

# NOEVIR

Special message from the developer of the Tokara series:

## Tokara's Blessings of Nature

Nourishes Hair, Skin and Soul



*Akihide Kimura from the Shiga Research Center gives insights into how our popular Tokara series was developed.*

**Akihide Kimura**

Shiga Research Center

Hiroshima University Graduate School of Engineering Alumni

“When developing Noevir’s unique Tokara line, our team worked rigorously to combine the highest-quality botanical extracts with sea minerals from the Tokara Sea to produce gentle, yet effective products that provide maximum moisture-retention and pure cleansing properties. After extensive research on the waters surrounding the Tokara Islands, we discovered that the native marine life offered a bounty of beneficial nutrients, containing a high concentration of soothing moisture properties. We also discovered botanical ingredients on the islands that provide additional moisture, take hydration to an even higher level. The most noteworthy discovery on land was a rare botanical fruit called Pandanaceae or Screwpine. Together, these ingredients work synergistically to provide the ultimate spa-like experience, for a clean, yet refreshed feeling that lasts all day. I hope you will treat yourself to the entire Tokara series—a gift from the world’s purest waters.”

### Tokara Islands – the most secluded region on earth

Known for their natural treasures both onshore and under the sea, the Tokara Islands stretch approximately 112 miles from north to south, nestled between the Pacific Ocean and the East China Sea. There are a total of 12 islands (in order from north to south: Kuchino, **Gaja**, **Kogaja**, Nakano, Taira, Suwanose, Akuseki, **Kojima**, Kodakara, Takara, **Kaminone** and **Yokoate**), and five of these islands (in bold) are uninhabited. With a warm *Kuroshio* Current, the waters maintain a 68-degree temperature year round, which makes it the ideal habitat for various tropical fish and corals. Known for its pathway for tornadoes and heavy rain, the Tokara Islands are also inhabited by various plants from both the warmer (southern) regions and the colder (northern) regions, surviving and co-existing in a single ecosystem.

