



WATASHINOKHARA LLC. IMYOON HOLISTIC

Holistic Beauty White Birch Lotion

SKINCARE & WELLNESS CATEGORY

Awarded

2 Stars - Excellent

scored 83%

“An outstanding example of intelligent and minimalist skincare formulation that combines innovation, scientific rationale, and premium product quality.”

- Nourish Awards Judges

JUDGES APPRECIATED

The judges were highly impressed by the thoughtful and minimalist formulation, particularly the innovative decision to use 100% white birch sap in place of water. They appreciated the inclusion of natural, organic, and cruelty-free ingredients such as Tremella mushroom extract and glycerin, which work synergistically to support hydration, barrier function, and overall skin resilience. The refreshing skin training concept was praised for encouraging consumers to view skincare as a long-term investment, while the lightweight lotion was noted for spreading easily, feeling clean and kind on the skin, and coming in a sustainable glass bottle with a pleasant fragrance.

JUDGES RECOMMENDED

The judges suggested reviewing the inclusion of fragrance to minimize sensitisation exposure in a daily leave-on product positioned for sensitive-prone skin, and addressed a slightly sticky residue left after application. To further strengthen the offering, they recommended making supporting research and human studies readily available, ensuring full compliance with UK cosmetic regulations and English labelling requirements before wider UK marketing, and incorporating internationally recognised certifications.