



# 氨基酸净颜洁面乳

AMINO ACID FACIAL CLEANSER



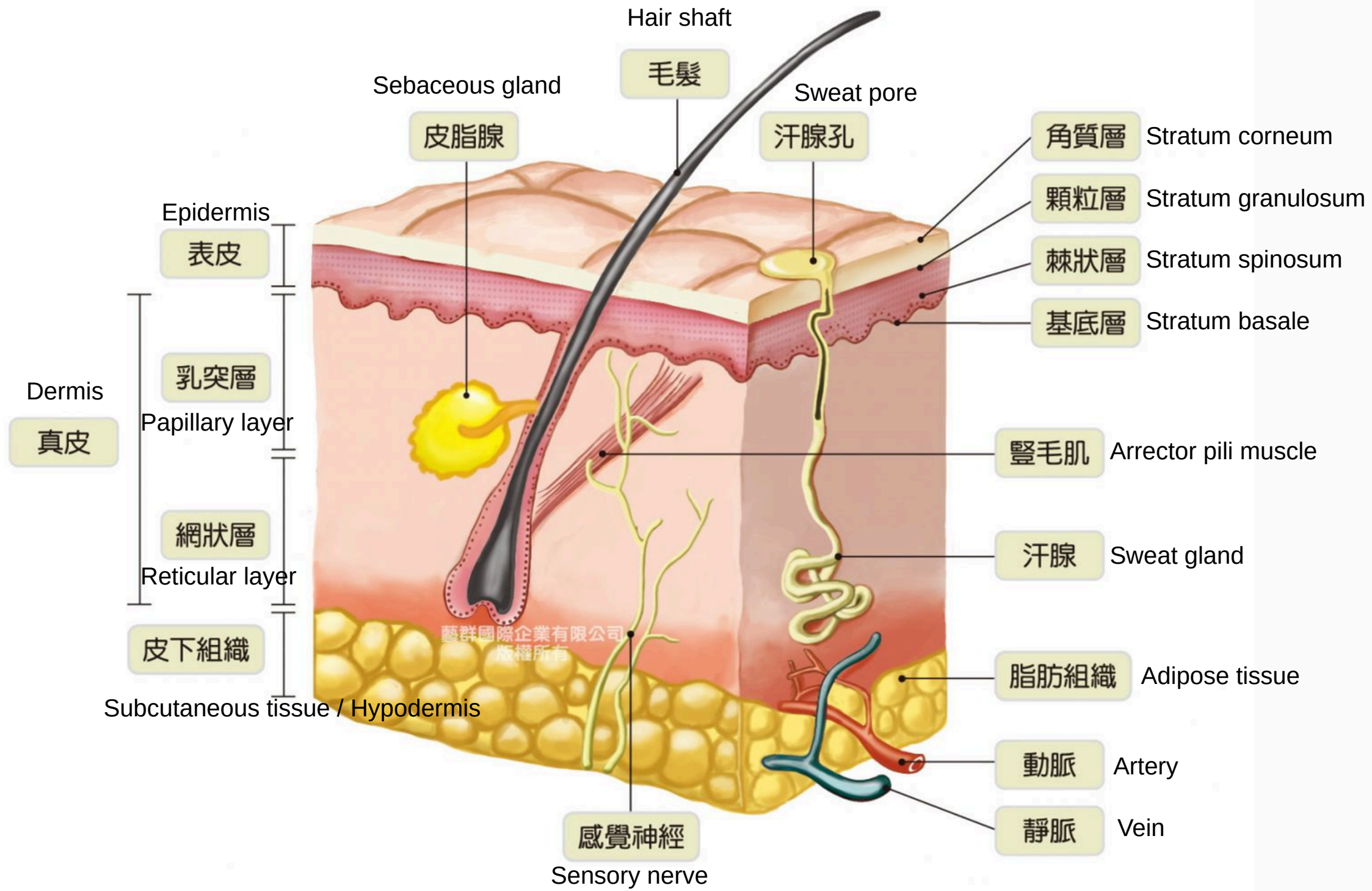
## ■ 面部清洁 Facial cleansing

人的皮肤内部的毛囊就像一根根水管，当水管被堵塞后就会产生脏的东西。因此，如果不注意清理堵塞的毛囊，这些东西就会影响整个皮肤内部的结构，引起炎症。所以，想要拥有白皙光润的皮肤，就需要做好脸部的清洁！

human hair follicles inside the skin are like pipes. When these pipes become clogged, impurities accumulate. If clogged follicles are not properly cleaned, these impurities can affect the skin's internal structure and cause inflammation. Therefore, to achieve fair, smooth, and radiant skin, proper facial cleansing is essential.



# 皮膚構造 Skin Structure



# 痤疮形成 Acne formation

Inflammation and infection continue to worsen. 炎症 & 感染持续加重



## 微粉刺

Microcomedones

角质形成细胞的过度增殖使得毛囊变得阻塞，导致皮脂排泄不畅，细菌开始繁殖，形成微粉刺。  
Excessive proliferation of keratinocytes causes the hair follicles to become clogged, leading to impaired sebum excretion. As a result, bacteria begin to proliferate, forming microcomedones.

## 粉刺

comedone

过度分泌的皮脂和细菌被堵塞在皮肤表层下面，形成。若毛孔张开，这些物质被空气氧化后呈现黑色形成粉刺。  
Excess sebum and bacteria are trapped beneath the surface of the skin, forming comedones. If the pores are open, these substances oxidize upon exposure to air, turning black and forming blackheads.

## 丘疹

papule

痤疮丙酸杆菌大量繁殖，毛囊壁受到破坏，引起白细胞聚集产生炎症和红色肿块。  
Propionibacterium acnes proliferates excessively, damaging the follicle wall and causing white blood cells to accumulate, leading to inflammation and red bumps.

## 脓疱、结节、囊肿

Pustule, Nodule, Cyst

炎症进一步发展，可能形成脓疱，并会侵害到皮肤底部产结节、囊肿等更为严重的症状，甚至留下痘印、疤痕。  
If the inflammation progresses further, it may form pustules and affect the deeper layers of the skin, leading to nodules, cysts, and more severe symptoms, and can even leave acne marks and scars.

# 形成痤疮的因素

Factors contributing to acne formation

## 1. 主要细菌: 痤疮丙酸杆菌 (P. acne)

Main bacteria: *Propionibacterium acnes* (P. acnes)

### @ 皮肤和粘膜中的正常菌群, 痤疮发生时大量繁殖

Part of the normal microbiota of the skin and mucous membranes, which proliferates excessively during acne development.

### @ 产生蛋白酶、透明质酸酶和卟啉类物质

Produces proteases, hyaluronidases, and porphyrin compounds.

## 2. 常见细菌: 金黄色葡萄球菌 (S. aureus)

Common bacteria: *Staphylococcus aureus* (S. aureus)

### @ 产生细胞毒素

Produces cytotoxins.

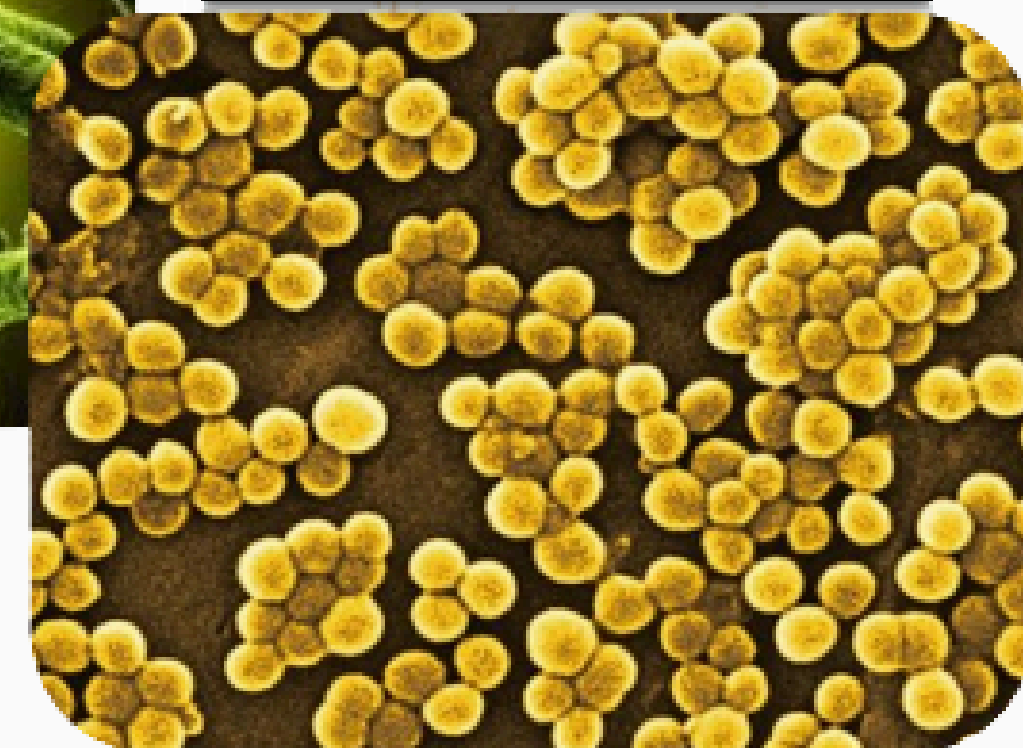
### @ 引起发炎感染

Causes inflammatory infection.



痤疮丙酸杆菌 (P. acne)

金黄色葡萄球菌 (S. aureus)



## 皮肤清洁的目的 The purpose of skin cleansing.



- **清除皮表残留的彩妆，特别是毛孔内的残留物质和多于的面部油脂，防止细菌感染。**

Remove residual makeup from the skin's surface—especially buildup inside the pores and excess facial oil—to prevent bacterial infection.

- **深层清洁表皮后以便充分发挥皮肤的生理功能，呈现青春活力。**

After deeply cleansing the epidermis, the skin can fully perform its physiological functions and reveal a youthful, vibrant appearance.

- **可调节皮肤的PH值，使其恢复正常的酸碱度，保护皮肤。**

Helps regulate the skin's pH level, restoring it to a normal acid–base balance and protecting the skin.

- **为皮肤护理做准备**

Prepare the skin for subsequent skincare.

# 02 产品概述与特点

Product Overview and Features



## 氨基酸净颜洁面乳简介 Introduction to the Amino Acid Facial Cleanser

它具有温和洁净、不刺激皮肤的特点，适合各种肤质使用。  
It features gentle cleansing without irritating the skin, making it suitable for all skin types.

氨基酸净颜洁面乳能够深入毛孔，有效去除污垢和多余油脂，同时保持皮肤水油平衡。  
The amino acid facial cleanser can penetrate deep into the pores, effectively removing dirt and excess oil while maintaining the skin's water-oil balance.

氨基酸净颜洁面乳是一款以氨基酸为主要成分的洁面产品。  
The Amino Acid Facial Cleanser is a cleansing product primarily formulated with amino acids.

## 主要功效与作用 Main Benefits and Functions

### 温和洁净 Gentle and cleansing

以氨基酸为基底的洁面乳能更温和地清洁皮肤，避免过度清洁导致皮肤紧绷和干燥。

A facial cleanser based on amino acids can gently cleanse the skin, preventing over-cleansing that may cause tightness and dryness.

### 去除污垢和油脂 Removes dirt and oil

有效清除皮肤表面的污垢、油脂和老废角质，让肌肤更加清爽。

Effectively removes dirt, oil, and dead skin cells from the surface, leaving the skin feeling fresh and clean.



### 保湿滋润 Moisturizing and nourishing

在清洁的同时，为肌肤提供必要的保湿成分，防止水分流失。

While cleansing, it provides the skin with essential moisturizing ingredients to prevent moisture loss.

### 调节水油平衡 Regulates water-oil balance

有助于调节肌肤的水油平衡，使肌肤保持健康状态。

Helps regulate the skin's water-oil balance, keeping the skin in a healthy condition.

# 适用人群及肤质 Suitable Users and Skin Types



## 适用人群 Suitable Users

适合所有年龄段的人群，特别是对皮肤清洁和护理有要求的人群。  
Suitable for people of all age groups, especially those who have high demands for skin cleansing and care.



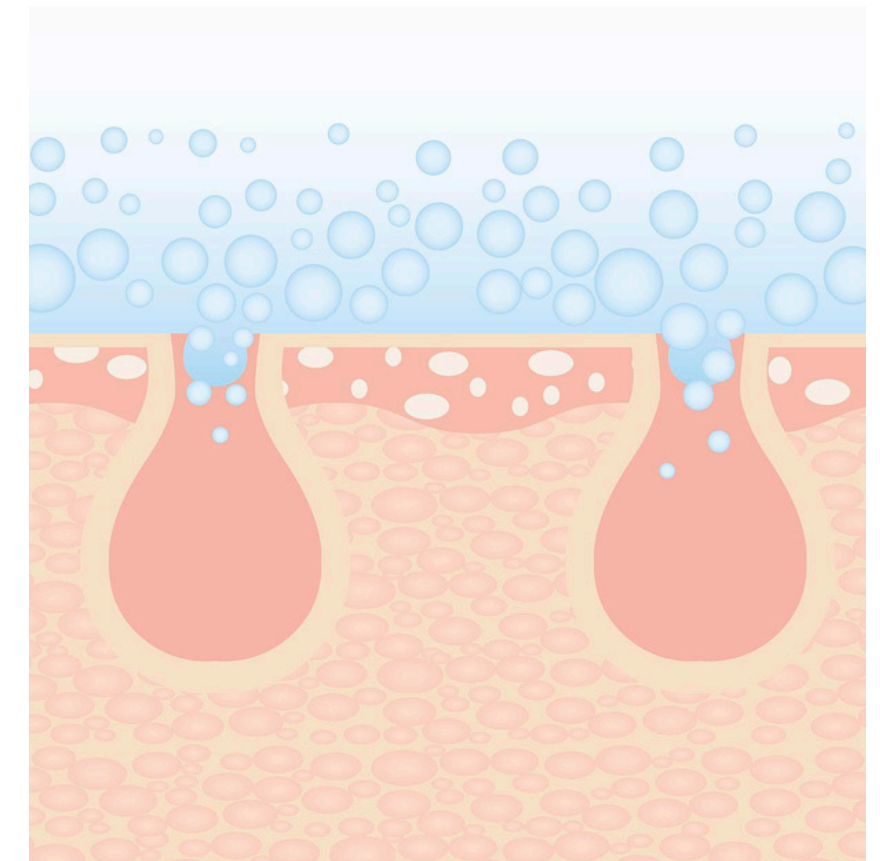
## 适用肤质 Suitable Skin Types

适用于干性、油性、混合性和敏感性肌肤。  
Suitable for dry, oily, combination, and sensitive skin types.



## 特别推荐 Highly Recommended

对于经常化妆、皮肤油脂分泌旺盛或长期处于污染环境中的群体尤为适用。  
Particularly suitable for those who frequently wear makeup, have oily skin, or are exposed to polluted environments for extended periods.



# 03 主要成分分析 Main Ingredient Analysis

## 矢车菊花提取物功效 Benefits of Cornflower Extract



### 抗氧化作用

Antioxidant effects

矢车菊花中的抗氧化物质能够清除自由基，保护皮肤细胞免受氧化损伤。

The antioxidants in cornflower can eliminate free radicals and protect skin cells from oxidative damage.



### 抗炎作用

Anti-inflammatory effects

矢车菊花提取物含有丰富的黄酮类化合物，具有良好的抗炎作用，可以有效缓解肌肤炎症。

Cornflower extract is rich in flavonoids and possesses strong anti-inflammatory effects, which can effectively soothe skin inflammation.



### 舒缓肌肤

Soothe the skin

矢车菊花还具有舒缓肌肤的效果，可以减轻肌肤敏感和不适感。

Cornflower also has a soothing effect on the skin, helping to reduce sensitivity and discomfort.

# 氨基酸类成分介绍

## Introduction to Amino Acid Ingredients



### 温和洁净 Gentle cleansing

氨基酸类成分具有优异的清洁能力，同时保持温和性，不会破坏皮肤屏障。

Amino acid-based ingredients have excellent cleansing abilities while remaining gentle, without damaging the skin barrier.



### 保湿效果 Moisturizing effect

氨基酸具有良好的保湿性能，能够在清洁的同时保持皮肤水润。

Amino acids have excellent moisturizing properties, helping to keep the skin hydrated while cleansing.



### 低刺激性 Low irritation

与传统的洁面成分相比，氨基酸类成分的刺激性更低，适合敏感肌肤使用。

Compared to traditional cleansing ingredients, amino acid-based ingredients are less irritating and suitable for sensitive skin.

# 植物提取物成分及作用 Plant Extracts and Their Functions

## 人参提取物 Ginseng Extract

人参是一种珍贵的中药材，其根部含有多种营养成分，如人参皂苷、人参多糖等，具有抗氧化、抗衰老的作用。

Ginseng is a valuable traditional Chinese medicinal herb. Its roots contain various nutrients, such as ginsenosides and ginseng polysaccharides, which have antioxidant and anti-aging effects.

## 紫苏提取物 Perilla Extract

紫苏是一种草本植物，其叶子和茎部含有多种营养成分，如紫苏油、紫苏醇等，具有抗菌、抗病毒的作用。

Perilla is an herbaceous plant whose leaves and stems contain various nutrients, such as perilla oil and perillaldehyde, which have antibacterial and antiviral effects.

## 温州蜜柑提取物 Wenzhou Mandarin Extract

温州蜜柑是一种水果，其果皮和果肉含有多种营养成分，如温州蜜柑精油、温州蜜柑多酚等，具有抗氧化、抗衰的作用。

Wenzhou mandarin is a fruit whose peel and pulp contain various nutrients, such as Wenzhou mandarin essential oil and Wenzhou mandarin polyphenols, which have antioxidant and anti-aging effects.



## 特殊成分 Special Ingredients

### 乙酰基六肽-8 Acetyl Hexapeptide-8

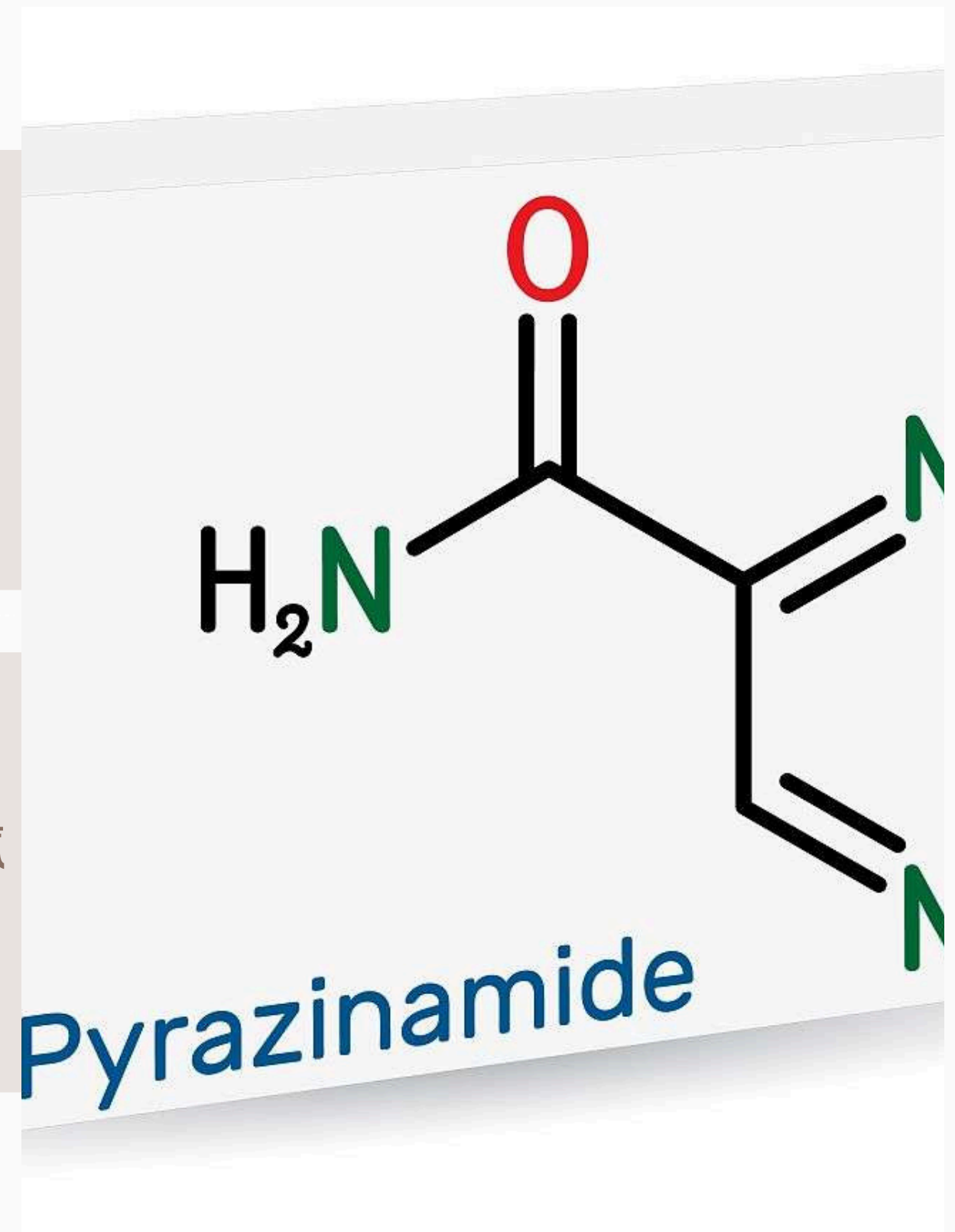
乙酰基六肽-8是一种生物活性肽，也称为阿基瑞林，它能够促进皮肤胶原蛋白的合成，改善皮肤弹性和松弛。

Acetyl Hexapeptide-8 is a bioactive peptide, also known as Argireline, that can promote collagen synthesis and improve skin elasticity and sagging.

### 光甘草定 Glabridin

光甘草定是一种从甘草中提取出来的有效成分，也称为甘草素，它具有很强的抗氧化作用，能够抑制自由基的产生。

Glabridin is an active compound extracted from licorice, also known as liquiritin. It has strong antioxidant properties and can inhibit the generation of free radicals.



# 04 产品的科学配方与优势 Scientific Formulation and Advantages of the Product

## 科学无刺激的配方设计 Scientifically formulated with no irritation



### 选用天然氨基酸表面活性剂 Uses natural amino acid surfactants

该产品选用了与人体皮肤pH值相近的氨基酸表面活性剂，不仅能够有效清洁皮肤，还能避免传统洁面产品带来的刺激感。

This product uses amino acid surfactants with a pH level close to that of human skin, which not only effectively cleanse the skin but also avoid the irritation caused by traditional cleansing products.



### 无添加有害成分 Free of harmful ingredients

产品不含酒精、香料及色素等可能引起过敏的成分，确保用户使用的安全性。

The product does not contain alcohol, fragrance, or colorants that may cause allergies, ensuring user safety.



### 科学配比 Scientifically formulated ratio

通过精心调配各种成分的比例，使得产品在保持高效清洁的同时，也能给予皮肤适度的保湿效果。

By carefully balancing the proportions of various ingredients, the product not only provides effective cleansing but also delivers appropriate moisturizing benefits to the skin.



# 高效清洁与护肤效果 Efficient Cleansing and Skincare Benefits

1

## 深层清洁 Deep Cleansing

氨基酸净颜洁面乳能够深入毛孔，有效去除污垢、油脂和老废角质，让肌肤恢复清爽。

The amino acid facial cleanser penetrates deep into the pores, effectively removing dirt, excess oil, and dead skin cells, leaving the skin refreshed and clean.

2

## 护肤成分 Skincare Ingredients

产品中添加了多种护肤成分，如透明质酸和天然植物提取物，能够在清洁的同时为肌肤提供滋养和保湿。

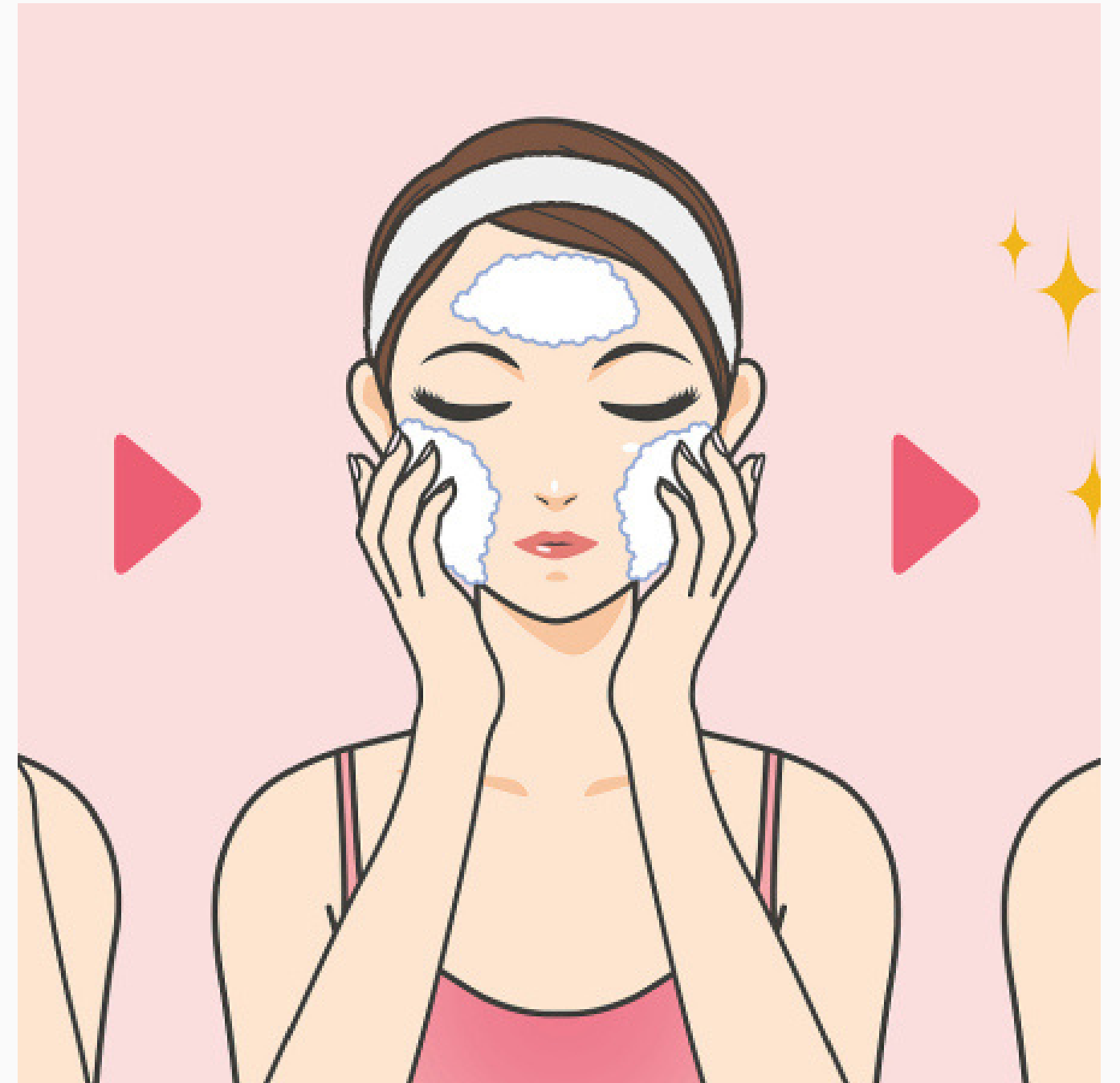
The product is formulated with a variety of skincare ingredients, such as hyaluronic acid and natural plant extracts, which nourish and moisturize the skin while cleansing.

3

## 改善肤质 Improve Skin Texture

长期使用该产品，有助于改善肌肤粗糙、暗沉等问题，使肌肤变得更加细腻、光滑。

Long-term use of this product helps improve roughness and dullness, making the skin more refined and smooth.



## 温和舒适的使用体验

Gentle and Comfortable Experience



### 容易冲洗

Easy to rinse off

氨基酸净颜洁面乳用水冲洗后无残留感，  
让肌肤感觉清爽不紧绷。

After rinsing with water, the amino acid facial cleanser leaves no residue,  
leaving the skin feeling fresh and not tight.



### 细腻泡沫

Fine, delicate foam

产品具有细腻的泡沫质地，使用时能够更轻松  
地涂抹于面部，减少对皮肤的摩擦和刺激。

The product features a fine, delicate foam texture that spreads  
easily over the face during use, reducing friction and irritation to the skin.



### 清新香气

Fresh fragrance

产品带有淡淡的清新香气，让使用过程更加愉悦。

The product has a light, fresh fragrance,  
making the usage experience more enjoyable.

[www.taukeholding.com](http://www.taukeholding.com)

**适用于敏感肌肤人群** Suitable for people with sensitive skin



### 低刺激性 Low irritation

由于采用了温和的配方和无刺激的表面活性剂，该产品非常适合敏感肌肤人群使用。

Due to its gentle formula and non-irritating surfactants, this product is highly suitable for people with sensitive skin.



### 舒缓肌肤 Soothe the skin

产品中添加的舒缓成分有助于缓解敏感肌肤的不适感，减少红肿和过敏反应。

The soothing ingredients added to the product help relieve discomfort in sensitive skin and reduce redness, swelling, and allergic reactions.



### 肌肤修复 Skin repair

长期使用有助于提升敏感肌肤的抵抗力，促进肌肤的自我修复能力。

Long-term use helps enhance the resilience of sensitive skin and promotes the skin's natural self-repair ability.

## 使用方法与注意事项 Directions for Use and Precautions

### 使用方法 Directions for Use

取适量氨基酸净颜洁面乳于掌心，加水搓揉出泡沫后，轻轻按摩于面部及颈部，然后用清水冲洗干净。

Take an appropriate amount of the amino acid cleansing foam into your palm, add water to create a lather, gently massage onto the face and neck, and then rinse thoroughly with clean water.

### 注意事项 Precautions

若皮肤出现异常反应，如红肿、刺痛等，请立即停止使用，并咨询专业皮肤科医生；请避免将产品接触眼睛，如不慎入眼，请立即用清水冲洗。

If any abnormal skin reactions occur, such as redness, swelling, or stinging, discontinue use immediately and consult a professional dermatologist. Avoid contact with the eyes; if the product accidentally gets into the eyes, rinse immediately with plenty of clean water.



# 05 生产工艺与质量控制 Production Process and Quality Control

## 生产工艺流程简介 Brief Introduction to the Production Process

### Raw Material Preparation 原料准备

选择高质量的氨基酸、保湿剂、稳定剂等原料，  
确保产品品质。  
Select high-quality amino acids, moisturizers, stabilizers,  
and other raw materials to ensure product quality.

### Ingredient Measurement and Mixing 配料与混合

按照配方比例，将各种原料进行精确计量并混合均匀。  
Accurately measure various raw materials according to the  
formulation ratios and mix them thoroughly.

### 乳化与均质 Emulsification and Homogenization

通过乳化设备将混合物进行乳化，使其形成稳定的  
乳状液体，再通过均质机进行均质处理，确保产品  
质地细腻。

The mixture is emulsified using emulsification equipment to form a  
stable emulsion, and then homogenized with a homogenizer to  
ensure a smooth and delicate texture of the product.

### 灌装与包装 Filling and Packaging

将乳化均质后的产品灌装入瓶，并进行严格的密封包装，  
以确保产品在使用过程中保持优良品质。

Fill the emulsified and homogenized product into bottles and seal them  
carefully to ensure the product maintains its high quality during use.

# 质量控制标准与检测方法 Quality Control Standards and Testing Methods

## 质量控制标准 Quality Control Standards

制定严格的质量控制标准，包括产品的外观、  
气味、稳定性、pH值、微生物指标等，  
确保产品符合相关法规和标准要求。

Strict quality control standards are established, covering the product's appearance, scent, stability, pH value, and microbiological indicators, to ensure the product complies with relevant regulations and standards.

## 检测方法 Testing Methods

采用先进的检测设备和方法，如高效液相色谱法、  
气相色谱法等，对产品进行全面检测，确保产品质  
量和安全。

Advanced testing equipment and methods, such as high-performance liquid chromatography (HPLC) and gas chromatography (GC), are used to conduct comprehensive testing of the product to ensure its quality and safety.



# 安全生产与环保理念 Safe Production and Environmental Protection Concept



## 安全生产 Safe Production

严格遵守安全生产法规，确保生产过程中的安全，防止事故发生。定期对生产设备进行检查和维护，确保设备正常运行。

Strictly comply with safety production regulations to ensure safety during the manufacturing process and prevent accidents. Regularly inspect and maintain production equipment to ensure proper operation.

## 环保理念 Environmental Protection Concept

积极推广环保理念，采用环保材料和工艺，减少生产过程中的废弃物和污染物排放。同时，倡导绿色消费，鼓励消费者选择环保产品。

Actively promote environmental protection principles by using eco-friendly materials and processes to reduce waste and pollutant emissions during production. At the same time, advocate green consumption and encourage consumers to choose environmentally friendly products

# 05 市场反馈与用户评价 Market Feedback and Customer Reviews

## ■ 市场销售情况分析 Market Sales Analysis



### 销售额稳步增长 Steady Growth in Sales

近年来，氨基酸净颜洁面乳在市场上受到越来越多消费者的青睐，其销售额呈现出稳步增长的趋势。

In recent years, the amino acid facial cleanser has gained increasing popularity among consumers in the market, and its sales have shown a steady growth trend.



### 市场占有率提升 Increase in Market Share

随着消费者对温和洁面产品的需求增加，氨基酸净颜洁面乳在洁面产品市场的占有率也在逐步提升。

With the growing demand for gentle cleansing products, the market share of the amino acid facial cleanser in the facial cleansing product segment is gradually increasing.



### 营销渠道多样化 Diversified Marketing Channels

除了传统的实体店销售渠道，线上电商平台也成为氨基酸净颜洁面乳的重要销售渠道，进一步拓宽了产品的市场覆盖面。

In addition to traditional physical store sales, online e-commerce platforms have also become an important sales channel for the amino acid facial cleanser, further expanding the product's market coverage.



# 消费者满意度调查结果 Consumer Satisfaction Survey Results



## 整体满意度高 High Overall Satisfaction

根据消费者满意度调查结果，大部分消费者对氨基酸净颜洁面乳的清洁效果、温和性和使用体验表示满意。

According to consumer satisfaction survey results, most consumers are satisfied with the amino acid facial cleanser's cleansing effectiveness, gentleness, and overall user experience.



## 温和性受到好评 Gentleness Highly Praised

许多消费者特别提到，该产品在使用过程中非常温和，不会刺激和干燥皮肤，适合敏感肌肤使用。

Many consumers specifically mentioned that the product is very gentle during use, does not cause irritation or dryness, and is suitable for sensitive skin.



## 清洁效果显著 Effective Cleansing

消费者普遍认为，氨基酸净颜洁面乳能够深层清洁皮肤，去除污垢和多余油脂，让肌肤更加清爽。

Consumers generally believe that the amino acid facial cleanser can deeply clean the skin, remove dirt and excess oil, and leave the skin feeling fresher.

# 清洁效果与使用体验对比

Comparison of Cleansing Effectiveness and User Experience



## 氨基酸净颜洁面乳 Amino Acid Facial Cleanser

泡沫细腻丰富，能深入毛孔清洁污垢和油脂，同时保持肌肤水润不紧绷。

The foam is delicate and rich, able to deeply cleanse dirt and oil from pores while keeping the skin hydrated and not tight.



## 普通洗面奶 Regular Facial Cleanser

清洁力较强，但可能因过度清洁导致肌肤干燥、紧绷，甚至引发敏感。

Cleansing power is relatively strong, but over-cleansing may cause the skin to become dry and tight, and may even trigger sensitivity.



## 洗面奶/洁面膏 Facial Cleanser / Cleansing Cream

虽然温和，但清洁力相对较弱，可能无法彻底清洁毛孔内的污垢。

Although gentle, its cleansing power is relatively weak and may not completely remove dirt from the pores.



# 典型用户评价展示 Typical User Reviews Display



“我属于敏感肌肤，用了很多洁面产品都会过敏，但这款氨基酸洁面乳真的很适合我，没有任何不适感。”——张先生

"I have sensitive skin and many cleansers cause allergic reactions, but this amino acid facial cleanser really suits me and causes no discomfort at all." — Mr. Zhang

“清洁效果很好，而且洗完之后皮肤感觉很水润，不会干燥。”

——陈小姐

"The cleansing effect is excellent, and my skin feels very hydrated after washing, without any dryness." — Ms. Chen

“这款洁面乳真的很温和，用完之后皮肤感觉很舒服，不会紧绷的。”——李女士

"This facial cleanser is really gentle. After using it, my skin feels very comfortable and not tight at all." — Ms. Li

# 消费者选择建议 Consumer Selection Recommendations



## 敏感肌肤 Sensitive Skin

建议选择氨基酸净颜洁面乳，温和无刺激，避免引发肌肤问题。  
It is recommended to choose the amino acid facial cleanser, which is gentle and non-irritating, to avoid causing skin issues.

## 油性肌肤 Oily Skin

可选择清洁力较强的普通洗面奶，但需注意避免过度清洁导致肌肤紧绷。  
You may choose a regular facial cleanser with stronger cleansing power, but be careful to avoid over-cleansing, which can cause the skin to feel tight.

## 干燥肌肤 Dry Skin

洁面乳/洁面膏是不错的选择，能够保湿同时清洁肌肤，但需配合其他保湿产品使用。  
Facial cleanser or cleansing cream is a good choice, as it can cleanse while keeping the skin hydrated, but it should be used in combination with other moisturizing products.

## 混合肌肤 Combination Skin

可根据个人需求在氨基酸净颜洁面乳和普通洗面奶中选择，以达到清洁与保湿的平衡。  
You can choose between the amino acid facial cleanser and a regular facial cleanser based on personal needs to achieve a balance between cleansing and moisturizing.



# 感谢您的观看！

Thank you for watching!

