

FOR IMMEDIATE RELEASE

Release of KANEBO THE EXCEPTIONAL
The first beauty ensemble for supreme clarity
From the global prestige brand KANEBO

Tokyo, Japan – August 29, 2018

On November 7, 2018, the global prestige brand KANEBO will be releasing KANEBO THE EXCEPTIONAL, a series of three premium-quality products (lotion, emulsion and cream) priced at between 20,000 and 120,000 yen before tax. KANEBO THE EXCEPTIONAL will be the first product line¹ developed to lead skin and mind to supreme clarity.

The release of THE EXCEPTIONAL marks the completion of the core skincare lineup of KANEBO, a prestige skincare and makeup brand born in September of 2016. KANEBO will continue issuing distinctive skincare products to reinforce its position in the prestige markets in Japan and overseas.



Leading up to the release

KANEBO was born in September 2016 as a global prestige brand for graceful women with a positive approach to the here and now. In the two years since, the portfolio of KANEBO skincare and makeup products has been steadily expanded.

KANEBO is now releasing THE EXCEPTIONAL, a truly unique range of premium quality items created in pursuit of the ultimate in beauty. Skin beauty is a coalescence of such qualities as moistness, firmness, radiance, and smoothness, which together lead to a skin full of clarity. Kanebo pursues those qualities to attain supreme clarity that suffuses the mind as well as the skin.

The KANEBO brand is one of the prestige brands that accelerate the company's growth on the global market. The release of THE EXCEPTIONAL will strengthen the positioning of KANEBO as a global prestige brand.

¹ First formulation dedicated to skin clarity developed by the KANEBO brand

The idea behind THE EXCEPTIONAL

“Clear Skin Solution,” KANEBO’s unique multifaceted approach to beautiful skin, was developed in the belief that skin beauty can only be achieved when six key factors such as moisture, radiance, firmness, smoothness, and brightness through moisture are in harmonious correlation. THE EXCEPTIONAL formulations are based on the same approach. All three items in the series contain Clear Botanical Complex,² a moisturizer effective in attaining a clear beauty enriched with high-quality moisture and radiance. The blissful, quintessentially rich texture sublimates the experience of skincare, purifying the state of mind moment by moment. All three items also contain “Eternity Bouquet,” a fragrance derived from beautiful, refined flowers with a white keynote.

Features of the new products

The series consists of three items formulated to attain exquisite clarity: a cream that forms a veil suffused with lasting vital glow, a moisturizing lotion that replenishes the skin to a clear, bright tone, and an emulsion that plumps and firms the skin while sealing in moisture.

KANEBO THE CREAM forms a veil of moisture that offers a lasting vital glow. Ample moisture permeates deep into the horny layer of the skin, clarifying the tone with sublimating clarity. In addition to Clear Botanical Complex (moisturizer), the core ingredient in THE EXCEPTIONAL series, the cream also includes active ingredients³ to maintain the skin in a healthy state, prevent chapping, and provide solid protection. KANEBO THE CREAM makes skincare time blissful with sublimating sensations for skin and mind from the very first application.

KANEBO THE LOTION has a purely mellow texture that gently infuses moisture and revives the skin to attain bright



² A complex consisting of fermented pear juice extract, watercress extract, aqua glucoside (ethyl glucoside), geranium extract and glycerin (concentrated glycerin).

³ Carnitine HCl, Tocopheryl Nicotinate, Glycyrrhizate

clarity. High affinity with the skin ensures that the lotion permeates deep into the horny layer. The harmonious fusion of texture and fragrance heightens the senses and leaves the skin replete with clarity.

KANEBO THE EMULSION spreads smoothly over the face with a superbly rich texture, enveloping the skin with ample moisture. Nourishing oils in the emulsion formula convey sensations of fullness and firmness while the polymer ingredient (hydroxypropyl starch) smoothens the texture. A light application to the skin feels firm to the touch with slight cling at first, then permeates the skin soothingly with no traces of stickiness.



Product description (suggested retail price in Japan, excl. VAT)

Name of product	Items, volume, price	Product features
KANEBO THE CREAM (quasi-drug)	1 item, 40 mL, ¥120,000	A luxurious, richly textured cream that offers a refined vital glow as it firms and conditions the skin. It delivers moisture down to the surface of the skin, as if cocooning it in a veil of moisture. Regular use prevents chapping and maintains a healthy and vibrant skin. Active ingredients: Carnitine HCl, Tocopheryl Nicotinate, Glycyrrhizate - Includes Clear Botanical Complex (moisturizing ingredients) - Eternity Bouquet fragrance
KANEBO THE LOTION (quasi-drug)	1 item, 150 mL, ¥20,000	A mellow-textured lotion that gently permeates the surface of the skin leaving it moisturized and enlivened with youthful radiance. Active ingredients: Carnitine HCl, Glycyrrhizate - Includes Clear Botanical Complex (moisturizing ingredients) - Eternity Bouquet fragrance
KANEBO THE EMULSION (quasi-drug)	1 item, 100 mL, ¥30,000	A rich, smoothly textured emulsion that envelops the skin, bringing sensations of plumpness and clarity. Prevents chapping and maintains the skin in a healthy condition. Active ingredients: Carnitine HCl, Glycyrrhizate - Includes Clear Botanical Complex (moisturizing ingredients) - Eternity Bouquet fragrance

Release date:

Japan: November 7, 2018

Overseas: Varies from country to country

Main sales outlets:

Japan: Department stores and selected specialist cosmetics stores

Countries where KANEBO products are currently sold:

Asia: Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Taiwan (September 2018), South Korea (August 2018, only travel retail)

Europe (only skincare): Austria, Germany, Italy, Russia

NB: THE EXCEPTIONAL is not scheduled for release in Europe.

###

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

Reference:

In May 2018 Kao developed a “New Global Portfolio” to form the core of a new growth strategy for the group’s cosmetics operations. Eleven strategic brands (G11) were selected with the aim of strengthening a global cosmetic business focused on five core enterprises: Kanebo Cosmetics, SOFINA, Curél, e’quipe LTD., and MOLTON BROWN. The group plans to refine the individuality of every brand while spurring growth in Europe, Japan, and the rest of Asia by fusing sensory properties with the evidence-based science for which the Kao group is known.

