

## FOR IMMEDIATE RELEASE

### **EVITA BEAUTY WHIP SOAP wins two top prizes at the ADF/PCD show in Paris**



Tokyo, Japan – February 22, 2017

*EVITA BEAUTY WHIP SOAP* from Kanebo Cosmetics is a facial cleanser that delivers a rose-shaped foam with a single push of the dispenser. It was released in September 2016. In January of this year the soap won top prizes in two categories at the ADF/PCD trade show held in Paris, France: one in the Personal Care Aerosols category at the Aerosol and Dispensing Awards sponsored by the Aerosol & Dispensing Forum (ADF), one in the Personal Care - Hair category at the Packaging of Perfume Cosmetics & Design Awards sponsored by Packaging of Perfume, Cosmetics & Design (PCD) (January 18 and 19, 2017).

#### **About the ADF/PCD conference**

The ADF/PCD conference held in annually in Paris, France is Europe's largest exhibition/conference for the producers and users of containers for cosmetics, perfumes and aerosols. It consists of two sections: the Aerosol & Dispensing Forum (ADF) and Packaging of Perfumes, Cosmetics & Design (PCD). Last year around 6,500 people from 70 countries attended.

Outstanding product containers released in the previous year are awarded prizes in various categories at the show. The winners are selected by a panel of experts from leading European and American manufacturers, together with journalists who write for trade magazines specialized in distribution and cosmetics. From among nearly 80 products submitted for consideration, two are selected as winners in each category.

At the awards ceremony held on January 18 and 19, EVITA BEAUTY WHIP SOAP won top prize in both the Personal Care Aerosols category of the ADF awards and the Personal Care – Hair category of the PCD awards. Very rarely does the same item win top prizes in both these awards.

### **The winning qualities of EVITA BEAUTY WHIP SOAP**

Three qualities of EVITA BEAUTY WHIP SOAP convinced the judges to select it as this year's winner.

1. The beautiful rose-shaped facial foam it dispenses.
2. Technical innovation achieved by an exquisite balance between mechanism and formulation.
3. Worldwide acclaim gained through Instagram and other social media.

### **Comment from the jury**

#### Peter Lamboy

Director, Packaging Development, Kao Europe Research Laboratories

“Every year we evaluate and decide on samples and innovations from different suppliers. Sometimes it isn't easy to judge the right candidates. With the Evita Rose Applicator it was totally different. All the members of the jury gave the highest points to Evita. Even our competitors honored this with respect for the great development. Also, it's quite rare for the same item to receive both awards, and this shows how highly the Roses Applicator on Evita was rated.”

### **Comments from the developers**

#### Naomi Kaji

Skincare Product Development, Product Development Division, Kanebo Cosmetics Inc.

“Japanese women place great importance on facial cleansing, but many lament that it takes too much effort to work up lather. We developed BEAUTY WHIP SOAP to add more pleasure to daily facial cleansing. Customers tell us how excited and happy they are about this product. We've shipped about a million items so far.”

#### Naoki Fujita

Kanebo Cosmetics Evita Team, Packaging and Dispenser Development Laboratories, Basic Research Center, Kao Corporation

“The goal we set was a tough one: develop a totally new mechanism to dispense foam like never before. We achieved the beautiful rose-shaped foam by creating a succession of prototypes in league with the creators of the soap formula. We hope to continue making products that excite users and bring smiles to their faces.”

### Description of the award-winning product

Product	Volume	Price
EVITA BEAUTY WHIP SOAP	150 g	Open price
<p>A facial cleanser delivered in rose-shaped lather that preserves moisture and conditions the skin to a dewy tone. The rich, creamy lather gently cleanses without ever scrubbing. Formulated with five moisturizing ingredients: Royal Jelly Extract, Water-Soluble Collagen, W hyaluronic acid alpha,<sup>*1</sup> fermented rice extract, and rose water.<sup>*2</sup></p> <p>The luxurious rose scent and exquisite rose form of the foam add more pleasure to daily facial cleansing.</p> <p>*1: Hyaluronic acid Na, hyaluronic acid dimethylsilanol *2: Damask rose water</p>		

### Availability:

Drug stores, volume retail stores and other retail outlets in Japan, Taiwan and Hong Kong

### The awards ceremony



## Product images



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