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**Launch and Introduction of MOMOHIME – Peach Princess
1st HALAL Skincare made exclusively in Japan**

HALAL Skincare With Soothing Peach Scent

KUALA LUMPUR (March 3rd) – The Royale Bintang Hotel at The Curve will witness the launch and official introduction of **MOMOHIME** – a HALAL Skincare made in Japan by a Japanese Muslim company for Malaysia and the Global Market.

MOMOHIME – also means PEACH PRINCESS, originated from a family tradition of producing health and beauty products utilising fruits like peach and other quality resources of Japan. Today, marks the first anniversary of **MOMOHIME** and the Malaysian Launch is chosen for this very exciting moment in the timeline of **MOMOHIME**.

In the current era of almost everyone being sensitive to their health and looks, coupled with the burgeoning growth of the health and beauty industry, the launch of **MOMOHIME** can't be timelier as it promotes the quality of a Japanese Skincare Product together with HALAL certification for the growing global halal market.

The founders of **MOMOHIME**, **Mr Umar Kobayashi and Mrs Mariya Mieko Kobayashi, Senior Officials from Japan Embassy, Senior Officials from JETRO-Japan Trade Organisation, Potential Business partners of MOMOHIME together with special guests and members of the media** today witnessed the Launch and Official Introduction of **MOMOHIME** – Peach Princess at the Terrace, The Royale Bintang Hotel, The Curve.

As of now, **MOMOHIME** has been promoted in countries as far as Russia and Turkey. Also, it had established itself in Indonesia and Singapore through online shopping networks and local participating partners. Now, it's time for the people of Malaysia to benefit from the many positive effects of the product coupled with the quality and organic values of the manufacturing processes.

The products together with its packaging, all manufactured and prepared in Japan at a factory with an ISO 9001 certification using the latest equipment under GMP standards. This is line with the company's vision in striving to become the pioneer producers of high quality Japanese Halal Skincare Products. **MOMOHIME** is a must-try product for all women of Malaysia to experience the wonderful feeling of the peach fruit and other beneficial ingredients of this exciting halal skincare.

With the Klang Valley strategically positioned as a gateway to the fast-growing market for health and beauty industry, the launch of **MOMOHIME** today at the Curve is seen as the perfect opportune for users as well as potential business partners to experience the product



and its potential value while allowing the pulse of the industry to springboard **MOMOHIME** to gain a foothold in the lucrative market of Malaysia and its neighbours.

The importers of **MOMOHIME** in Malaysia, PBJ International Sdn Bhd, had successfully acquired the necessary approvals from the Ministry of Health Malaysia to promote and sell the products in Malaysia. In addition, the product is also certified Halal by the Japan Islamic Trust which has a strategic working relationship with JAKIM in Malaysia. PBJ is currently working on getting more endorsements from relevant government and consumer organisations to further support and promote the products in Malaysia and the region. **MOMOHIME** will also be promoted at trade and consumer fairs in various states of Malaysia to gain strength and establish itself as a preferred Halal Skincare brand.

The **MOMOHIME** Skincare products were formulated using seven amazing ingredients namely peach extracts. Among other ingredients are cherry leaves extract, perilla leaves extract and hydrolyzed collagen (fish based). **MOMOHIME** was developed considering the market and climates of Malaysia, Indonesia and the region. It is crucial to protect the skin from strong ultraviolet rays, thus hydrating the skin is very important and that was why peach ingredients were used as it is considered a natural moisturizer in Japan. **MOMOHIME** started with the basic skincare line which include the foaming face wash, the moisture lotion and the moisture gel cream while recently a newly added product the white essence. As for future products, we have already developed and received Halal certifications for make-up remover, BB cream with UV care, and special beauty cream, all of which would be available in the market soon.

Furthermore, the products were carefully prepared to ensure its suitability for all users particularly Muslim women through its Halal certification. The products were guaranteed to not have any animal-derived ingredients, no alcohol, no oil-derived ingredients, no mineral oil and no colorant in any parts of the manufacturing processes. This verifies the mission statement of the company in delivering **MOMOHIME - Halal Skincare** products to Muslim women worldwide.

HALAL Skincare With Soothing Peach Scent

For more information on MOMOHIME, please contact:

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