

Beat: Health

## **NNNY OFFICIALLY LAUNCHES ITS PRODUCT LINE IN US WITH WORLD NEW CAMPAIGN VIDEO**

### **SKIN CARE SERIES FROM JAPAN**

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**USPA NEWS** - NNNY officially launches its product line in the US with the world premiere of its brand new global campaign video during LA EigaFest 2015 at the LA Live Regal Cinemas. The brand was created by Yuko Nishio using pioneering nano-natural technology...

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NNNY Skin Care was founded by Japanese esthetician Yuko Nishio, NNNY Skin Care is at the forefront of nano- natural anti-aging skin treatment technology. Sold originally exclusively in the Yuko Nishio 'Nature Sage' Aromatherapy Salon in Tokyo (Japan), the collection is now available in the US.

As CEO of her modeling agency, Yuko Nishio traveled extensively for photo shoots and found that her skin, along with that of her models, was extremely dry.

Yuko Nishio began to research herbal medicine and the effects that herbs have on the body and skin, inside and out. She studied skin anatomy to learn how these naturally derived ingredients penetrate the skin layers to help skin heal itself naturally. At 37, Yuko Nishio went to the United States to do research at the Phyto-Aromatherapy Institute in Philadelphia. Through 20 years of extensive skin research, including certification as a skin care instructor at the Phyto-Aromatherapy Institute, Yuko Nishio became a top expert in using natural botanicals to protect and revitalize skin.

In 2004, she launched her own skin care products, with proprietary Nano-Natural Technology.

The campaign video is featuring Iranian American model/actress Tala Golzar and original wardrobe from local label Mena'sera, designed especially for the collaboration. The video's aesthetic is complimented by instrumentals provided by UK-based indie band Tokyo Taboo.

LA EigaFest is a Film Festival presented by the Japan Film Society that showcases the latest Japanese films with English subtitles.

#### **Article online:**

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**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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