



since 1947 in Japan

NON-GMO | ALLERGEN FREE | SAFETY

Rice Bran



Rice Bran is a **by-product** in rice grain processing. It contains **many functional ingredients** for health and beauty.

Various Application



From Rice Bran, Tsuno extracts various natural active ingredients applying for Cosmetic, Food, Pharmaceutical.

Top Quality



We ensure the best quality by investing the latest technology in the analysis system for on-site improvement.

We build an efficient process management from raw material to product!



100%
Natural



Sustainable
Business



Plant
based



Up-cycle

All of our products are manufactured from by-products, that could help solve the problem of waste, and produce high value-added products.



Fundamental Research Dept.

We have a professional R&D to study the new functions and evaluate the effectiveness of ingredients at the cell to human skin level by using the advanced equipment.



Clean Beauty

Simple, pure, and honest!

Our products do not cause stress to skin, animals or environment.



Tradition








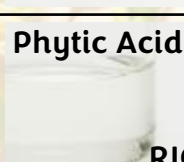
We are dedicated to manufacturing products in Wakayama, Japan. The land that has been nurtured by ancient traditions.

Rice Bran

Fertilizer



Product Ingredients

Product	Function	Application	Dosage
 <ul style="list-style-type: none"> • Rice Bran Oil • PRO-15 	<ul style="list-style-type: none"> ◆ Base oil for cosmetics ◆ Emulsifying Property ◆ Cleansing Function 	Cleansing oil Cream Essence Hair care	Cream: 5~10% Essence, Hair care: 1-3% Oil cleansing: 50~80%
  <ul style="list-style-type: none"> • γ-Oryzanol • RICE GERM OIL GX-N 	<ul style="list-style-type: none"> ◆ UV absorption ◆ Improving Dry Skin ◆ Blood Circulation Up ◆ Moisture 	Skin cream Essence Lip Cleansing	0.5-1%
 <p>Ferulic Acid</p>	<ul style="list-style-type: none"> ◆ UV absorption ◆ Brightening ◆ Anti-inflammation ◆ Skin Bacterial Flora 	Skin cream Essence Lotion UV care	Cream : 0.1-1% Lotion : 0.05-0.5% UV care : 1~10%
 <p>Ricetrienol</p>	<ul style="list-style-type: none"> ◆ Rich in Vitamin E ◆ Anti-Oxidant ◆ Improving skin transparency 	Skin cream Essence Hair care Make up	1~3%
 <p>Riceterol Esters</p>	<ul style="list-style-type: none"> ◆ Skin Recovery Effect ◆ Barrier Function ◆ Improving Texture ◆ Prevent color fading 	Face cream Hair Care Foundation	0.5~1%
 <p>Inositol</p>	<ul style="list-style-type: none"> ◆ Activating skin cell ◆ Control sebum secretion ◆ Moisturizing effect ◆ Improving texture 	Lotion Cleansing Essence Hair care Cream	Skin care: 1% Hair care: 1-2%
 <p>Phytic Acid RICELN-100</p>	<ul style="list-style-type: none"> ◆ Natural chelating agent ◆ Improving pigmentation ◆ Sebum suppression 	Lotion Peeling Cream Oral care	Chelating : 0.1 -0.5% Peeling : 1~5%

RICE BRAN OIL / PRO-15 / Ri:bra P1oil®

(Expeller-pressed Rice Bran Oil)

HALAL, NMPA available



Natural Oil Extracted from Rice Bran

	RICE BRAN OIL	RICE GERM OIL (PRO-15)	Ri:bra P1oil® (Expeller-pressed Rice Bran Oil)
INCI	Oryza Sativa (Rice) Bran Oil	Oryza Sativa (Rice) Germ Oil	Oryza Sativa (Rice) Germ Oil
中文INCI	稻(ORYZA SATIVA)糠油	稻(ORYZA SATIVA)胚芽油	稻(ORYZA SATIVA)胚芽油
Content of γ-OZ(%) *Reference Value	0.2%	1.5%	1.7%

Function

- Rich in γ-Oryzanol, Phytosterol & Vitamin E
- Non-GMO, Non-Allergenic
- Good Oxidative Stability
- Emulsifying Property - I
- Cleansing Function – II

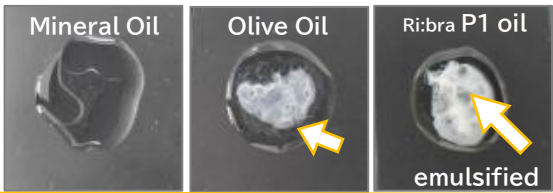
Fatty Acid Composition (Reference Value)

Oleic Acid	43.8%
Linoleic Acid	35.3%
Palmitic Acid	18.0%
Stearic Acid	1.8%
Linolenic Acid	1.0%

I. Emulsifying Property

Tested Emulsifying properties of cleansing oil containing about 90% mineral oil / olive oil / Ri:bra P1oil®(Expeller-pressed Rice Bran Oil).

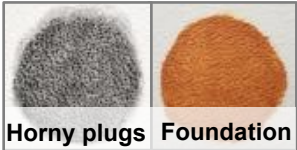
Dropped water to cleansing.



Mixed and washed with running water.



II. Cleansing Function



■ Horny plugs



■ Foundation



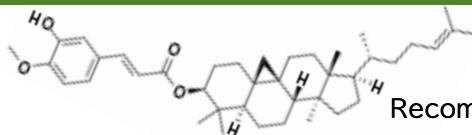
To be beautiful with the power of nature.

γ-Oryzanol



Unique Functional Ingredient to Rice Bran

INCI : Oryzanol
中文INCI : 谷维素(NMPA available)
COSMOS, Halal, Kosher



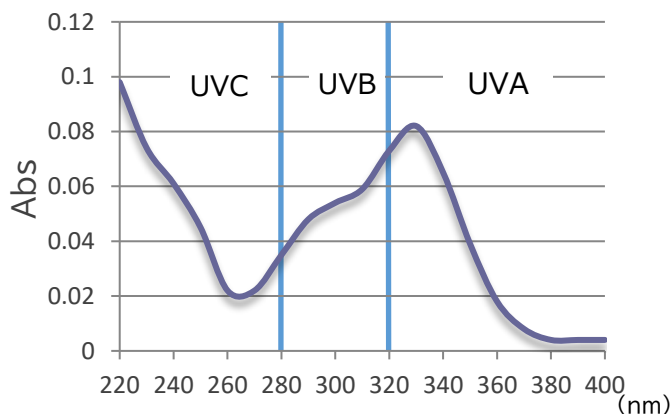
Recommended Dosage: 0.5~1%

Function

- UV Absorption – I
- Improving Dry Skin – II
- Anti-Oxidant Effect
- Anti-Inflammation
- Improving Blood Circulation

Anti-inflammatory & Whitening agents

I. UV Absorption



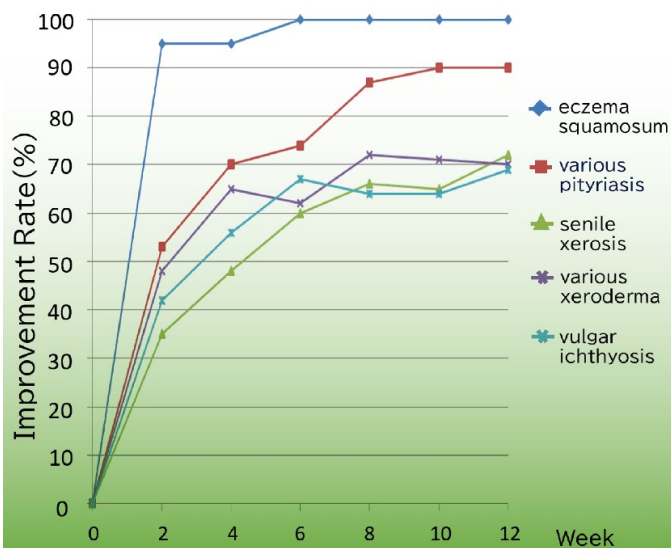
Dissolved 0.001% γ-Oryzanol in 99.5% Ethanol and measured absorption spectrum. γ-Oryzanol absorbs UVB & UVA.

SPF(γ-Oryzanol 1%)

Di(C12-13)Alkyl Tartrate	2.26±0.17
Paraffinum liquidum	2.54±0.22
Octyl Palmitate	2.44±0.11

T, Tsuno, *Oil and Fat*, 54(8),56(2001)

II. Improving Dry Skin



Improving on dry-type skin disease by applying ointment containing γ-Oryzanol 1% (3 times/day)

T. Kobayashi *et al.*, *Skin*, 21,4670(1979)

Oasis for your skin.



RICE GERM OIL GX-N

High Content of γ -Oryzanol, Unique to Rice Bran

INCI : Oryza Sativa (Rice) Germ Oil

中文INCI : 稻(ORYZA SATIVA)胚芽油 (NMPA available)

Halal, Kosher

Recommended Dosage: 0.5~1%

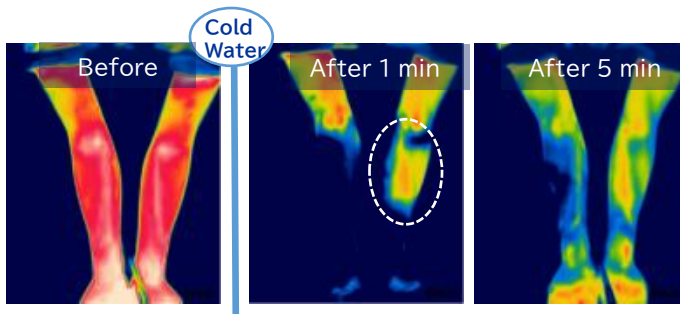
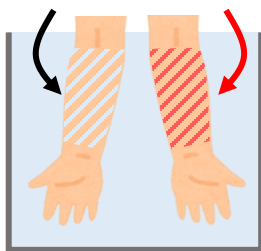
Function

- γ -Oryzanol 30%
- UV absorption
- Improving Blood Circulation – I
- Beauty Effect by Dietary Intake – II

I. Improving Blood Circulation

Applied the creams 1% GX-N containing or not to skin and measured the skin temperature after putting it in cold water.

Control GX-N(1%)

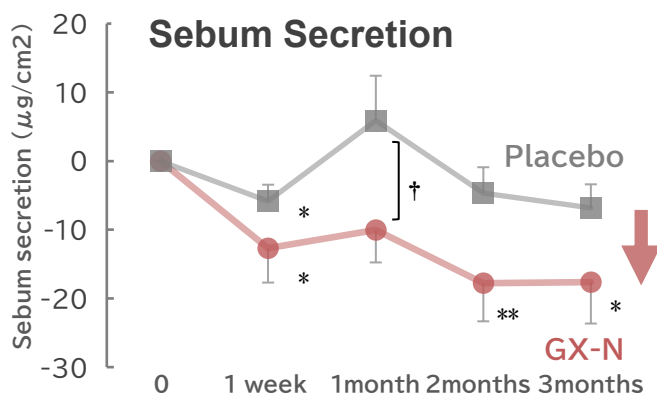
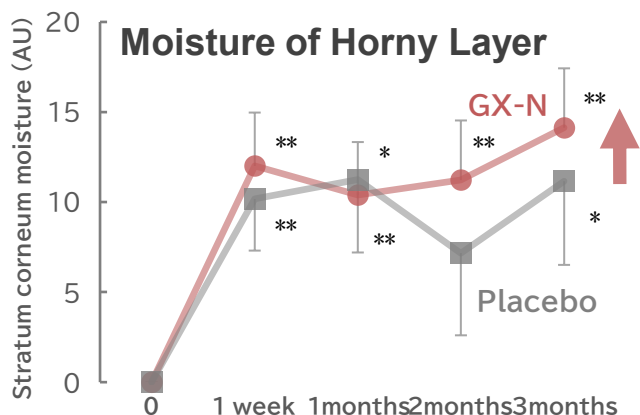


II. Beauty Effect by Dietary Intake

Soft capsule with 100mg GX-N or placebo was ingested 1 time /day for 3 months, and Skin condition was measured by Cutometer®.

Healthy men & women (n=28, Average age:36.9)

Paired t-test *: $p < 0.05$ **: $p < 0.01$ (vs. 0) Mann-Whitney U Test †: $p < 0.05$ (vs. Placebo)



Get warm, become beauty.



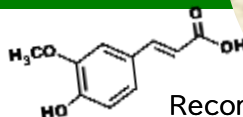
Ferulic Acid

Rice bran derived polyphenol

INCI : Ferulic Acid

中文INCI : 阿魏酸 (NMPA available)

COSMOS, Halal, Kosher

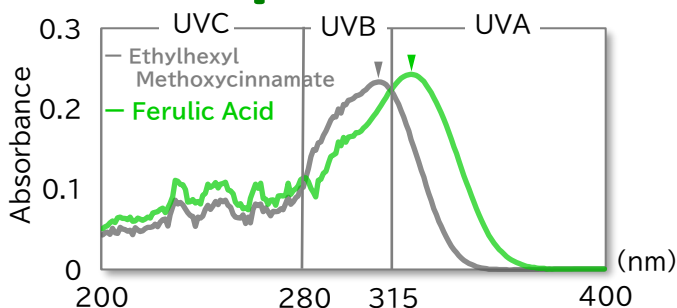


Recommended Dosage: 0.01~0.3%

Function

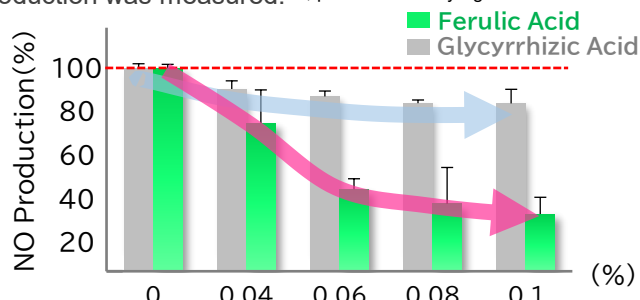
- Anti-Oxidant Effect
- Plant-Based UV absorber – I
- Anti-Inflammation – II
- Suppression of Melanin Production – III
- Improving Skin Bacterial Flora – IV

I. UV absorption effect



II. Suppression of NO production

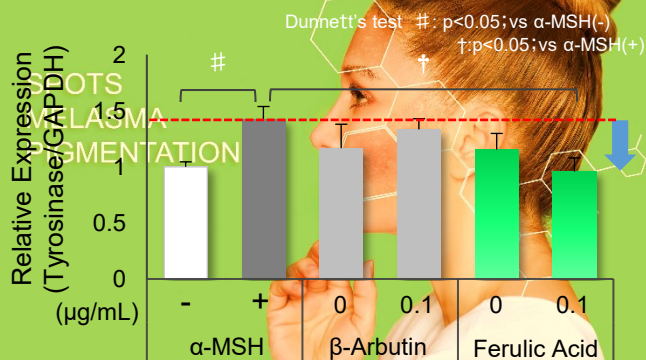
LPS* was added to Macrophage-like cells and incubated for 24 hours after reacting with each sample, and NO production was measured. * ; pro-inflammatory agents



UV blocker & inflammation inhibitor

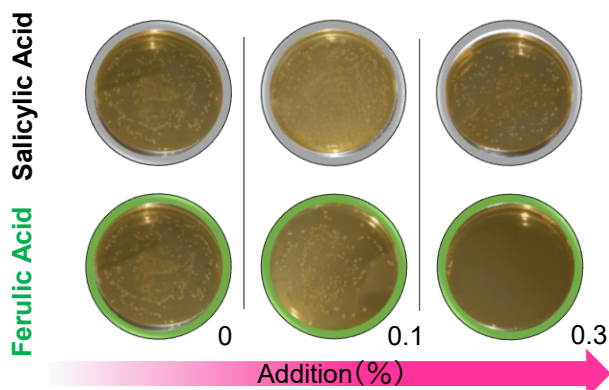
III. Suppression of Tyrosinase

α -MSH* and each sample were added to melanoma cell and incubated for 24 hours. Tyrosinase gene expression was measured. * ; melanocyte-stimulating hormone



IV. Growth suppression of Acne bacterium

The fungus liquids containing each samples were incubated on Ager plate for 48hrs.



Get the Protection

Riceterol Esters

Plant-Based Sterol Esters Derived from Rice Bran

INCI : Phytosteryl Oleate or Phytosteryl Rice Branate

中文INCI : 植物甾醇油酸酯 (NMPA available)

Halal, Kosher

Recommended Dosage: 0.5~1%

Function

- Skin Recovery Effect - I
- Beauty Effect on Skin - II
- Rich in Phytosterol
- Moisturizing Effect
- Improving Texture
- Anti-Aging

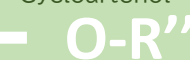
Ri:bra® Riceterol Esters(RSE) are fatty acid esters containing plant sterols derived from rice bran. There are a little component in rice oil.

Fatty acid



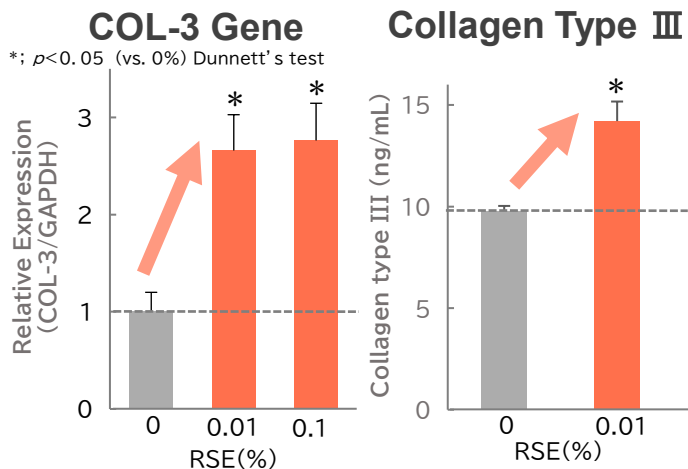
Plant sterol

β -sitosterol
Campesterol
Cycloartenol



24-Methylenecycloartenol
etc.

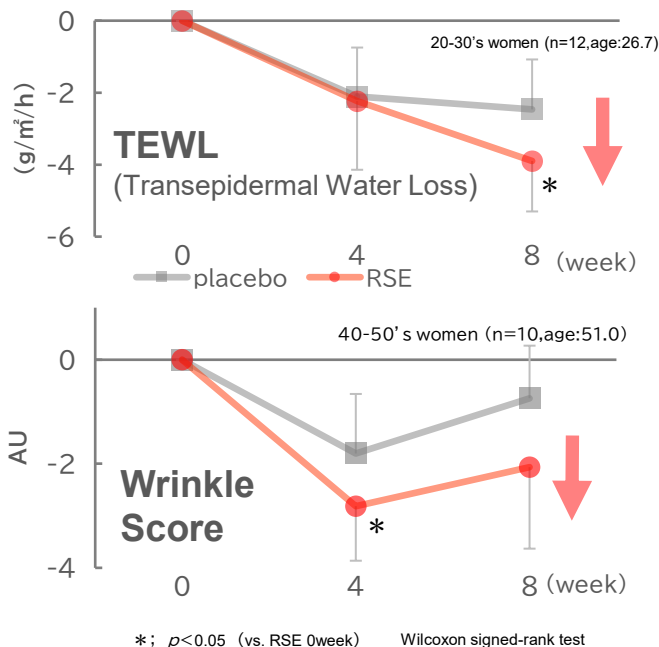
I. Promotion of Collagen Type III production



Riceterol Esters increased the production of Collagen Type III that is called as "Baby Collagen."

II. Improve Barrier function and Anti-aging

RSE 0.5% cream and placebo cream were applied to each half of face twice per day.



Wake up, my youth.

Oil-Soluble Extract Derived from Rice Bran

INCI : Oryza Sativa (Rice) Bran Extract or

Oryza Sativa (Rice) Bran Oil Extract

中文INCI : 稻(ORYZA SATIVA)糠提取物 or

稻(ORYZA SATIVA)糠油提取物 (NMPA Available) , Halal, Kosher

Recommended Dosage: 1~3%

Function

- Vitamin E & Super Vitamin E
- Phytosterol
- Anti Oxidant Effect - I
- Improving Skin transparency - II

Composition

Tocotrienol (Super Vitamin E) $\geq 2\%$ (Spec)

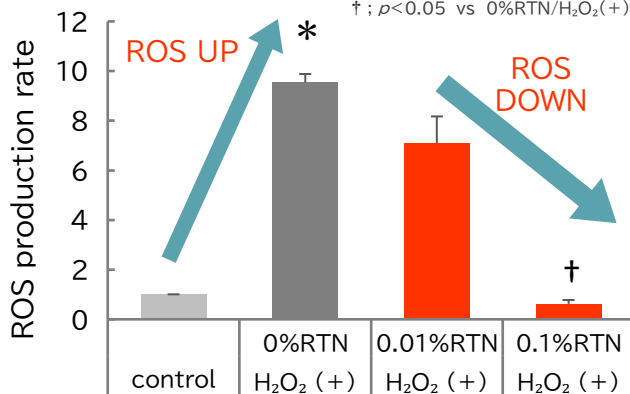
Vitamin E $\geq 2\%$ (Spec)

Super Vitamin E with higher antioxidant capacity

I. Anti-Oxidant in human skin

HaCaT cells were stained with a fluorescent reagent that reacts with active oxygen species and treated with RTN for 1h. The ROS production rate was calculated by correcting the fluorescence intensity with the amount of protein.

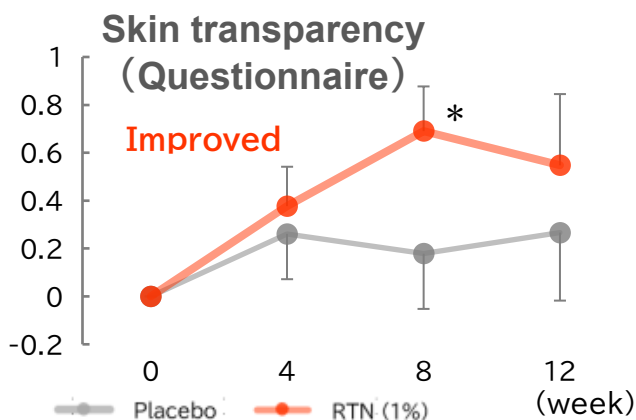
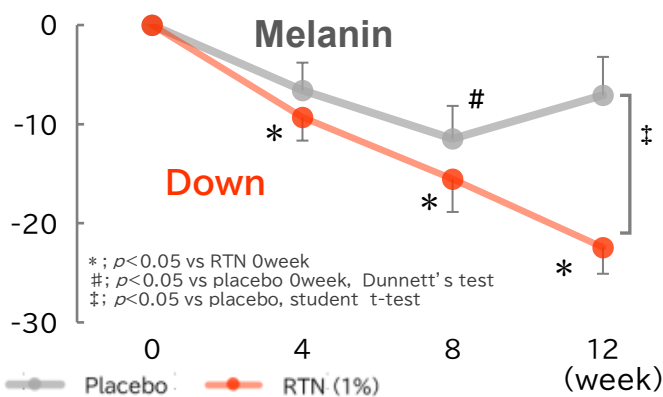
Dunnett's test, *: $p < 0.05$ vs. control
†; $p < 0.05$ vs 0%RTN/H₂O₂(+)



II. Less melanin & clearer, more translucent skin

RTN 1% cream and placebo cream were applied to skin twice per day.

Subject : Healthy Women, Age : 20-50, n=22



Clear, Transparent.



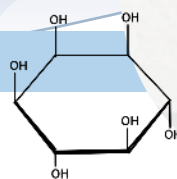
Ri:bra[®] Inositol

The vitamin B like from Rice Bran

INCI : Inositol

中文INCI : 肌醇 (NMPA available)

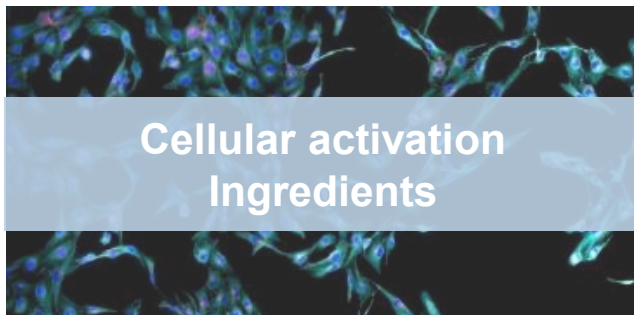
COSMOS, Halal, Kosher



Recommended Dosage: 1%

Function

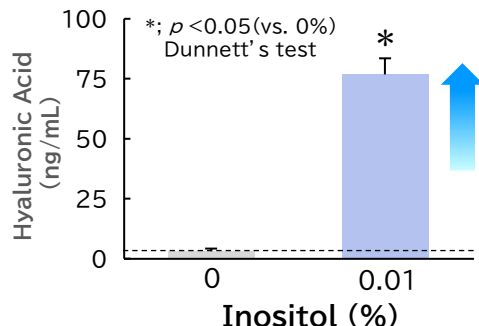
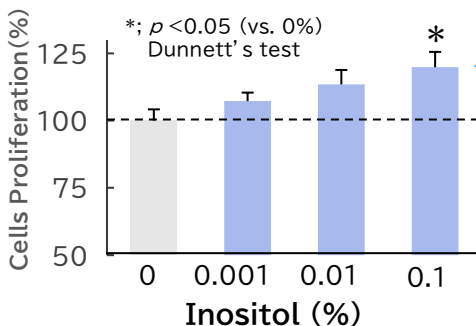
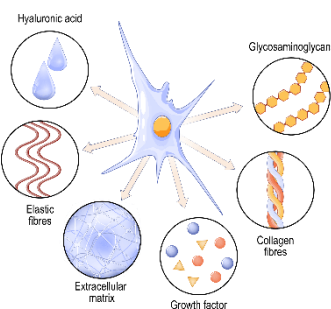
- Activating Skin Cell - I
- Moisturizing Effect
- Controlling Sebum Secretion - II
- Improving Skin Elasticity
- Skin Beautifying Effect
- Preventing Hair Loss



I. Promote fibroblast Proliferation & Hyaluronic Acid Production

HS68 were incubated in culture media containing several concentrations of Inositol.

FIBROBLAST Hyaluronan contained in incubated media were detected with ELISA.

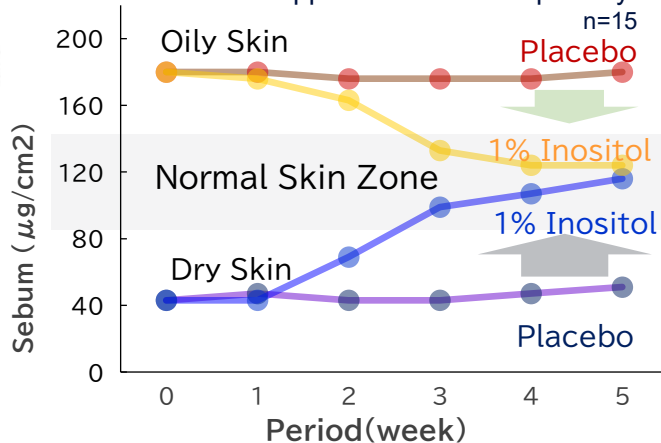


II. Controlling Sebum Secretion



Appropriate regulation
not only Oily but also Dry skin

Inositol 1% lotion was applied to skin twice per day.



Pop! Your skin.



Phytic acid

Natural Organic Acid Derived from Rice Bran

INCI : Phytic acid, Water

中文INCI : 肌醇六磷酸 (NMPA available) /

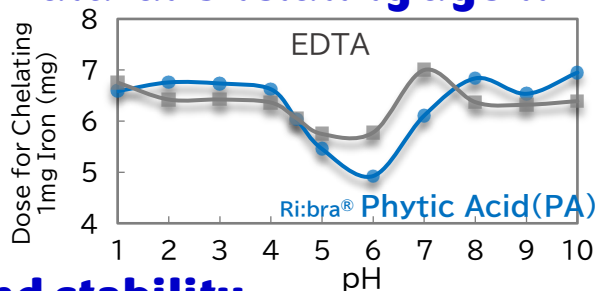
COSMOS, Halal, Kosher

Recommended Dosage: 0.1 ~ 5%

Function

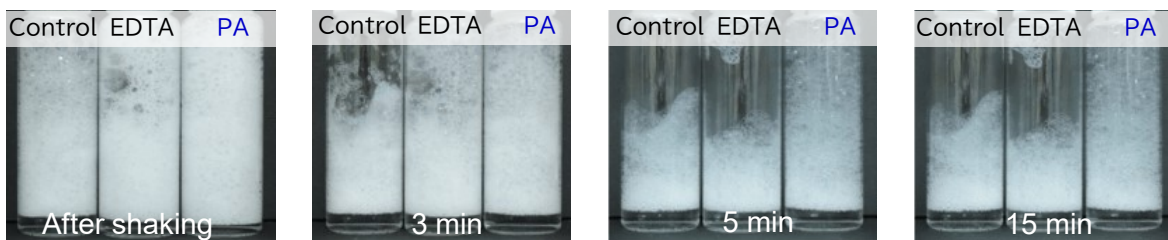
- pH Value Adjuster
- Chelating Effect – I
- Moisturizing Effect
- Suppress Sebum – II
- Improving Pigmentation - II

I. Natural Chelating agent



I. Contributes to fine Bubbles and stability

A solution of shampoo (containing 0.1% EDTA or 0.2% PA) diluted to 5% with tap water was foamed.

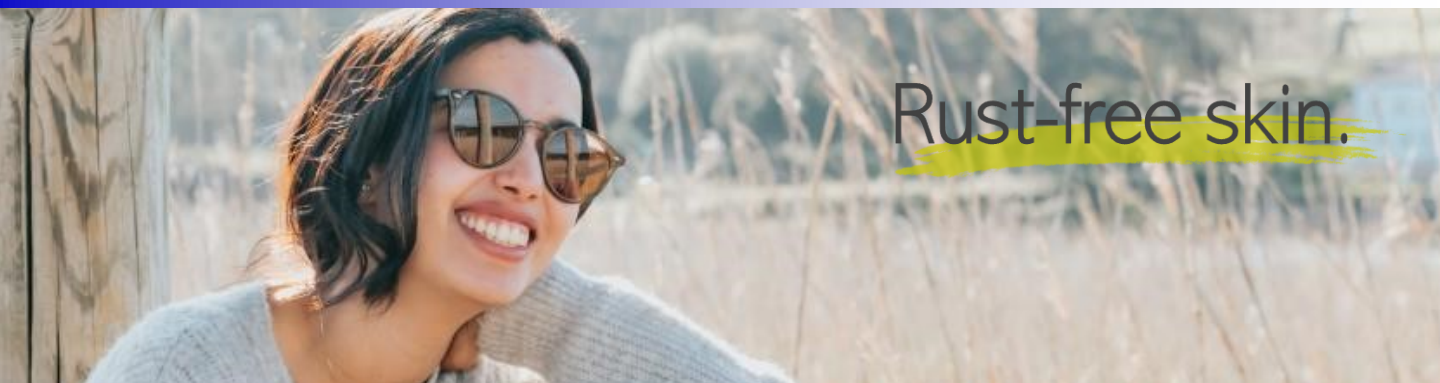
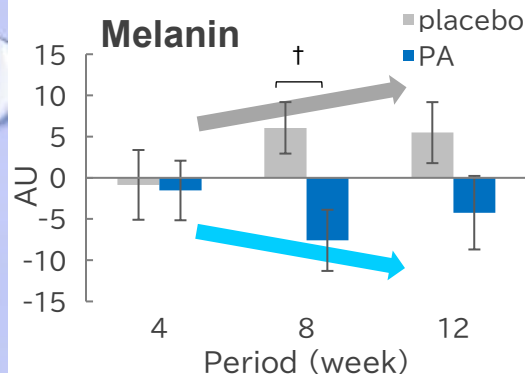
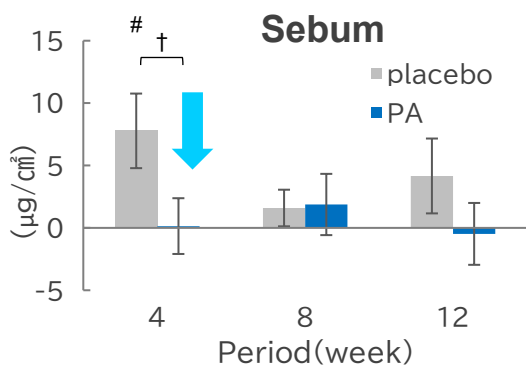


Time

II. Phytic acid suppress Skin Sebum & Reduce Melanin

Ri:bra® Phytic Acid 5% and placebo exfoliating gel were applied to the face once a day. Subject: Healthy men, Age=20-50, n=20(placebo), n=19(PA).

#; p<0.05 (vs 0week) Dunnett's test
†; p<0.05 (vs placebo) Student's t-test



Rust-free skin.

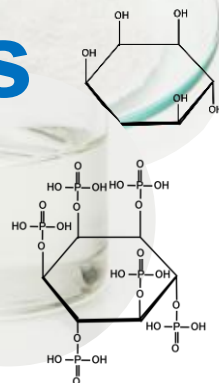
Hair Growth Ingredients

Rice bran derived water-soluble hair growth ingredients

INCI: Inositol / Phytic acid, water

中文INCI: 肌醇 / 肌醇六磷酸, 水 (NMPA available)

COSMOS, Halal, Kosher



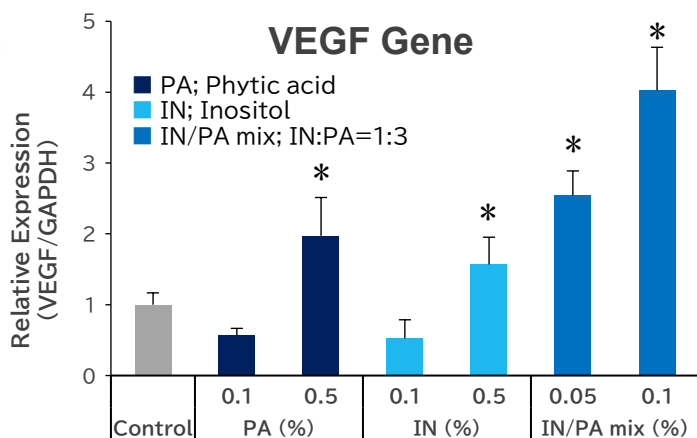
Function

- Promotion of angiogenesis - I
- Hair volume increasing effect - II

Rice Bran is
The Traditional
Hair care material
since the Heian period

I. Promotion of Vascular endothelial growth factor (VEGF)

Each sample were added to human dermal papilla cell and incubated for 24 hours.

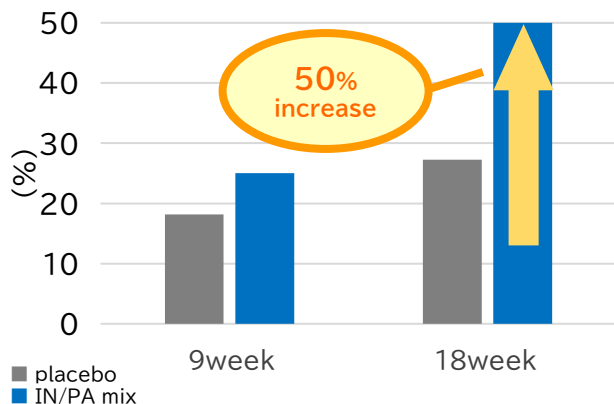


*; p<0.05 (vs control) Dunnett's test

II. Effect on human scalp

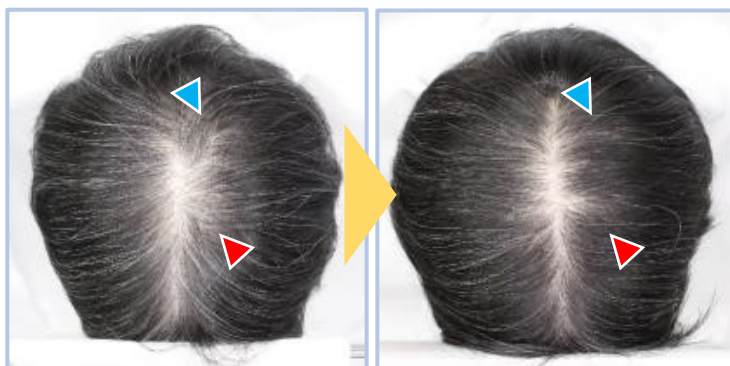
IN:PA=1:3 or placebo lotion were applied to scalp twice per day for 18 weeks.

Rate of patients with increase of more than 5% in the number of hairs



0 week

18 weeks



Increased Hair density

To Be Powerful

I am more ...