



maxell
Within, the Future

Ilexam

Bath and Shower

llexam

Revolutionizing concepts
in home beauty
for an amazing and exciting future

maxell creates products to suit
people's needs, combining our in-house core
analog technology with the latest in digital technology.

As a new consumer beauty brand,
our goal is to offer comfortable amenities for the future.

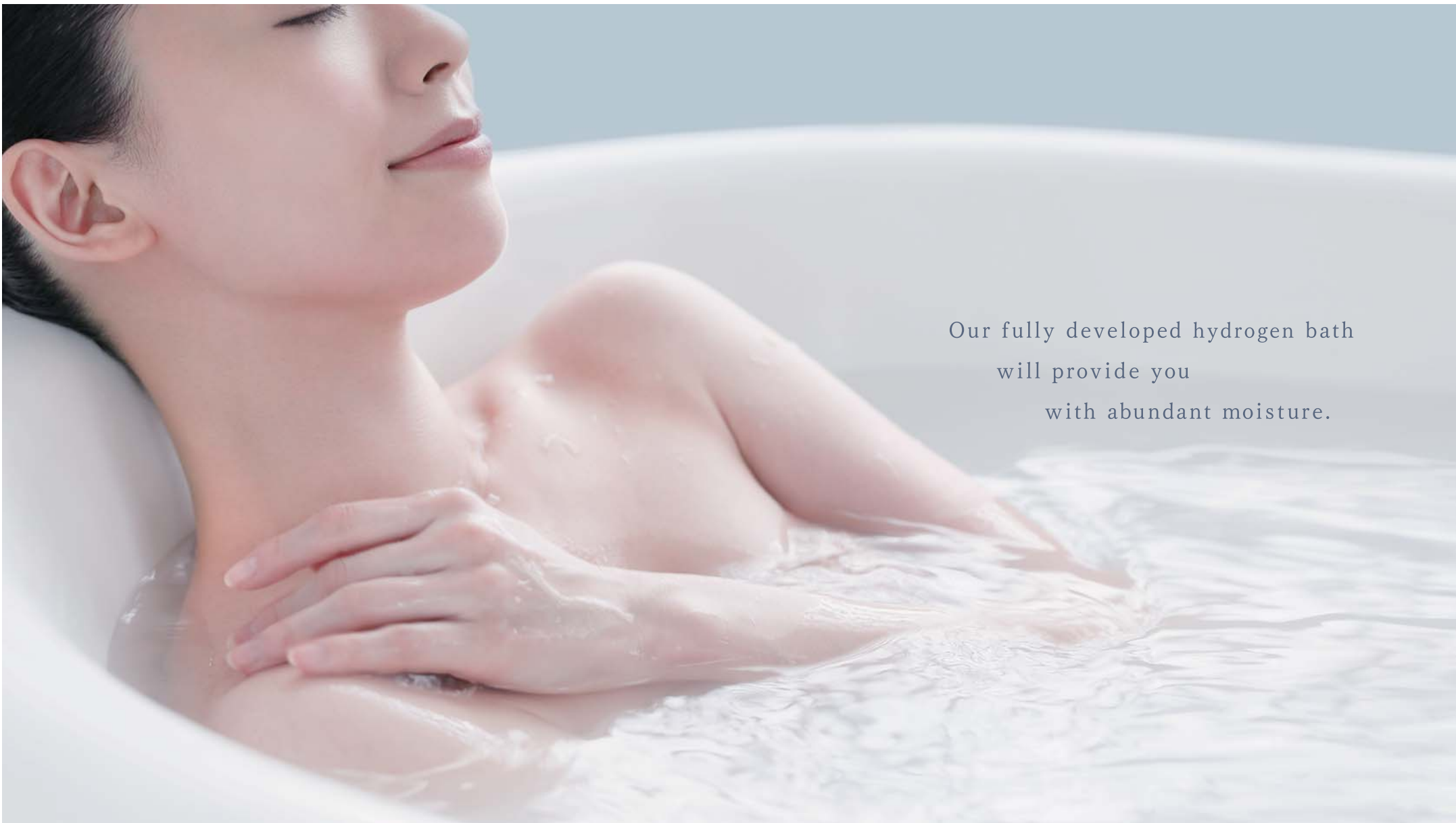
llexam was created as a new brand
that aims to produce the best products
and functionality necessary
for use in daily life while incorporating
environmentally friendly designs.

Experience the soothing
power of hydrogen
on your skin and hair.

Developed after realizing
hydrogen's heat-retaining capabilities,
our hydrogen-based H2U series is
gaining attention across a wide range of fields.

Bathing in the water will give your body a rich,
daily dose of moisture.

We offer two soothing options: a calm,
healing hydrogen bath device,
and a hydrogen shower device
for more versatile applications.



Our fully developed hydrogen bath
will provide you
with abundant moisture.

Bath Hydrogen Generator MHY-B02

An abundance of tiny hydrogen bubbles
soothingly envelope your body, providing moisture.
After bathing, your body will feel warm and moist.
The easy-to-use hydrogen bath device provides a moment of soothing relaxation.





Hydrogen-filled micro-bubbles in the bath effectively penetrate the skin.

Ultrafine micro-sized*¹ hydrogen bubbles quickly dissolve into the water, clouding the bath right before your eyes.

The hydrogen level remains consistent in the water for a long period of time.

The hydrogen effectively warms the body, and even retains warmth and moisture after bathing.



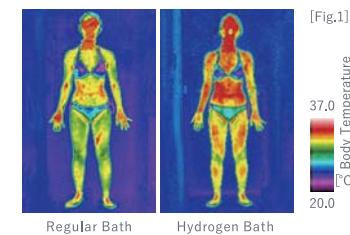
Dissolved Hydrogen
Volume:
Approx. 0.1ppm*²

*¹ 1 part per 1,000 in 1 mm

*² Value after 15 minutes of electrolysis in 200 L water at 40° Celsius. In-house study.
Hydrogen volume changes depending on water quality and usage environment.

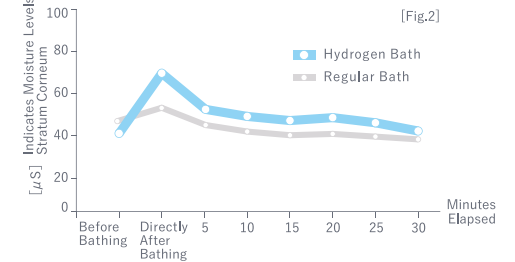
[Retains Warmth from the Bath]

Thermograph Taken 30 Minutes After Bath



[Keeps Skin Fresh]

Moisture Level of Calves



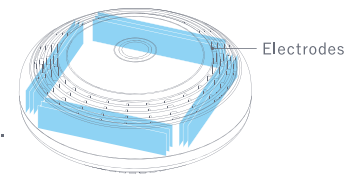
* Test Conditions Subjects:10 (5 Adult Men, 5 Adult Women) / Room Temperature:Approx. 22°C / Humidity:Approx. 50% / Bath Volume:Approx. 200L / Bath Temperature:Approx. 40°C / Time in Bath:5 Minutes (Bath hydrogen generator (test device) turned on 10 minutes prior to bath. Left on for first 5 minutes of bath.)

* Test Method People took both regular baths and baths using the hydrogen generator. [Fig. 1]
Thermographic image of surface body temperature 30 minutes after bath. [Fig. 2]
Measurement of moisture level in the stratum corneum on the right calf after bathing.

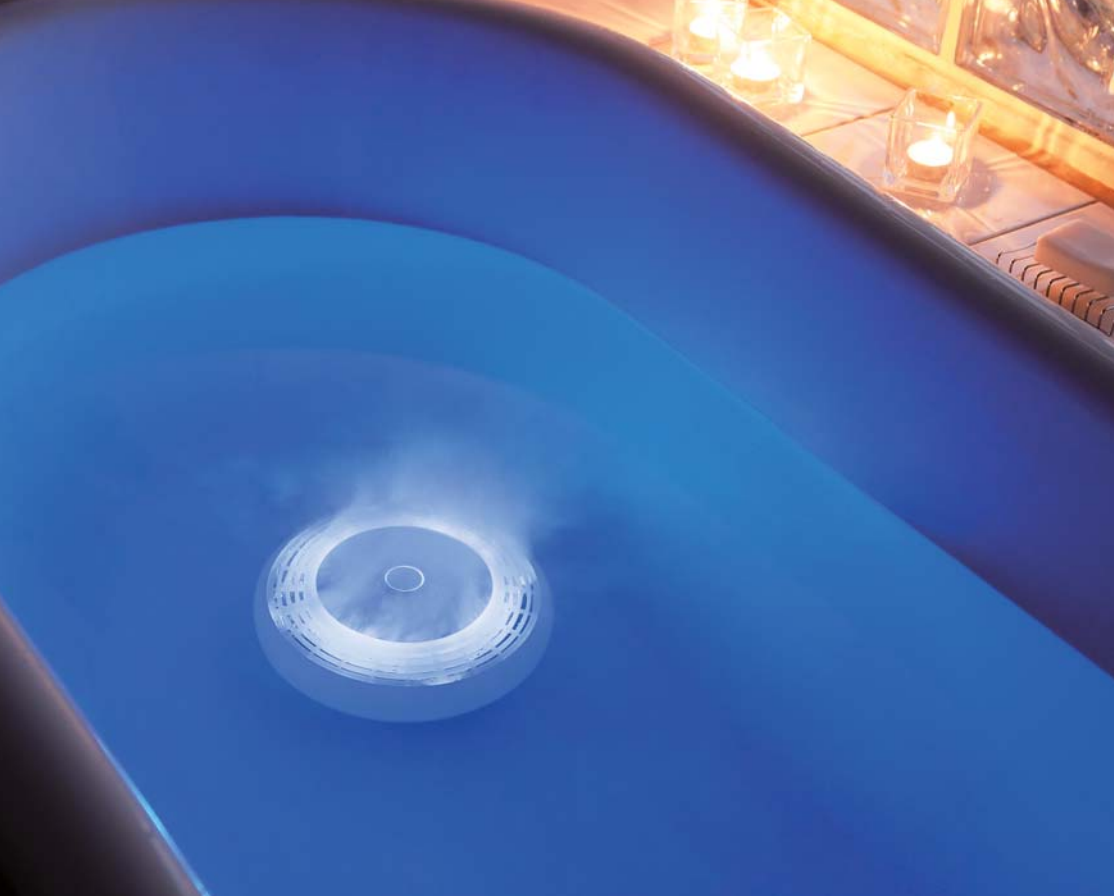
* Testing Organization Japan Clinical Trial Association (General Incorporated Association)

The newly designed electrode structure quickly produces hydrogen within the water.

The surface of the titanium electrode is coated in platinum, with three layers on all four sides. Optimally arranging the electrodes creates more than approximately 300 million bubbles per minute. The entire bath fills with hydrogen.



[Image]



One-touch operation.
No need to maintain the electrode.



STEP
1

Set the unit down horizontally on the bottom of the filled bathtub and turn on.



STEP
2

The device will generate hydrogen bubbles for 15 minutes before automatically turning off. Even 45 minutes after turning off, the hydrogen level will remain at approximately 83%*¹, allowing you to enjoy a relaxing, hot bath.

* 1 In-House Study



STEP
3

Remove from the bath and thoroughly wipe with a dry towel.



STEP
4

Charging for approximately 6.5 hours will provide five 15-minute sessions.

LED lights provide a relaxing sensation.

During operation, the LED color changes with each press of the button. The bath lights up from the bottom, creating an incredibly luxurious and soothing experience.



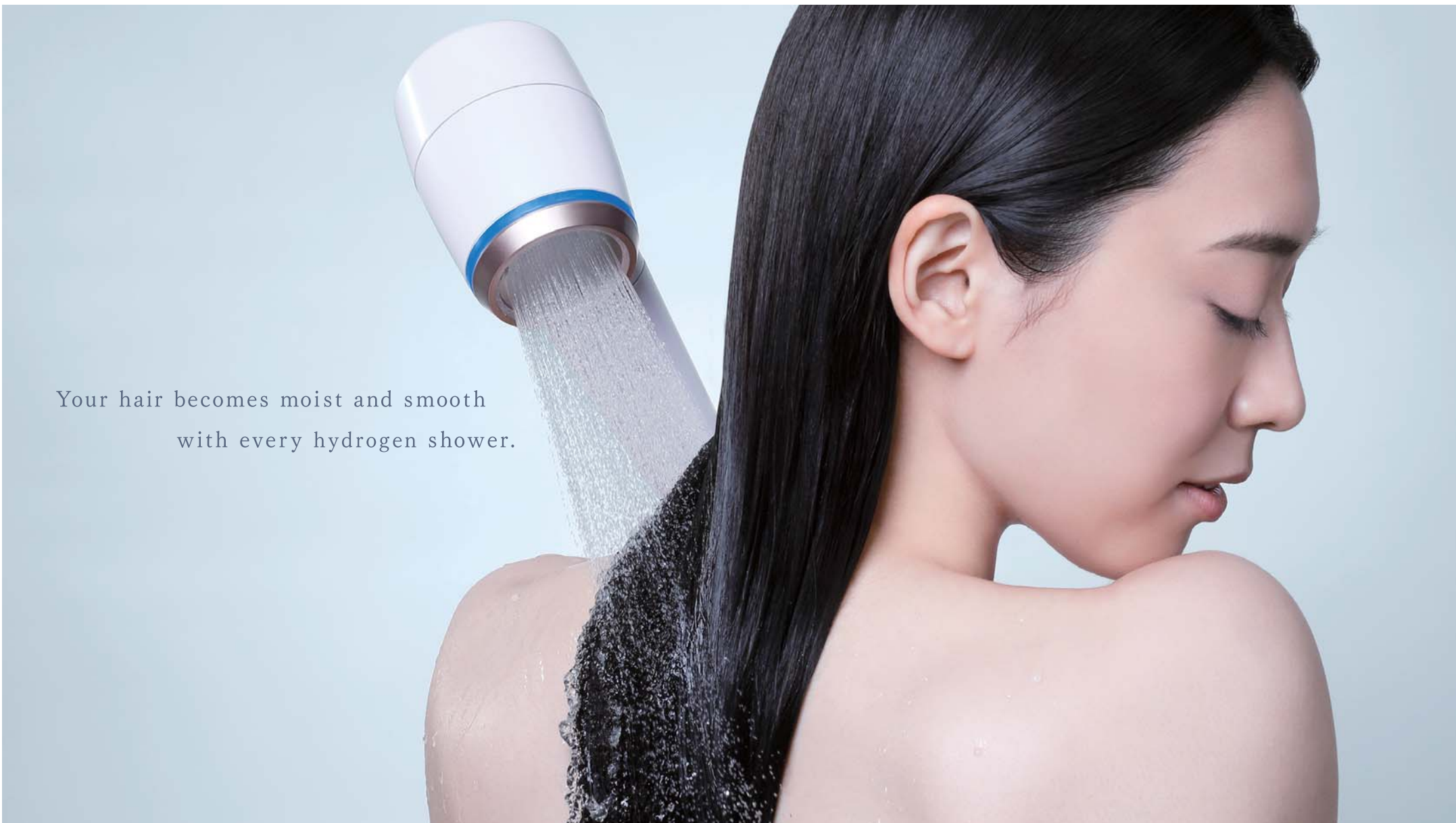
[7 Gradient Colors]



Equipped with a convenient auto-cleaning function.*²

The device is equipped with an auto-cleaning function to prevent water stains and other small stains from adhering. There is no need to maintain the electrode, allowing you to enjoy carefree hydrogen baths.

* 2 The auto-cleaning function only cleans the electrode. It does not prevent stains on the unit itself.



Your hair becomes moist and smooth
with every hydrogen shower.

Electrolytic Hydrogen Shower MHY-BS01

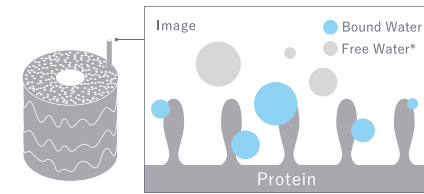
Hydrogen works to protect moisture, prevent damage, and strengthen hair.
After showering, your hair will feel incredibly smooth to the touch.
Our special electrolytic hydrogen showers will help you achieve beautiful hair.



Hydrogen showers increase the amount of bound water. This provides moisture to the hair, making it moist and smooth.

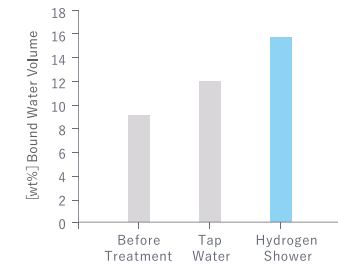
[What is Bound Water ?]

Bound water refers to water molecules that form a hydrogen bond on the surface of the hair's proteins. Compared to free water, bound water is resistant to evaporation, and retains moisture in the hair for a long period of time.



*Regular water that can move freely.

[Water Volume Comparison for Bound Water]

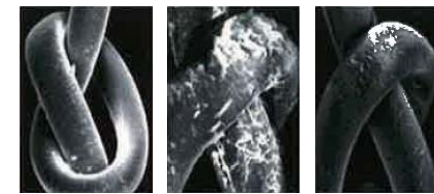


* Sample Sample of Human Hair

* Shower Conditions Water Temperature: 40°C, Water Volume: 6L/min, After Showering 10 Minutes Per Day x 7 Days, 60 Second Towel Dry, 5 Minutes Hair Dryer Study by Souken (Co., Ltd.)

Contains lots of bound water, resulting in resilient hair. Daily use will create long-lasting effects.

[Hair Cuticle (Surface Conditions) Comparison]



Before Treatment

Tap Water

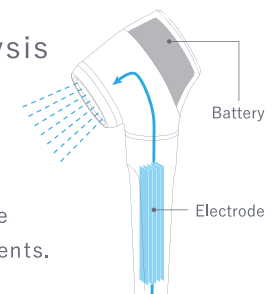
Hydrogen Shower

* Sample Sample of Human Hair

* Test Method Bundle of hair dried naturally after 30-minute shower in hot water, 24 hours later, the cuticles were damaged. Surface observed under 300x magnification. (In-House Study)

Hydrogen is created through electrolysis of the water. Rechargeable, allowing for simple repeat use.

Uses an electrode to generate hydrogen water, so there is no need to deal with bothersome cartridge replacements.



An LED light indicates
when hydrogen is being generated.



The device allows for approximately 40 minutes of continuous use (when fully charged). The LED turns blue when generating hydrogen. The LED notifies you of changes. It flashes when less than 10 minutes of hydrogen generation are left, and turns orange once hydrogen generation stops.

Enjoy a hydrogen shower to suit your various needs.

Not only is this device great for home use, it can also be used in beauty salon shower areas, for shampooing pets, and more.



¥128,000 (Excluding Tax)

Bath Hydrogen Generator

Model	MYH-B02
Power Supply	AC100-240V 50/60Hz
Power Consumption	Approx. 24W (At AC100V Charge)
Battery Type	Lithium-Ion
Charge Time	6.5 Hours
Water Temperature Range	20-45° C
Waterproof Specification	JIS IPX8-Compliant (Submerged for 24 hours in 1.5 meters of water)
Color	White
Dimensions	22 x 22 x 9.5 cm
Weight	Approx. 1700g
Accessories	Power Supply Adapter

* Specifications may change.



¥80,000 (Excluding Tax)

Electrolytic Hydrogen Shower

Model	MYH-BS01
Power Supply	AC100-240V 50/60Hz
Power Consumption	Approx. 10W (At AC100V Charge)
Battery Type	Lithium-Ion
Charge Time	3.5 Hours
Water Temperature Range	20-45° C
Waterproof Specification	JIS IPX7-Compliant
Color	Pearl White
Dimensions	7.2 x 11.3 x 26.4 cm
Weight	Approx. 460g
Accessories	Power Supply Adapter Adapter Attachment (KVK, MYM, Gaster)

* Specifications may change.

* The spare battery for the hydrogen shower (model number MYH-BS01BT) is sold separately.

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Inquiries

Maxell, Ltd. Customer Service Center

30-13 Motoyogicho, Shibuya-ku, Tokyo 151-8527

Tel:(0570)783-137(Navi Dial) Fax:(0570)025-710(Navi Dial)

Reception Hours: 9:30 a.m.-12:00 p.m. / 1:00 p.m.-5:00 p.m. (Excluding weekends and national/company holidays)

Maxell Inquiries

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