

FOR IMMEDIATE RELEASE

LISSAGE COLOR MAINTENIZER

Kanebo releases 3-in-1 base makeup for the counseling market

A full lineup of 14 multifunctional items to suit individual skin colors, skin types, and coverage needs

Tokyo, Japan – March 16, 2017

On May 16, 2017 Kanebo Cosmetics has released LISSAGE COLOR MAINTENIZER, a new lineup of a 3-in-1 base makeup items. LISSAGE COLOR MAINTENIZER consists of 14 items of four types (30 g each), each priced at ¥4,500 before tax.

A purchasing customer undergoes a skin analysis with a professional device counseling session at the store. Based on the results, the counselor helps the customer find the product that best suits her complexion, skin type, and coverage preferences.



Background

According to an international beauty care survey by Kanebo Cosmetics in November 2016, 76% of Japanese women use makeup foundation regularly, a higher percentage than anywhere else in the world. Tomoko Ogino, manager of the LISSAGE brand, explains that, "For Japanese women, makeup is considered a matter of social etiquette, but it also helps to lift the spirit and boost self-confidence." Kanebo Cosmetics has now developed a multi-function base makeup that is just simple and effective, and also comes in a rich lineup to meet various preferences and highlight the natural skin beauty of every woman.

Features of the new base makeup COLOR MAINTENIZER

LISSAGE COLOR MAINTENIZER base makeup evens out the skin complexion while drawing out the natural beauty of the skin. Formulated as a 3-in-1 product that fuses the functions of a beauty lotion, primer, and foundation, it provides everything expected from a base makeup and can be used directly after skincare. The full lineup consists of 14 items with different textures (light and moist), covering effects (natural and full coverage), and colors. A short in-store counseling session includes measurement of skin sebum and moisture content with a special device and assures every customer the chance to



select just the item right for her skin. LISSAGE COLOR MAINTENIZER is a new-concept base makeup that combines simplicity and convenience with a full selection of finishes and sensations ideal for different skin types and occasions.

For the best finishes and texture, all items have been formulated with an emphasis on the natural feel of the skin. For a flawless finish, the products bring out a natural sense of firmness and luster by balancing the desire for coverage with a natural appearance. Like a fine veil, the product blends effortlessly onto into the skin with a light sensation. The main moisturizing ingredients are collagen care LM1¹ for the smooth and soft NI and CI items, and LM2² for the moist NII and CII items. All of the relaxing scents come from natural aroma oils.

		Finish (coverage)	
		N (Natural Coverage) A firm, radiant finish that feels natural	C (Full Coverage) A firm, radiant finish that thoroughly evens out the skin tone
Sensation	I (Light)	Light / Medium	Soft ocher – C / Ocher – B / Ocher – C / Ocher – D / Beige - C
	II (Moist)	Light / Medium	Soft ocher – C / Ocher – B / Ocher – C / Ocher – D / Beige - C

Descriptions of the products (retail prices recommended by the manufacturer)

Name of product, colors, volume, price	Product features
LISSAGE COLOR MAINTENIZER NI, 2 colors, 30 g each, ¥4,500 (before tax)	Natural Coverage, light type: A multi-function base makeup with a firm, translucent, lustrous finish. Blends lightly into the skin with a fresh, full, natural sensation. SPF30, PA++
LISSAGE COLOR MAINTENIZER NII, 2 colors, 30 g each, ¥4,500 (before tax)	Natural Coverage, moist type: A multi-function base makeup with a firm, translucent, lustrous finish. Blends smoothly into the skin with a luxuriously moist sensation. SPF20, PA++
LISSAGE COLOR MAINTENIZER CI, 5 colors, 30 g each, ¥4,500 (before tax)	Full Coverage, light type: A multi-function base makeup with a firm, lustrous finish. Blends lightly into the skin with an even coverage and a fresh, full, natural sensation. SPF30, PA++
LISSAGE COLOR MAINTENIZER CII, 5 colors, 30 g each, ¥4,500 (before tax)	Full Coverage, moist type: A multi-function base makeup with a firm, lustrous finish. Blends lightly into the skin with an even coverage and a luxuriously moist feel. SPF25, PA++

Release date: May 16, 2017

Main retail outlets: Specialist cosmetics stores, some drugstores in Japan

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¹ Collagen Care Ingredient LM1: Water-soluble collagen, BG, extract of sage leaf, extract of common mallow.

² Collagen Care Ingredient LM2: Water-soluble collagen, DPG, extract of sage leaf, extract of common mallow.

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

LISSAGE

LISSAGE debuted in 1992 as a counseling brand focusing on collagen synthesis. The LISSAGE concept was a response to changes in Japanese society with the passage of the Act on Securing of Equal Opportunity and Treatment between Men and Women in Employment (1986) and the Child Care and Family Care Leave Act (1992). Year by year, more women juggled the demands of work, home, and children. With the brand's hallmark product LISSAGE SKIN MAINTENIZER they could practice simple skincare with a two-in-one product combining the functions of a beauty lotion and emulsion. LISSAGE brand activities focus on individualized counseling and products tailored to the unique skin qualities of different woman. The brand concept emphasizes "smart and simple" proposals for a woman's makeup routines.

Creative Director & Package Designer: Kashiwa Sato

Kashiwa Sato is an internationally renowned creative director, whose ability as a brand architect to identify, elucidate, and visualize the essence of the subject is highly acclaimed in a number of fields. Some of his major works include the symbol mark design for The National Arts Center, Tokyo; brand creative direction for Uniqlo, Rakuten Group, Seven-Eleven Japan, and Imabari Towel; and total creative direction for CUP NOODLES Museum and Fuji Kindergarten.

He has won numerous awards, including a Mainichi Design Award and a Tokyo ADC Grand Prix. He is a special visiting professor at Keio University and a visiting professor at Tama Art University.

His books include the bestseller "Kashiwa Sato's Ultimate Method for Reaching the Essentials" (Nikkei Publishing Inc.), among others. <http://kashiwasato.com/>

