

FOR IMMEDIATE RELEASE

## Limited release of “DISNEY TSUM TSUM” character designs for SUISAI BEAUTY CLEAR POWDER WASH

Tokyo, Japan – June 12, 2017

On June 16, 2017, Kanebo Cosmetics will be releasing a limited-edition SUISAI BEAUTY CLEAR POWDER WASH decorated with “Disney Tsum Tsum” characters in the SUISAI skin care brand.

The outstanding facial cleansing effects and portability of this popular enzyme facial cleanser powder continue to drive high-volume purchasing, especially by overseas visitors touring Japan. To further enhance the pleasures of daily facial cleansing, Kanebo is now releasing a limited-version of BEAUTY CLEAR POWDER WASH decorated with “Disney Tsum Tsum” characters originally created in Japan.<sup>1</sup> By fusing two uniquely aspects of Japanese popular culture, adulation for the cute and dedication to detail, the limited edition will appeal to customers from Japan and overseas alike.



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### Leading up to the release

The SUISAI skincare series brings out a smooth and silky softness in skin prone to oiliness, blocked pores, roughness, and stickiness. BEAUTY CLEAR POWDER WASH, the enzyme facial cleansing powder, has been one of the most popular items in the SUSAI series and a top seller in the Japanese market for facial cleansers for three consecutive years<sup>2</sup>. BEAUTY CLEAR POWDER WASH is particularly popular among overseas visitors traveling within Japan. Ryuichi Aoki, the brand manager, explains the outstanding appeal of BEAUTY CLEAR POWDER WASH: “It derives from ancient fermentation techniques originally used in Japanese cooking. As a facial cleansing product, the powder is remarkably gentle on the skin. The hygienic

<sup>1</sup> “Disney Tsum Tsum” is an animated character concept conceived in Japan based on Disney Store’s “Tsum Tsum” teddy bear series and popular smartphone game app based on the character (LINE: Disney Tsum Tsum).

<sup>2</sup> Intage SRI Facial Cleanser (Counseling Items) Market, December 2013 to November 2016, total sales for BEAUTY CLEAR POWDER (including previous products)

capsule design promises outstanding portability, which makes BEAUTY CLEAR POWDER WASH ideal for travel or as a gift. Users can expect both exceptional quality and ease of use.”

The “Disney Tsum Tsum” characters decorating each capsule of the limited-release product were originally created in Japan. Executed with a love for detail, their cuteness adds an extra spirit of fun to everyday skincare. “Beyond the functional properties such as quality and effectiveness,” Aoki explains, “a cosmetic should hold both an esthetic and emotional value for customers. An appeal to all the senses is the essence of Kanebo’s KANSEI philosophy.”

## Product features

SUISAI BEAUTY CLEAR POWDER WASH is an enzyme facial cleanser formulated with two enzymes and amino acid cleansing ingredients<sup>3</sup> to condition the skin to a clear, silky smoothness by clearing away dirt gathered in the pores along with plugs, roughness, and old keratin.

“The ‘Disney Tsum Tsum’ characters on the limited-release packages are carefully rendered by hand to resonate with the product image and enhance the enjoyment of daily facial cleansing,” says Aoki. “The product will also enchant collectors and fans of ‘Disney Tsum Tsum’, as the limited release will also feature a newly drawn design created exclusively for BEAUTY CLEAR POWDER WASH.”

## Description of the product

SUISAI BEAUTY CLEAR POWDER WASH, “DISNEY TSUM TSUM” LIMITED DESIGN, one item, 0.4 g x 32 capsules, limited release, open price

## Capsule design



©Disney ©Disney. Based on the “Winnie the Pooh” works by A.A. Milne and E.H. Shepard.

- All capsules decorated with limited-edition designs.
- Twelve designs based on nine “Disney Tsum Tsum” characters. The combinations will vary from one product to another.

**Release date:** June 16, 2017 (Japan, Taiwan)

**Main retail outlets:** Drugstores, general merchandise stores, specialist cosmetics stores

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

<sup>3</sup> Cleansing ingredients: Protein dissolving enzyme (protease), sebum dissolving enzyme (lipase), amino acid cleansing ingredients (sodium lauroyl methylaminopropionate, sodium myristoyl glutamate).