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EVITA BEAUTY WHIP SOAP wins the Gold Prize in the Dow's 30th Awards for Packaging Innovation

Tokyo, Japan – October 16, 2018

On September 1, 2016, Kanebo Cosmetics released EVITA BEAUTY WHIP SOAP, a facial cleanser that delivers in a rose-shaped lather with a single push of the dispenser. Two years later, on September 11 of 2018, the product won a Gold Award in the 30th Awards for Packaging Innovation, sponsored by The Dow Chemical Company.

EVITA BEAUTY WHIP SOAP has also been awarded the Innovation Prize in the Personal Care (Aerosol) category at the Aerosol Dispensing Forum (ADF), as well as a Pentaward in the Cleansing and Haircare category in the Packing of Perfume Cosmetics & Design (PCD) competitions in France in January 2017.



About the Dow's 2018 30th Awards for Packaging Innovation

Outstanding packaging designs from around the world are submitted to the Awards for Packaging Innovation for a careful appraisal by a panel of independent judges from across the packaging industry based upon unique criteria. Packaging professionals covet the awards as a mark of innovation covering every step in the value chain in their industry, from design, materials, and technology to production processes and service. The awards were founded by DuPont in 1986 and are now being continued by The Dow Chemical Company. The awards are regarded as one of the most prestigious global awards in packaging.

The Dow 2018 30th Awards for Packaging Innovation received submissions from more than 200 companies based in 30 countries. One company was awarded the Diamond Award for top prize, nine companies were presented with Diamond Finalist Awards for producing outstanding examples of packaging, eight received the Gold Award, and 11 received the Silver Award. EVITA BEAUTY WHIP SOAP was one of the Gold Award winners.

Prize criteria and winning product qualities

1. Technical advances

The unprecedented beauty of the foam in the shape of a blooming flower

2. Socially responsible packaging

The plastic parts can be detached from the can with a single action to simplify material separation for recycling.

3. Outstanding user experience

The product turns facial cleansing from an essential but often drab chore to a soothing routine for enhanced quality of life.

EVITA BEAUTY WHIP SOAP received a very high score in category 1 and the top score in category 3 (outstanding user experience).



Comments from the product developers

“Most women understand the importance of facial cleansing, they often find it cumbersome to work the products into a rich lather. We decided to respond by creating a product that transformed daily facial cleansing into a simple and pleasing experience. Our customers now attest to the pleasure the product gives them. More than 1.8 million BEAUTY WHIP SOAP units have been shipped since the product launched.

Chizuru Ishikawa, Head of the Care Group, Product Development Sector, Kanebo Cosmetics, Ltd.

“I’m delighted and honored by the high ratings this container has received not just from cosmetics insiders, but from the packaging industry as a whole. My development team credits this success to the structure of the container, which brings pleasure into the daily routine of facial cleansing by dispensing the foam into the sculpted form of a rose. We hope to develop more containers that excite people and bring smiles to their faces in the days to come.”

Naoki Fujita, Kanebo Cosmetics Evita Team, Packaging and Container Development Laboratory, Basic Research Center, Kao Corporation

Description of the prize-winning item

Product name	Volume	Price
EVITA BEAUTY WHIP SOAP	150 g	Open price
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, ^{*1} fermented rice extract, and rose water. ^{*2} The luxurious rose scent and exquisite rose form of the foam add more pleasure to daily facial cleansing. *1: Hyaluronic acid Na, hyaluronic acid dimethylsilanol *2: Damask rose water		

Available in the following countries and regions: Japan, Taiwan, Hong Kong

In October 2017, in commemoration of the 1st anniversary of the launch, Kanebo Cosmetics released a limited “Rose & Strawberry” edition with a strawberry themed scent and foam color. In December 2018, a mauve-colored “Rose & Grape” limited edition will be coming up.

The awards ceremony:



Diego DONOSO, Business President, Dow Packaging and Specialty Plastics, (left) and Yoshihiro MURAKAMI, President & Representative Director, Kanebo Cosmetics at the awards ceremony.

Product Shot:



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

EVITA BEAUTY WHIP SOAP

Ever since its release in September 2016, EVITA BEAUTY WHIP SOAP has attracted widespread acclaim for its unique, rose-shaped lather. The soap has been so popular; more than a million items were shipped in the first six months after its release. Though available for purchase in only three countries (Japan, Taiwan, and Hong Kong), the product gained instant notice worldwide through videos posted on Instagram and other social media. Magazine coverage in many countries has ensued.