

FOR IMMEDIATE RELEASE

**New from the global prestige brand KANEBO:
Liquid lipsticks in keynote 5R colors¹, with alluring
natural colors and a tender glow feel**

Tokyo, Japan – November 13, 2018

On February 8, 2019, Kanebo Cosmetics will be releasing a series of new products from the global prestige brand KANEBO. Two of the coming items will be liquid-type lipsticks: KANEBO LIQUID ROUGE, in keynote 5R Red to bring out natural tones and a soft luster from the complexion, and KANEBO LIQUID NUANCE ROUGE, in colors that metamorphose “dramatic” and “nuances” contrast in meaning, and expressions of the lips. Eighteen new items, including limited-edition colors, of four types will be released at prices from ¥2,500 to ¥5,500 before tax.



KANEBO makeup

The KANEBO brand continues to release makeup for graceful women who seek essential qualities and share perceptions of universal beauty. through a careful composition of colors, textures and finishes. The colors are based on 5R colors, a natural red hue conjuring a beautiful skin complexion. The products are formulated with smooth, pleasant textures that blend effortlessly in. The finishes are defined through a bright, vibrant look that gives the impression of soft glow welling from within.

Theme-wise, the releases coming in February are fashioned to evoke a natural, healthy complexion such as when the skin flushes with excitement or a swell of emotion. The keynote 5R colors of the liquid lipstick brings the lips allure with a natural color and glowthat seems to escape from within the skin.

¹ Colors arranged around 5R, the keynote at the center of the many hues of red, to beautify the skin by bringing out a natural complexion that seems to escape from deep within.

The earlier stick-type and crayon-type lipsticks from the KANEBO brand will now be joined by a companion liquid-type to respond even more faithfully to individual preferences for different finishes.

Product descriptions






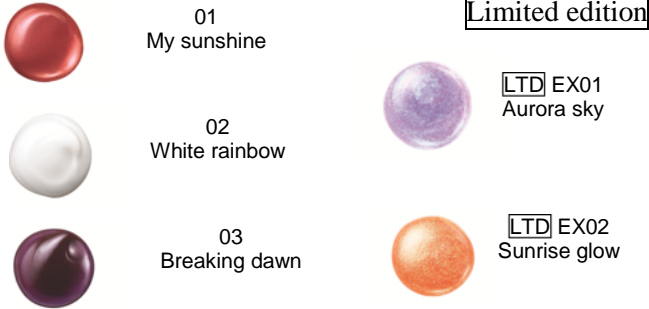
KANEBO LIQUID ROUGE is a liquid lipstick that brings out a natural complexion and soft glow that seem to escape from deep within. The product comes in wide-ranging colors, from warm and soft to vivid and uplifting. All of the colors on the palette are selected to blend naturally with the skin while creating beautiful






impressions empowered by the nuance of 5R Red. Texture-wise, the lipsticks blend gently into the lips with a smooth, effortless sensation and infusing a sense of allure, infusing a touch of allure.

KANEBO LIQUID NUANCE ROUGE is a liquid lipstick that changes the expression and nuances of the lips from the moment it goes on. The lips add natural, healthy color and subtle glossy nuances with a single hue or on top of another lipstick. Red pearl pigments in 5R Red nuances bring out a natural tone and beautify the color of the complexion. A finish with LIQUID NUANCE ROUGE widens the expressive register of the lips in bold, intricate, deep, moving colors.



Product descriptions (indicated prices are the manufacturer's recommended retail prices in Japan before tax)

Name of product	Types, prices	Product features
<p>KANEBO LIQUID ROUGE</p> 	<p>10 colors, ¥3,500</p>	<p>A liquid lipstick that brings out a natural, healthy lip tone and tender glow that seem to come from deep within with a sense of allure, with a touch of allure.</p>  <p>01 Love always 06 Keep going 02 I'm with you 07 Special thanks 03 Feel relaxed 08 Get the chance 04 Shining future 09 Let's groove 05 Treat myself 10 My hero</p>
<p>KANEBO LIQUID NUANCE ROUGE</p> 	<p>5 colors (2 limited edition), ¥3,500</p>	<p>A liquid-type lipstick that changes the expressions and nuances of the lips, when used alone or on top of an ordinary lipstick.</p>  <p>01 My sunshine Limited edition 02 White rainbow LTD EX01 Aurora sky 03 Breaking dawn LTD EX02 Sunrise glow</p>

<p>KANEBO SELECTION COLORS EYE SHADOW</p> 	<p>2 new colors, ¥5,500</p>	<p>A five-color eye shadow palette set to highlight the contours and lines of the eyes. Playful new colors combine with light to create an elegant, polished look.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>07 Botanic Orange</p> </div> <div style="text-align: center;">  <p>08 Crystal Blue</p> </div> </div>
<p>KANEBO VARIANT BROSSE (CHEEKS)</p> 	<p>1 new color ¥2,500</p>	<p>A new color from blush duo to beautify the skin with natural colors and soft luminance. Case available for a separate price of ¥2,000. Brush available at ¥1,000.</p> <div style="text-align: center;">  <p>05 Orange Petal</p> </div>

Release date: February 8, 2019 in Japan (different dates in countries and regions overseas)

Availability: Department stores and selected cosmetic specialty stores (and some duty-free shops).

Countries and regions where Kanebo products are available:

In Asia: Japan, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Taiwan, Thailand, Vietnam , South Korea (duty-free shops only)

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

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

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.

