

FOR IMMEDIATE RELEASE

Kanebo set to launch EVITA BEAUTY WHIP SOAP Its rich velvety foam appears as a charming rose for a delightful way to cleanse the face each day!

Tokyo, Japan—July 1, 2016

On September 1, 2016, Kanebo Cosmetics will launch its new facial wash – EVITA BEAUTY WHIP SOAP – through EVITA, a skincare brand for aging skin. The product comes in a special pump action bottle which dispenses a rich, velvety facial cleansing foam that blossoms out in the form of a rose.

The product was planned and created to appeal to a wide range of ages and to make facial cleansing a fun and pleasurable ritual.

Facial cleansing: the art of lathering

Cleanliness is an essential aspect of Japanese culture, in a country where “beautiful” is often synonymous with “clean.” This deep regard for cleanliness is especially embodied in distinct face washing rituals that are said to stretch back to the 8th century.

As a basic rule, facial cleansing should be done with a very rich lather for effective yet gentle cleansing, without having to press the face directly with the hands or fingers. Thus, a key part of modern Japanese facial washes and soaps is the quality of its lather.

When Kanebo queried people on facial cleansing many remarked, “If the face isn’t cleansed well, makeup doesn’t absorb or stay on properly” indicating that they recognize the importance of proper cleansing. However, often following that response was “but I wash my face without making a proper lather since it’s too much trouble.”

As Naomi Kaji, product developer for EVITA BEAUTY WHIP SOAP reflects back, “I had the opportunity to experience the concerns of older individuals and discovered that proper face cleansing becomes a tiring custom when hands and wrists start to weaken.”

Now, EVITA is ready to launch its easy-to-use facial wash. A single pump produces a richly dense foam eliminating the hassle of working up a lather—and as an added bonus, it makes face washing fun!

Product features

EVITA BEAUTY WHIP SOAP is a smoothly dense facial washing foam that emerges in the shape of a rose blossom that’s nicely sized for cleansing the face. It’s specially formulated to give a dewy soft finish and to help retain the skin’s moisture. As Kenichi Fukami from the skincare laboratories explains, “It took over a year of research to finally develop a cleansing foam formula that keeps its shape, thoroughly cleanses impurities and leaves the skin with a moist, dewy sensation.”

It’s easy to use—just one press of the pump produces a richly dense, smooth foam that cleanses efficiently without the need to rub or scrub the face. The cleansing formula contains optimum moisturizing ingredients of royal jelly extract, water-soluble collagen, dual hyaluronic acids α^1 , fermented rice extract, and rose water². The lovely rose-shaped, rose-scented foam that appears with each pump evokes images of genuine damask roses which makes daily facial cleansing a delight.

¹ Sodium hyaluronate and dimethylsilanol hyaluronate ² Rosa damascene flower extract



Product name	Volume	Price
Evita Beauty Whip Soap	150g	Open Pricing

How to use



- ① Shake the bottle well and place upright on a surface.
- ② Press pink buttons on each side simultaneously to bring out the foam.
- ③ When the foam appears, release fingers from the buttons. (When it's about 3 cm high)

Release

Date of release: September 1, 2016

Availability: Drug stores, volume retail stores and other retail outlets in Japan

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

About Evita:

EVITA is a skincare brand designed especially for women over fifty who seek thorough care for aging skin. As one of the first cosmetics brands with packaging clearly targeted towards women over fifty, it broke through a barrier when launched in Japan in 2000 by focusing special attention on an older demographic. The brand won huge support and inspired new products and services in other industries targeting the 50+ generation.