

**From the international makeup brand KATE:
KATE DARK ROSE SHADOW**



A new makeup ensemble for deep, contoured eyes with layers of dusty colors

Tokyo, Japan – October 15, 2018

On November 1, 2018, Kanebo Cosmetics will be releasing KATE DARK ROSE SHADOW and KATE FIT RARE GEL PENCIL, a dual eye makeup ensemble that adorns the eyes with alluring contour, depth, and color. Seven new products of two types (non-printed prices) will be joining the KATE makeup brand sold in Asia. DARK ROSE SHADOW expresses the bewitching, mysterious allure famously recognized in all KATE products. The items will particularly appeal to teen and twenty-something women with a fondness for trendy makeup.



Background to the release

The latest makeup trend turns to color and texture for a changing nuance. In autumn 2018 Kanebo will be releasing six eye shadows inspired by a dark rose theme to express the bewitching and mysterious allure famously recognized from KATE. “The latest makeup trend in Japan uses color and texture to change nuance of eyes. KATE DARK ROSE SHADOW adds brilliance and allure by heightening color and using glitters as an accent, that creates new makeup finish,” says Mayuko Endo, Makeup Product Development Group.

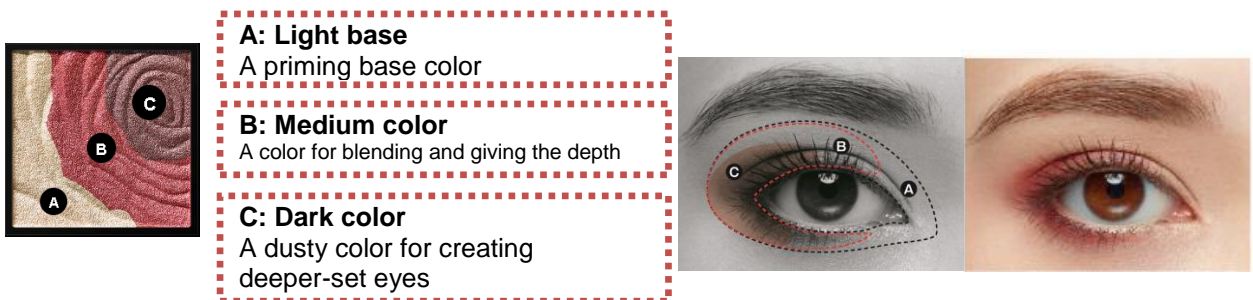
The dark rose motifs are tailored to teen and twenty-something women who seek self-expressive makeup with a subtle but edgy flair. “Trying out a new and unique fashion for just a few hours at an event or special occasion is a great way to relieve stress. It reminds me of the traditional Japanese concept of *bureiko*, throwing decorum aside,” explains Sumika Hirao of Kanebo Cosmetics’ Beauty Research Institute. The colors and the design are defined by trendy dusty colors, velvety texture, and rose

contours. “Year after year, the mainstream eye makeup fashion in Japan has been subtle beige nuances on the lids. Nowadays, however, younger Japanese women are starting to embrace more defined colors and textures. DARK ROSE SHADOW and FIT RARE GEL PENCIL are set to reinforce KATE’s position as a leader in the eye shadow category.

Product features

Each eye shadow set from KATE DARK ROSE SHADOW comes in a three-color palette to adorn the eyes with deep contours in dusty, velvety colors layered onto the skin like rose petals. The application starts with a spreading of the light base (A) all over the eyelids. Next comes the addition of the dark color (C) over one-third of the eye area, starting from the outer corner. Last comes a layer of medium color (B) to gently tone down the colors of (A) and (C). Altogether, the contour and depth of the finished layers give off the impression of deep, sexy eyes.

The three colors of KATE DARK ROSE SHADOW (RD-1)

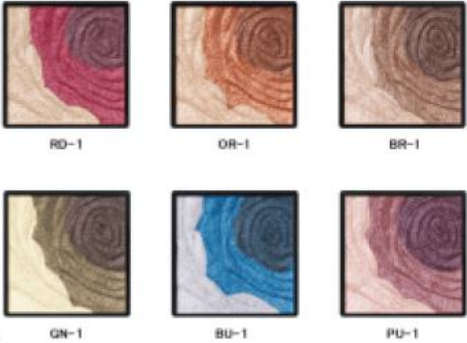



Promotion

This new range will be promoted in stores, on TV commercials, and online. The internet promotions will feature visuals and movies to be released for a limited period from around mid-October. The aims are to spread information on the range as a trending SNS topic by portraying the mysterious, alluringly beautiful finish in a visual style distinctly different from that presented in stores. For the first time in the brand history, the two brand spokesmodels, Meisa Kuroki and Ayami Nakajo, will appear together in one campaign. The marketing teams hope that this new two-face approach will intensify the excitement of the promotion like never before.



Product descriptions (non-printed prices)

Name and type of product	Product features
<p>KATE DARK ROSE SHADOW, total of 6 types</p>	<p>Three-colored eye shadow for composing deep, profiled eyes from petal-like layers of dusty color. For contoured, cool, sophisticated eyes in dark colors with velvety texture.</p> <p>RD-1: Intense dark red OR-1: Pretty amber orange BR-1: Classy grayish brown GN-1: Noble olive green BU-1: Mysterious navy blue PU-1: Seductive mauve purple</p> 
<p>KATE RARE FIT GEL PENCIL, one new color</p>	<p>A new color rendered with an ultra-fine eyeliner in clear, deep colors. Applied with a soft pencil tip that draws soft, smooth lines with almost no effort at all. Adheres closely to the skin without smudging or crumbling.</p> <ul style="list-style-type: none"> - 1.5 mm ultra-fine pencil - Waterproof type that strongly resists perspiration, water, and tears. - Smudge-proof type that strongly resists sebum and abrasion. <p>BR-2: Bitter brown</p> 

Release date: November 1, 2018 (Japan) *Successively released in other regions/countries

Main sales outlets: Drugstores, general merchandise stores (GMS)¹, specialist cosmetics shops, and some online shops

¹ Japan only

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Press contacts: <https://www.kanebo.com/news/contact/>

About KATE

Japan's No. 1 makeup brand²

Since its debut in 1997, KATE has embodied the cool makeup style of Tokyo by introducing an ever-changing collection of trendy makeup items resonating with the brand motto “No more rules”. The brand is strengthening its presence in Asia³ through targeted promotions in key cities along with new launches featuring products for local Asian markets.

KATE has been maintaining the No. 1 position in Japan's self-selection makeup for 16 consecutive years. In 2014, it reached a two-digit growth in total shipments made (inclusive of overseas shipments) as compared with the previous year.

² INTAGE SRI survey/makeup market Japan/wide distribution (“self-selection cosmetics”) Jan. 2002 to Dec. 2017

³ Japan, China, Hong Kong, Korea, Malaysia, Myanmar, the Philippines, Taiwan Thailand, Singapore, Vietnam