

# CHOUCHOU

TOKYO

A Transforming Morning Ritual for Your Skin



Business Contact: [info@chouchou-tokyo.com](mailto:info@chouchou-tokyo.com)



Scan for More

# CHOUCHOU

TOKYO





CHOUCHOU  
TOKYO

## Well-ageing Face Devices

Supports your skin's natural renewal, enhancing beauty from within.







# The Morpho

## Your youth-enhancing morning ritual

In just 5 minutes each morning, The Morpho at-home beauty device will instantly promote a firmer, more radiant, and youthful-looking face.

Use The Morpho device in synergy with the dedicated skincare products to offer you a unique and effortless rejuvenating ritual 100% made-in-Japan.

## 5 powerful skincare functions

-  MFIP Mid Frequency Interval Pulse®
-  UP Ultra Pulse®
-  RF Radio Frequency
-  EMS Electro Muscle Stimulation
-  LED Light-emitting Diode

## Our Results

Along with SGS, the world's leading efficacy testing company, we have invited 30 women between the ages of 30 and 55 to adopt our 5 minute beauty ritual every morning for 28 consecutive days.

Skin Results

User Satisfaction



## Daily facial workout



The daily facial workout, **RE Mode**, uses RF, EMS, and LED functions to improve facial contours and minimize fine lines and wrinkles, resulting in a brighter and more youthful complexion.

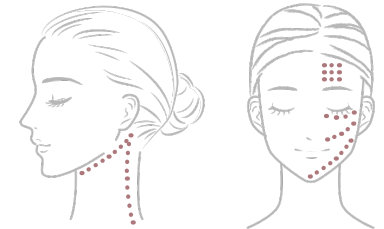
Apply two pushes of Morpho Gel to the device head and turn it on. Feel your muscles contract for around 3 seconds, then move the device point by point when the muscle relaxes.

To use the device on your face line, start under your chin and gradually move along your jaw until behind your ear, then go down along your side neck muscle to the clavicle.

On your face, move your device following three lines:

- from the tip of your chin to your earlobe
- from the corner of your lip to the ear
- from the corner of your nose to the temple

Finally, on your forehead, move from the eyebrows toward the hairline. Repeat the process on the other side of your face with two more pushes of Morpho Gel.



## Weekly beauty ritual



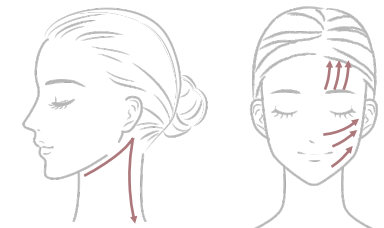
Your weekly beauty ritual, the **RM Mode** combines advanced skincare functions (RF, MFIP, UP, and LED) for skin firming, lifting, and reducing the appearance of wrinkles and fine lines while stimulating collagen production and cell activity for a rejuvenated and bright complexion.

Apply two pushes of Morpho Serum to the device head and turn it on. Gently slide the device over your skin starting under your chin and moving along your jaw until behind your ear, then moving down along your side neck muscle to the clavicle.

On your face, move the device along 3 lines:

- from your chin to your earlobe
- from the corner of your lip to your ear
- from the corner of your nose to the temple.

Finally, on your forehead, move from the eyebrows toward the hairline. Repeat the process on the other side of your face with two more pushes of Morpho Serum.





## Skincare

The Morpho device and its dedicated skincare products work in synergy to obtain effective anti-ageing results by supporting your skin's natural toning and regeneration.



MORPHO BOOSTER

The first step of your ritual to improve your skin texture and maximise hydration.



MORPHO GEL



Promotes the skin's hydration, firmness, and elasticity.



MORPHO SERUM



Boosts your collagen production and cell regeneration, helps reduce wrinkles and brightens skin complexion.



MORPHO MASK

Bio-cellulose masks soaked with hydrating ingredients to create a rejuvenating pampering care experience.



## Ingredients

The Morpho skincare contains premium botanical ingredients such as **Royal Jelly** and **Natural Honey**, among other medically approved natural ingredients.

Respecting the sensitivity of your skin is our priority. The Morpho products are non-comedogenic and do not contain alcohol, mineral oil, petroleum surfactant, synthetic fragrance, colour and antioxidants.



### Natural Honey

Natural humectant and moisturizer.  
Retains moisture within skin layers.  
Gently exfoliates and brightens skin.



### Royal Jelly

Stimulates collagen production to prevent sagging and wrinkles.  
Fades pigmentation on the skin.  
Aids in healing acne and breakouts.



### Psyllium seed extracts

Helps treat acne and breakouts by managing sebum production and reducing pores.  
Contains antibacterial properties to prevent and heal acne and pimples.



### Scutellaria roots extract

Rich in antioxidants to combat skin damage caused by free radicals.  
Potent UV and pollution protection ingredient.



### Rooibos

Rich in antioxidants to prevent free radicals from damaging skin cells.  
Reduces skin inflammation and redness.



### Wild Hawthorn extract

Ultra-calming effect on irritated skin and helps the healing of acne and blemishes.



### Glycyrrhizinate 2K

Derived from liquorice root, a natural plant-based ingredient ideal for calming redness and sensitive skin.



### Collagen

Retains water in tissues to fight dehydration.  
Regenerates tissues of the epidermis to improve sagging skin.



### Hyaluronic acid

Ultimate ingredient for hydration, moisturising even the deep layers of the skin.  
Improves skin texture and boosts the skin's natural barrier to prevent dehydration.



### Elastin

Strengthens skin's structure, tightens ageing skin.  
Plumps skin surface reduces the appearance of fine lines and wrinkles.



# The Morpho Carver

## Your First Premium Eye Beauty Device

### 5 Advanced Technologies for Your Eye Contour

#### CMP

deeply moisturize  
the skin, reduce wrinkles

#### EMP

Lifts and sculpts  
the eye contours

#### Med-High-Freq Waves

Relieves eye fatigue

#### Stimulation Pulses

Enhances skin firmness

#### Red LED

Tighten the skin



#### Daily Care

【5 min Morning】 【5 min Evening】

LIFT MODE

EYES GYM MODE



#### Weekly Care

【Once a week, 5min】

WEEKLY ANTI-AGEING MODE

By using dedicated skincare products, you can enhance the effects of The Morpho Carver's technologies and perform skincare more efficiently.

Experience the ultimate 3D radiance-boosting solution in just five minutes a day.

The Morpho Carver is specially designed for the contours of your eyes and can also be used on your entire face.

This innovative device utilizes advanced 3D face-shaping technology to help you regain youthful firmness.

Incorporating the Morpho Carver into your morning routine, along with its dedicated skincare products facilitates better absorption of your skincare regimen. The device employs light and heat energy technology to alleviate overnight fatigue, accelerate the skin renewal cycle, and enhance skin vitality. It effectively tightens facial contours and reduces the appearance of wrinkles around the eyes.



#### CMP Morning Mode - 5 minutes daily

Use in synergy with our Morpho Eye Gel. For a lift and anti-fatigue treatment.

Recommended for morning use to get lifting and shaping effects. Also, help to achieve better makeup adherence and to prevent flaking or clumping around the eyes.

#### EMP Evening Mode - 5 minutes daily

Use in synergy with our Morpho Eye Gel.

A daily muscle training for your eye contours. For maximum anti-ageing benefits, we recommended to use the EMP mode at night. This allows the active ingredients in the Eye Gel to work their magic while you sleep, promoting skin rejuvenation and minimizing the appearance of fine lines and wrinkles.



#### Weekly Mode - 5 minutes

Use in synergy with our Morpho Eye Serum.

The Weekly mode combines CMP and Intermittent Stimulation Pulses functions. CMP technology aids in delivering the active ingredients of the Eye Serum deep into the epidermis, enhancing its effectiveness. It also reduces wrinkles and relieves eye fatigue.

Simultaneously, the stimulation pulse recreates esthetician-inspired tapping and repetitive muscle lifting movements. This helps improve circulation, promote relaxation, and potentially enhance serum absorption.





## Morpho Eye Gel 30 ml

Usage: Enhance the effects by using Carver's Daily modes.

Key Ingredients: SYN®-AKE Syn-ake, Triple Ceramides, Triple Collagen, Vitamin E, ...

Main Benefits: With its potent moisturizing effect, it addresses dryness and fine lines around the eyes. It also promotes collagen synthesis and skin regeneration in the eye area, helping to reduce dark circles, unclog pores, and minimize the appearance of wrinkles.

## Morpho Eye Serum 15 ml

Usage: Enhance the effects by using Carver's Weekly mode.

Key Ingredients: SYN®-AKE Syn-ake, Hexapeptide 8 & 38, Acetyl Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid,...

Main Benefits: By combining three peptides that mimic the function of Botulinum Toxin, it inhibits the contraction of facial muscles, effectively targeting wrinkles around the eyes.

### SYN®-AKE Syn-ake

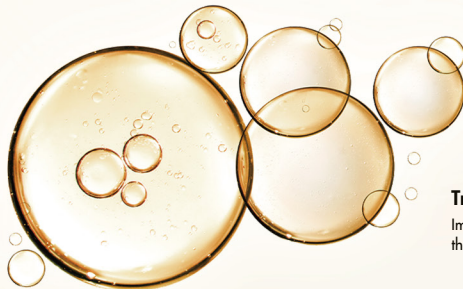
Similar to the action of Botulinum Toxin (Botox), SYN®-AKE helps smooth out the appearance of fine lines and wrinkles, particularly those caused by repetitive facial expressions.

### Triple Ceramide

Natural lipids that help maintain the skin's barrier and moisture levels.

### Hydrolyzed Hyaluronic Acid

Provides hydration and helps maintain skin's moisture balance.



### Triple collagen

Improves skin firmness and reduce the appearance of wrinkles.

### Hydrolyzed Collagen

Improves hollowness and sagging around the eyes.

### Hexapeptide (Acetyl Hexapeptide-8 & -38)

An internationally recognized anti-wrinkle ingredient. Nourishes the skin layers, boosts collagen production, and activates skin repair factors.

## Carver Treatment:

### Daily:

Morning, 5 minutes. Evening, 5 minutes.

Apply the Morpho Eye Gel onto the head device, then perform the treatment.

### Weekly:

Morning or evening, 5 minutes.

Apply Morpho Eye Serum onto the head device, then perform the treatment.

## Mode Selection:



### Daily Morning Mode:

Press and hold the D button to activate CMP mode.



### Daily Evening Mode:

By pressing and holding the D button while in CMP, you can switch to EMP.



### Weekly Mode:

Press and hold the W button to activate the weekly mode. There are three levels. You can select the output level by pressing the W button.

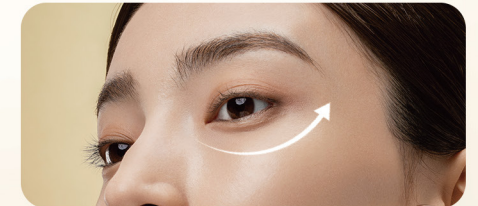
•Power off by pressing and holding the W or D button.

## Usage Instructions:

Ensure all 4 elements of the device adhere closely to the treatment area. Improper adherence may result in incorrect output.



Step 1: Place the device on 5 points from the inner corner to the outer corner of the eye. Apply for about 3 seconds on each point, repeating this movement 5 times.



Step 2: Move the device slowly from the inner corner to the outer corner of the eye, repeating this movement 5 times.



Step 3: Place the device on 5 points from the inner corner to the outer corner of the eyebrow. Apply for about 3 seconds on each point, repeating the movement 5 times.



Step 4: Move the device from the inner corner of the eyebrow to the outer corner of the eye, repeating the movement 5 times.



# The Radiance Kit

## Unlock the Secret to a Radiant and Youthful Skin

Designed by doctors and skin experts, our Radiance Kit harnesses the power of advanced NIR\* and red-light therapy to stimulate collagen production, diminish fine lines, and restore the skin's natural elasticity on your face and neck.

The Radiance Kit also treats enlarged pores and uneven texture as targeted treatments. It reduces pore size and sebum production, leaving your skin remarkably smooth and refined. Say goodbye to blemishes and acne woes as blue light therapy targets acne-causing bacteria while yellow light reduces inflammation, revealing a clearer, healthier complexion and moisturised skin.

## Our results SGS Report

Along with SGS, the world's leading efficacy testing company, we have invited 33 women (ages ranging between 42 and 55 years) to use the Radiance Kit's morning & evening modes every day. Below are our results after only 14 days of use

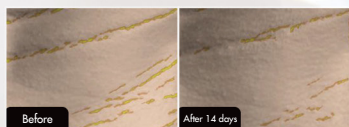
### Skin Results



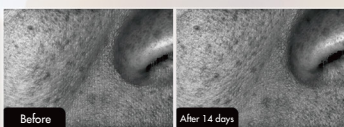
### Users Satisfaction



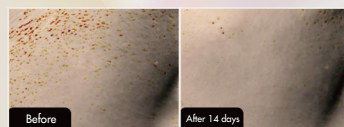
### Neck wrinkles



### Skin Tightness



### Pores



# The power of lights

The Radiance Kit employs four different LED colours, each targeting different layers of the skin, complementing their unique properties

## NIR\*: Dermis deep layer

Stimulates fibroblast, collagen, and elastin production to maintain firm, smooth, and wrinkle-free skin. Boosts blood circulation and cellular oxygenation for a healthy, radiant glow. Improves overall skin clarity, tone, texture, and resilience.

## Red Light: Dermis layer

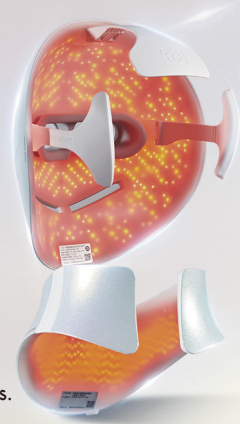
Stimulates collagen and reduces fine lines. Boosts skin regeneration for a healthier, radiant complexion. Accelerates wound healing, including scars and cuts.

## Yellow Light: Epidermis/ Upper Dermis layer

Enhances red blood cell production for skin rejuvenation and healing. Reduces dark spots, inflammation, and facial swelling. Improves skin tone and diminishes fine lines and wrinkles.

## Blue Light: Epidermis

Effective against acne-causing bacteria, reducing lesions and preventing new breakouts. Regulates skin oil production, minimising clogged pores and acne risk. Anti-inflammatory properties calming redness and improving skin clarity.

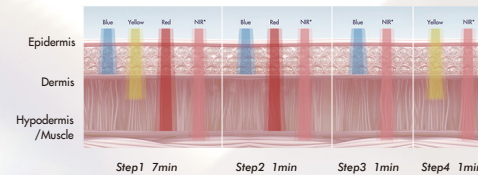


## Daily Rituals

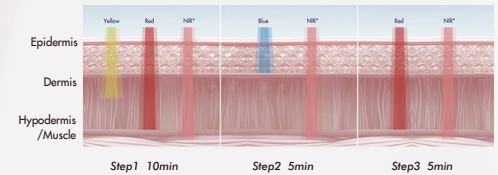
Experience the benefits of our morning and evening advanced rituals



**Morning Glow mode**  
(10 min) 4 light combinations



**Night Repair mode**  
(20 min) 4 light combinations



## Tailored Benefits

Enhance your daily ritual with specific treatments to create the tailored care you truly need



**Sagging/Wrinkles Intense Care**  
(20 min)  
NIR-Red-Yellow



**Pore/Sebum Treatment Care**  
(25 min)  
NIR-Red-Yellow-Blue



**Whitening/Dullness Care**  
(20 min)  
Red-Yellow



**Acne Care**  
(15min)  
NIR-Red-Yellow-Blue



# CHOUCHOU

TOKYO

## Hair-Expert Series

Advanced care for stronger and healthier hair and scalp.





# The Mesobrush



Open the era of top Luxury Hair Care

Mesoporation Technology and Scalp Care Functions  
for Fuller Hair and a Spa-Like Experience.

Dual-Head Precision:  
One Brush for Hair Perfection.

## Meso Scalp Brush Head

### Benefits:

Helps reducing hair loss	Tones scalp muscle
Strengthens hair follicles	Increases hydration
Improves nutrients absorption	

### Functions:

Non-Invasive MESOPORATION  
Advanced Scalp Mid-Low Frequency Technology  
LED Red & Blue Light with Negative Ions



## Hair Styling Brush Head

### Benefits:

Helps improving scalp health	Helps lock in moisture
Reduces static and smooth frizz	Creates a shiny finish
Stimulates hair follicles	

### Functions:

Hair Care Functions  
Negative Ions  
Curved Bristle Design, Gentle on the Scalp



# Meso Scalp Serum

Made-In-Japan

Expertly formulated with over 96% active beauty ingredients to nourish your scalp and promote radiant, healthy hair.

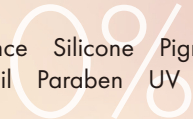


## Meso Scalp Serum Benefits

- Provides thorough care for dry scalp issues.
- Protects the scalp from oxidation after hair colouring.
- Helps delay the appearance of grey hair.
- Neutralises scalp odour for lasting freshness.
- Repairs damage caused by ultraviolet rays, reduces hair loss, and supports scalp elasticity.

## Nature's Strength, Nothing Extra

Alcohol Fragrance Silicone Pigment Menthol  
Mineral Oil Paraben UV Absorber



With the exclusive Meso Scalp Serum developed by CHOUCOU, achieve up to 10x deeper penetration to rejuvenate the scalp and promote fuller, healthier hair.



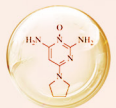
16 plant  
ingredients



Shikonin



Humic acid  
extract



16 plant  
ingredients



Shikonin



Humic acid  
extract



\* Data from the test report of Shanghai Intertek Quality Technology Service Co., Ltd. (CRS-2024-264-ZH-01) (Reference: GB/T 40219-2021 "General Specifications for Raman Spectrometers" and Laboratory Internal Standard Methods): The penetration rate of the Flash Butterfly Gold Comb + Gold Moisturizing Scalp Essence sample in 1 hour is 10.15 times that of ordinary application.



## The Mesobrush Set

Device body  
Scalp Brush Head  
Hair Styling Brush Head  
Storage Pouch  
Brush Stand  
Vanity



## M Morning Mode

Revitalises scalp microcirculation in the morning.

Red LED

Microcurrent



5 mins



## N Night Mode

Deep infusion of the Meso Serum before bedtime.

Red LED

Non-invasive mesotherapy



5 mins



Microcurrent



## W Weekly Care

A full scalp care routine once a week for five minutes.

Red LED

Non-invasive mesotherapy



5 mins



Microcurrent



## Daily Stylist Mode

High concentration of radiant negative ions for moisturised and radiant hair.

Red LED

Blue LED

Negative ions



10 mins



# How-to-Use The Mesobrush

### Scalp Brush Care:

Place the brush head on the head and use it for about 3 seconds at each place. Place the comb on each part of the head and move it evenly for treatment.

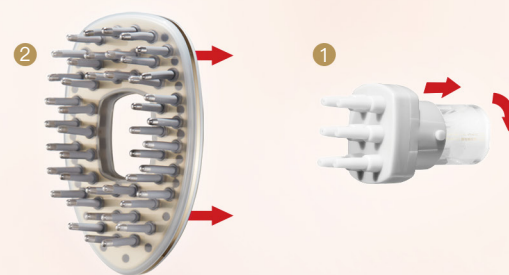


### Hair Stylist Brush Care:

Start from the hairline and slowly move the comb backwards as if combing your hair (in the way you like)



- ※ Comb the hair vertically, stop, and massage after guiding the liquid (1 top of the head, 2 sides, 3 back of the head, 4 parts with severe hair loss).
- ※ If the stimulation is too strong, please select your favorite gear from 1, 2, and 3.
- ※ When the LED light is on, do not look directly at the light or lamp.
- ※ Use the comb to evenly massage the head according to the instructions during the use time of each mode.



### How to install the Meso Scalp Serum

#### 1 Install the serum bottle to the body

First open the serum bottle then insert the top of the bottle into the gray applicator. Insert the serum and applicator together in the center of the body and rotate the assembly clockwise until it cannot rotate.

#### 2 Install the scalp brush to the body

The brush is installed to the body with a magnet. The installation is complete and you can start using it.



# The Radiance Dryer

Frizz-Less Solution

Shiny Hair

Scalp Care

Roots Stimulation

## Discover The Key Features

### LED RED Light & Near Infra Red Scalp Care | Root Nourishment:

Red light and near-infrared deeply penetrate the scalp to stimulate blood circulation, enhance root strength, and boost elasticity, leaving hair more vibrant and bouncy.

### Hair Care | Instant Volume:

The triple-action hydrating system provides nourishment, bidding farewell to dryness and frizz. It delivers a natural shine and smooth touch for healthy-looking, voluminous hair.

### Far Infra-Red A Smarter Way to Dry

With its ability to accelerate drying, minimise damage, and enhance hair health, far-infrared technology delivers a luxurious, salon-quality experience—right at home. Often referred to as radiant heat, it warms hair directly rather than heating the surrounding air, ensuring a more efficient and protective drying experience.



Drying in record time  
Less frizz, more shine  
Lightweight & quiet

### Unleash the Power of High-Speed Drying

Why Does 105,000 RPM Matter?  
Most standard hair dryers operate at 20,000 – 30,000 RPM, meaning slower drying and more heat damage. The Radiance Hair Dryer runs at 105,000 RPM, delivering salon-quality results at home.



### Negative Ion Technology

Releases millions of negative ions to counteract the positive ions found in dry, damaged hair, reducing static electricity and frizz. It smooths the hair cuticle for a shinier, healthier appearance and speeds up drying time by breaking down water molecules on the hair's surface.

## Intelligent Care for Every Hair Type 4 Customised Modes

With 200 temperature checks per second, the Radiance Hair Dryer adapts to your hair's needs, ensuring optimal protection and perfect results.

### Dry Mode – Fast, Gentle Drying

Efficiently dries hair while maintaining moisture and preventing heat stress.

### Scalp Mode – Strength & Vitality

A soothing, low-temperature airflow promotes scalp health, nurturing roots for stronger, healthier hair.

### Beauty ModeBeauty Mode – Hydration & Frizz Control

Alternating cool and warm airflow mimics a professional blowout, locking in moisture and smoothing frizz.

### Cool ModeCool Mode – Shine & Styling Perfection

A refreshing blast of cool air sets your style, boosts shine, and keeps your hair looking sleek all day.



## Focused on Smoothness and Strength

+ **61.64%**  
Smoother hair texture

+ **143%**  
Strengthened hair

– **63.89%**  
Improvement in frizziness

+ **100%**  
Enhanced hair shine

+ **100%**  
Boosted hydration

Results after 28 days of use in a test conducted by Intertek on real users.

