

FOR IMMEDIATE RELEASE

Kanebo introduces Skin Moisture Sensor, a smartphone peripheral run by an app linking customers to stores

Tokyo, Japan – March 9, 2017

Kanebo Cosmetics and NTT DoCoMo have jointly released a smartphone app called “Smile Connect.” The app provides timely information on beauty care for the user, including optimal care strategies for the season and ideal products and techniques for the user’s skin.

The mobile moisture check, the core function of the app, works with a small Skin Moisture Sensor plugged into a smartphone earphone jack. The sensor begins measuring moisture levels and recording data in the user’s profile as soon as it touches the skin. With repeated use, the app can chart out daily or seasonal changes based on measurements taken over time. The device is simple enough to use for everyday skincare. It is available for free at Kanebo Cosmetics counters throughout Japan.



Kanebo Cosmetics released the “Smile Connect” app on December 8, 2016. “Smile Connect” links to Kanebo counters¹ in department stores and General Merchandising Stores (GMS) to track the customer’s purchase history, make reservations, and browse data from skin analysis sessions performed at the counter. The small Skin Moisture Sensor hooked to a smartphone measures skin moisture levels and records the data in the user’s profile. It works whenever and wherever the user wants. The sensor is being distributed free of charge at Kanebo counters to customers who agree to sign on as monitors.

Kanebo Cosmetics developed Skin Moisture Sensor as a new tool to complement and strengthen its personal counseling at cosmetic counters.

Shiko Nakane, manager for Marketing Strategy Planning and in charge of the app development at Kanebo Cosmetics, explains its rationale: “By taking daily measurements, customers can get closer in touch with their skin and better understand the types of care they need. As they get a

¹ Counters equipped with “Kanebo Store Customer System”

sense of seasonal changes over time, they gain skill at applying care products by different methods and in different dosages. They also learn to choose optimal products for the season and for their own ages and biological rhythms.”

In conventional counseling, Kanebo beauty counselors check a customer’s skin at the counter once in a while. The advice offered is based on average measurement data. Frequent measurements with a small moisture sensor at home yield a more nuanced understanding of their own skin and how skin moisture responds to influences such as the female rhythm and lifestyle habits (sleep, alcohol, etc.). “A moisture sensor can help a woman understand her individual skin type and use that understanding to make lifestyle choices,” points out Shiko Nakane.

This is the first measuring device capable of collecting skin data at any hour around the clock, not just during normal shopping hours. Kanebo Cosmetics aims to put this knowledge to use to refine its beauty care formulations, develop new products, and fine-tune its marketing.

Feedback from users

The first sensors tested in Sapporo from August 1, 2016 were favorably received. Customer responses reflect a growing awareness of personalized skincare: “It has been fun to test my own skin with Skin Moisture Sensor at random times of day to see how my moisture levels change”; “It’s great to have an app that can do things that used to require a visit to a sales counter”; “Now I can adjust my skincare to condition my skin to just how I need it.”

Where to obtain the Skin Moisture Sensor

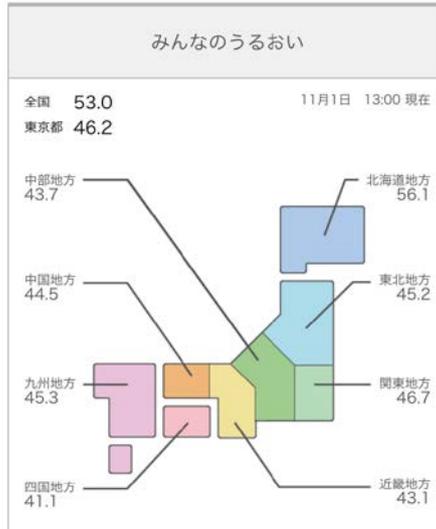
Skin Moisture Sensors are being given away at Kanebo Counters in department stores and general merchandise stores until March 31, 2017. To receive the sensor, customers will be asked to register as monitors and test the sensor at least once weekly for a three-month period.

Overview of Smile Connect app

- Beauty care information based on a year divided into six seasons.
- Skincare and makeup information from season to season.
- Beauty care information related to lifestyle environment and habits
- Video tutorials.

App specifications

- Compatible operating systems: iOS8 and above, Android 4.3 and above
- Price: Free
- Where available: Japan
- App stores: App Store, Google Play Store (search “Smile Connect”)
- Development partner: NTT DoCoMo Ltd.



北海道・東北・関東地方

北海道	56.1	青森県	57.3
岩手県	37.7	宮城県	35.1
秋田県	32.0	山形県	55.5

Average skin moisture levels for different regions and prefectures

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