年7月25日

東京都知事 小池 百合子

有効期間 平成30年10月28日から
平成35年10月27日まで

1323008026518

Your Benefits (in Business)

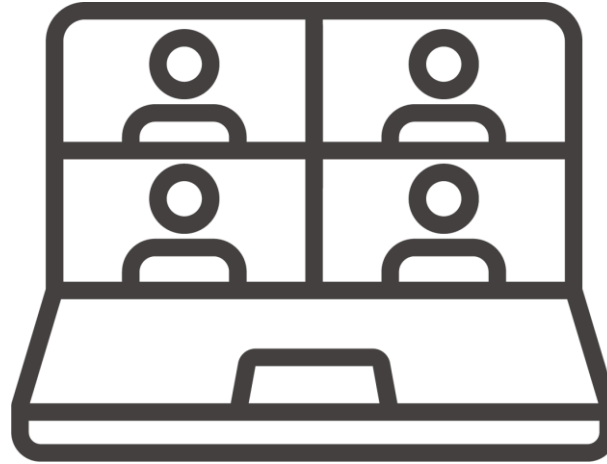
And...

We have a staff who can communicate with you in English !

Hello, my name is Noriko.
(it's a typical old fashioned Japanese name)
I'm responsible for the communication.
I actually made this presentation document in English.
Did you enjoy the contents ? – hope so!
Wish to know more ? –Sure! You can always contact me!



What to do Next ▶▶▶▶▶



ONLINE MEETING IS AVAILABLE

START BUSINESS TOGETHER !

Thank you for your time reading our presentation.

We really wish to have an opportunity to discuss with you, and if you need samples then I would be so delighted to send out right away so let us know your address and contact number. If you have some questions, feel free to contact us.

Look forward to hearing back from you.

Vie-magique

Lanarla

Vie-magique.Co., Ltd./La Narla Co., Ltd.
#306 H&M Minamiaoyama EAST, 5-11-14
Minami-Aoyama, Minato-ku, TOKYO, Japan 107-0062
TEL : +81-3-5778-4735 FAX: +81-3-5778-4736
Contact: contact@vie-magique.com