

FOR IMMEDIATE RELEASE

Kanebo Cosmetics launches KANEBO brand **Essential qualities for universal beauty**

Tokyo, Japan – May 20, 2016

On September 15, 2016, Kanebo Cosmetics welcomes its 80th year in the cosmetics business. To celebrate this auspicious milestone, the company is introducing KANEBO, a new brand dedicated to all women who seek essential qualities and share perceptions of universal beauty.

KANEBO will be launched in the prestige market in Japan and internationally and is set to become the brand that symbolizes the core qualities of Kanebo Cosmetics.

Since the introduction of its premium quality “Savon de Soie” (Silk Soap) on September 15, 1936, Kanebo has advanced cosmetics with innovative concepts and has epitomized women’s beauty throughout the decades while caring for its customers with personalized counseling and responsiveness to women’s lifestyles. Now, with an accumulation of 80 years of knowledge and expertise in cosmetics, the company introduces its newest brand – KANEBO.

The brand credo for KANEBO is “Make your Life a Masterpiece”. In good times and in bad, life needs to be faced daily with flexibility and grace. Beauty achieved over the days, months, and years eventually makes our life a beautiful masterpiece.

To this objective, KANEBO aspires to help women bring out the very best in their own beauty as they keep in close touch with the rhythms of their lives.



Summary of Launch



KANEBO is a comprehensive cosmetics brand based on “Chrono Beauty”¹, a concept that centers on skincare and encompasses makeup and wellness².

KANEBO is positioned as a prestige brand, and created for women who seek essential qualities and share perceptions of universal beauty. Unlike conventional images of luxury, KANEBO projects a realistic female image with a sense of intuition, reflecting a simple, natural lifestyle. To further differentiate it from the gorgeous prestige concepts of

the past, Kanebo Cosmetics has coined the image as “new prestige”. After its debut in Japan in

September 2016, KANEBO will be launched in Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam in November 2016, and expand to Europe and Russia in 2017. The brand is set to become the company's central brand which embodies the essential qualities of Kanebo Cosmetics.

Brand Name & Logo Design

Kanebo Cosmetics will use its company name – KANEBO – to symbolize its new global brand. The logo lettering, all in capital letters, was used to convey the ambiance that the product comes from Japan, and also to express the product's quality, its delicacy, and its universality as a global brand.

Product Line-up

The Japanese price (excluding tax) is the suggested retail price.

For details please read the product descriptions.

Skin care items: 8 categories, 10 items – ¥2,500 to ¥8,000

Base makeup: 6 categories, 13 items (14 items overseas) – ¥800 to ¥5,500

Color makeup: 10 categories, 21 items – ¥1,000 to ¥5,500

Date of Release

Sept. 15, 2016 (Japan)

Mid-2016 (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)

Distribution

In Japan: department stores and selected cosmetics specialty stores

Customer target

Women of the world who are graceful, yet strong and resilient, and appreciate universal beauty (the pursuit of essential qualities)

Brand Concept: Make your Life a Masterpiece

Beauty Proposal: Chrono Beauty—To realize one's optimum beauty using proper timing and observing the rhythms and patterns in skin changes through the passage of time (daily, monthly, yearly, lifelong) to attain and maintain vibrant, beautiful skin.

Advertising Model: Arizona Muse

Design: Gwenaél Nicolas

¹To realize one's optimum beauty by providing optimal care at the best time and observing the rhythms and patterns in skin changes through the passage of time (daily, monthly, yearly, lifelong).

²Providing information on wellness to support beauty

Skincare Products Description

Prices: Manufacturer's suggested retail prices in Japan (excl. tax)

Name of Product	Volume Prices	Product Description
KANEBO SOFTENING CREAM CLEANSING	1 Item 120mL ¥3,000	Cream-type makeup remover with a soft and moist sensation. Gently cleanses off makeup for a bright finish. - Aroma Teatopia fragrance
KANEBO MELLOW RICH OIL CLEANSING	1 Item 180mL ¥3,500	Oil based makeup remover that's smooth and rich textured. It quickly absorbs and removes makeup and leaves the skin bright and refreshed. - Aroma Teatopia fragrance
KANEBO REFRESHING CREAMY WASH	1 Item 120mL ¥2,500	Cream-type facial wash with a rich and creamy lather. It purifies the face and leaves the skin with a moist feel and bright finish. - Aroma Teatopia fragrance
KANEBO THE FIRST SERUM	1 Item 60mL ¥6,000	A beauty serum used at the start of the skincare regimen. It penetrates moisture deep into the skin's surface (stratum corneum) for lustrous, supple skin. It also makes skin soft and ready for applying the next step of skincare. - Hydra Botanical Complex ¹ (for moisture) - Aroma Teatopia fragrance
KANEBO MOISTURE FLOW LOTION KANEBO MOISTURE FLOW RICH LOTION	2 items 180mL ea. ¥5,000	Lotions that deliver moisture deep into the skin's surface for vibrant, supple skin. - Hydra Botanical Complex ¹ (for moisture) - Aroma Teatopia fragrance
KANEBO BOUNCING EMULSION KANEBO BOUNCING RICH EMULSION	2 items 100mL ea. ¥6,000	Emulsion with a smooth and mellow sensation that absorbs easily and gives suppleness and elasticity to the skin. - Hydra Botanical Complex ¹ (for moisture) - Aroma Teatopia fragrance
KANEBO FRESH DAY CREAM	1 item 40mL ¥6,000	Cream focused on morning skin. It protects dehydration and UV rays throughout the day, and gives skin a dewy moistness with suppleness and elasticity. SPF15, PA+++ - Morning Botanical Complex ² (for moisture) - Morning Garden fragrance
KANEBO NIGHT LIPID WEAR	1 item 40mL ¥8,000	Cream focused for the night that gently envelops the skin after a day of exposure to a drying environment and UV rays. It protects skin from drying evaporation during sleep and gives suppleness and elasticity. - Night Botanical Complex ³ (for moisture) - Night Velvet Bouquet fragrance

¹ Loquat leaf extract, Aqua glucoside (ethyl glucoside), Watercress (Dutch mustard), Glycerin

² Althaea root extract, Golden chamomile extract (chrysanthellum indicum extract), Fucus serratus extract, Glycerin

³ Bitter orange peel extract, Licorice derivative (dipotassium glycyrrhizinate), Sweet tea extract (Tien-cha extract), Glycerin

Base Makeup Product Descriptions

Prices: Manufacturer's suggested retail prices in Japan (excl. tax)

Name of Product	Colors, volume prices	Product Description
KANEBO GLOW PRIMER	1 item 30mL ¥4,000	Makeup primer that evens out the skin tone while giving a lustrous, soft radiance and a healthy glow. It spreads on smoothly and makes foundation easy to apply evenly. SPF10, PA+ - Green floral fragrance with a base of Teatopia
KANEBO FULL RADIANCE FOUNDATION	7 colors for all markets, 1 color exclusive for outside Japan 30mL ea. ¥5,500	A liquid foundation that spreads on easily as if melting onto the skin for an effortlessly natural look. It forms a radiant veil that gives skin the effect of a brilliant sheen with suppleness. SPF25, PA++ - Clear tone powder (synthetic mica powder) - Green floral fragrance with a base of Teatopia
KANEBO CONTROL FINISH POWDER	1 item 18 g ¥4,000	Face powder that softly and lightly envelops the face, camouflaging pores and imperfections on the skin, giving a beautiful, long-lasting finish to the foundation. - Green floral fragrance with a base of Teatopia
KANEBO FINISH POWDER CASE	1 item ¥1,200	Face powder case Case includes an inner mesh netting and a powder puff
KANEBO FINISH POWDER PUFF	1 item ¥800	Powder puff for face powder
KANEBO FRAME ADJUST SPONGE	1 item ¥900	A dome-shaped sponge with a gentle curve on both sides making it easy to glide foundation onto wide areas as well as around the eyes and the nostrils. It's pliable and works smoothly and softly on the skin.

Color Makeup Product Descriptions

Prices: Manufacturer's suggested retail prices in Japan (excl. tax)

Name of Product	Colors Prices	Product Description
KANEBO MOISTURE ROUGE	6 colors ¥3,500 ea.	Lipstick that glides on smoothly and effortlessly. One coat wraps the lips like a lustrous veil of moisture-giving beauty lotion and provides vivid color that brings out the bright glow of the skin.

KANEBO SELECTION COLORS EYE SHADOW	3 colors ¥5,500 ea.	Eyeshadow in a 5-color palette of colors. While giving a beautiful impression through different colors and luminosity, it highlights and accentuates the brow bone and area around the eyes giving a dignified appearance.
KANEBO DUAL EYELINER (PENCIL)	2 colors ¥1,500 ea.	Pencil-type eyeliner with a soft and gentle touch that draws lines exquisitely.
KANEBO DUAL EYELINER (LIQUID)	2 colors ¥1,500 ea.	Liquid eyeliner with a supple touch that draws superfine lines beautifully. Can be used in combination to beautifully highlight the contours of the eyes.
KANEBO DUAL EYELINER HOLDER	1 item ¥1,000	Eyeliner holder that holds 2 eyeliners (pencil & liquid) together as a set. Only one side can also be used
KANEBO PENCIL EYEBROW	2 colors ¥2,000	Eyebrow pencil with a soft and smooth touch that draws thick or thin lines as desired. It's highly resistant to perspiration, water, and oil and has a beautiful long-lasting finish.
KANEBO PENCIL EYEBROW HOLDER	1 item ¥2,000	Eyebrow pencil holder to hold as a set. Includes a brush.
KANEBO VARIANT BROSSÉ (CHEEKS)	2 colors ¥2,500 ea.	Blush in a 2-color palette that delivers clear colors with the fresh look of a natural blushing complexion. It tones skin and gives a healthy-looking, translucent finish.
KANEBO FACE COLOR COMPACT	1 item ¥2,000	Compact case to insert Variant Brosse cheek colors
KANEBO FACE COLOR BRUSH	1 item ¥1,000	Set of 2 makeup brushes made of natural mountain goat hair. The set comes with one large brush and one angled brush.

###

Press contacts:

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