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An aromatic body cream for scent-sensitive men

LISSAGE AROMATIC CREAM

Debut of luxuriant moisturizing body cream with fragrant essential oils

Tokyo, Japan – December 1, 2016

Kanebo Cosmetics has released LISSAGE MEN AROMATIC CREAM, a cream made especially for Japanese men who care about body odor. Just a light application treats the whole body to a pleasant fragrance and luxuriant, moist texture. The cream is made purely with essential oils that neutralize unwanted odors and botanical moisturizers to protect the skin against dryness. By introducing pleasant aromas instead of merely purging unwanted odors, Kanebo Cosmetics is proposing a novel, sensorially pleasing way of incorporating fragrances in daily grooming for Japanese men.



Leading up to the product debut

Japanese culture is known for its nuanced appreciation of scents and smells. While the men of Japan never widely adopted the Western custom of applying fine fragrances or aftershave directly onto the skin, a recent Kanebo survey revealed that over 60% of Japanese men are concerned with unpleasant body odour.¹

Tomoko Ogino, brand manager of LISSAGE, describes the market factors that inspired Kanebo's product developers to create the cream. "Compared to Japanese men of the past," she explains, "men today have ample opportunity to associate with women outside of their families. Many are surrounded by female colleagues and superiors at work. Now that they spend more time with women,

¹ Web survey conducted November 2016

they are paying closer attention to their personal appearance and grooming. Smell plays an important part.”

“Japanese people have a finely tuned sense of smell. We even use special words to describe the distinctive odors of the body oils men typically start to produce when they enter middle age. These words reinforce men’s awareness of their own body odors.”

The strategies to improve body odor have conventionally focused on “odorless” anti-bacterial or antiperspirant formulations aimed at eliminating unpleasant odors at the source. Yet according to Ogino, Japanese men in their twenties and thirties tend to seek body care products that not just control body odor, but enrich the senses with pleasant fragrances.

“Men are thinking about life outside of work and spending more to refine their exterior qualities through fashion and skincare,” explains Ogino. “For some of these men, a state of ‘odorlessness’ can feel bland and lacking in style.”

According to a survey on the “Physical Concerns of Japanese Men” conducted by Kanebo Cosmetics in 2015, the two main skin concerns of Japanese men are “body odor” and “dryness.” By building interest in products like LISSAGE AROMATIC CREAM, Kanebo hopes to encourage men to embrace fragrances in their daily grooming and pamper themselves with skin and body care that enriches the senses while providing functional benefits.

Product features

LISSAGE MEN AROMATIC CREAM is a pleasantly fragranced body cream that thoroughly protects against dryness. A single application of the lightly textured cream spreads effortlessly, instantly feeding dryness-prone skin with rich supplies of moisture. The fragrance formula is devised from a traditional Japanese approach: a careful blend of aromatic-spicy scents lingers on the skin, harmonizing with the natural odors of the wearer’s own body. Tomoko Komano, head of perfumery development research for Kanebo Cosmetics, explains the approach: “Instead of masking unwanted body odors with strong fragrance, we use a subtler technique to regulate the off components of the odor profile. By incorporating and balancing the worrying odors, we build a pleasant fragrance with a special tone all of its own.”

The fragrance, made purely with natural essential oils, is a nuanced composition that unfolds like a classic fine fragrance: fresh top note of lemon and ginger at the start gives way to a spicy base note of patchouli and vanilla.

Product descriptions (manufacturer's RRP before tax)

Name of product, volume, price	Product features
LISSAGE MEN AROMATIC CREAM, 1 item, 200 g, ¥2,700	<p>A relaxing, pleasantly fragranced body cream with a light texture that spreads instantly over <u>the skin</u>. A single application provides thorough protection against dryness.</p> <ul style="list-style-type: none"> - Contains giant aloe extract (aloe vera leaf extract), prune extract (prune degradant), Chinese blackberry extract (tian cha extract) (moisturizers) - Natural essential oils (aromatic spice fragrance) - Alcohol (ethanol)-free formula
LISSAGE MEN AROMATIC CREAM SET, limited issue, ¥2,700	<p>A skincare set consisting of a body cream that spreads effortlessly over skin and a trial-size lotion with a rich moisturizing capacity that firms the skin while preventing chapping.</p> <ul style="list-style-type: none"> - LISSAGE MEN AROMATIC CREAM (actual product) - LISSAGE MEN SKIN MAINTAINIZER (20 mL)

Release date: November 16, 2016

Sales outlets: Cosmetics stores, selected drugstores (Japan)

* LISSAGE MEN debuted in February 2015 as a full-fledged skincare brand for active men in search of smart skincare products that fit their lifestyle. LISSAGE stands out for both its smart, simple brand image and the rich technical expertise invested in its formulations and innovative use of collagen. The target consumer is a man finely attuned to the latest trends and keen to present himself attractively and fashionably 24 hours a day, in and out of the office. The current

lineup of skincare products includes LISSAGE MEN FOAMING SOAP, a foam-type facial cleanser, LISSAGE MEN SKIN MAINTAINIZER, a thick and creamy lotion that combines the rounded sensation of lotion and emulsion in a single item, and LISSAGE MEN PERFECT PROTECTOR UV, a sunscreen with a pleasant, long-lasting fragrance.

Press contacts: <http://www.kanebo.com/pressroom/contacts.html>