



Simply When®

ULTRA-SOFT COTTON LINTER BEMLIESE™ SHEET MASK

Simply When® is the mass market-friendly line by When for younger consumers looking for 'affordable luxury'. Simply When uses the best-proven fabric sheet in the market, ultra-soft cotton linter Bemliese™ sheets by Asahi-Kasei. Made only with baby-soft cotton linter, Simply When's eco-friendly fabric sheets are light and breathable, yet effectively delivers the essence's nutrients to skin. Choose from 5 different masks addressing different skin concerns for a refreshing 20-minute 'Mini Spa On-the-Go' experience anywhere, whenever you want!



Ultra-Soft Cotton Linter Bemliese™ Sheet

1. Excellent fluid absorption and retention
2. Superior adhesion
3. Made with 100% baby-soft cotton linter, bio-degradable and eco-friendly



High Quality Gentle Essence

1. Gentle Ingredients and Plant Extracts
 - No Parabens, Sulfates, Triclosan
 - Gentle, high-quality plant extracts
2. Hyaluronic Acid
 - Contains Sodium Hyaluronate (fine hyaluronic acid) to protect skin and aid hydration

※ Dermatologically Tested / EU Compliant / No Animal Testing

ULTRA-SOFT COTTON LINTER
BEMLIESE™ SHEET MASK

Simply
When®





COSMIC CALM

SOOTHE
Stressed Out Skin

Give your skin a spiritual glow
Ultra soft, 100% cotton linter Bemilese™ sheet mask soaked in light, refreshing essence formulated with Tea Tree Oil, Calendula Flower and Arnica Montana Flower Extracts to help purify and soothe skin.

Key Ingredients



* For Sensitive Skin
* Vegan Product



FUTURE FRESH

SMOOTH OUT
Flaky, Patchy Skin

The future will have you feeling fresh
Ultra soft, 100% cotton linter Bemilese™ sheet mask soaked in light, refreshing essence formulated with Honey Extract and Betaine Salicylate to help gently exfoliate and smooth out dry, rough skin.

Key Ingredients



* For Sensitive Skin
* Vegan Product



PRESENT PERFECT

FIRM UP
Worn Out Skin

Even tired skin into a perfect fit
Ultra soft, 100% cotton linter Bemilese™ sheet mask soaked in light, refreshing essence formulated with Adenosine, Collagen, Mango and Green Tea Extracts to provide antioxidants and help firm up skin.

Key Ingredients



* For Sensitive Skin
* Vegan Product



SNOW SONG

ILLUMINATE
Dull-Looking Skin

Snow white leaves skin bright
Ultra soft, 100% cotton linter Bemilese™ sheet mask soaked in light, refreshing essence formulated with Niacinamide and Vitamin C to help reduce the look of dark spots and photo-aging.

Key Ingredients



* For Sensitive Skin
* Vegan Product



WATER WISH

HYDRATE
Dry Skin

Grant your skin its biggest wish
Ultra soft, 100% cotton linter Bemilese™ sheet mask soaked in light, refreshing essence formulated with Aloe Vera Leaf and Oatmeal Extracts to help skin replenish its moisture.

Key Ingredients



* For Sensitive Skin
* Vegan Product



Simply When Fantastic 5

ASSORTED SHEET MASK SET

- COSMIC CALM (SOOTHE)
- FUTURE FRESH (SMOOTH OUT)
- PRESENT PERFECT (FIRM UP)
- SNOW SONG (ILLUMINATE)
- WATER WISH (HYDRATE)

*All WhenR masks contain Sodium Hyaluronate (fine form of Hyaluronic Acid) to protect and hydrate skin.