

FOR IMMEDIATE RELEASE

**KANEBO ILLUMINATING SERUM**  
**A solution for a luminescent glow <sup>1</sup>**  
**from the global prestige brand KANEBO**

Tokyo, Japan – November 13, 2018

*On March 8, 2019, Kanebo Cosmetics will be releasing a new addition to the global prestige brand KANEBO: KANEBO ILLUMINATING SERUM, a brightening serum that prevents freckles and spots by reducing the production of melanin and reveals illuminated skin replete with moisture.*

*ILLUMINATING SERUM will be released together with KANEBO GLOBAL SKIN PROTECTOR, a multi-protector that shields the complexion from UV rays, reduces dryness, and prevents pollutant particles from lodging onto the skin. Three items of two types will be released at prices from ¥5,000 to ¥20,000 before tax.*



**Leading up to the release of a brightening essence**

By closely watching the rhythms of female beauty over the span of a day, month, year, and lifetime, KANEBO offers skincare advice based on Chrono Beauty<sup>2</sup>. The real-world environments we move through every day are constantly changing. To keep the skin beautiful in every environment, KANEBO has developed a brightening serum that approaches an overall skin complexion for the luminescent glow. The serum leaves the entire complexion bright and illuminated by delivering moisture while inhibiting the production of melanin to prevent freckles and spots.

This new beauty serum will be released together with a multi-protector that shields the complexion from UV rays, reduces dryness, and prevents pollutant particles from lodging onto the skin. By adding new items to cope with the various changes in living

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<sup>1</sup> Conditions the complexion to a fine, smooth texture while forming a luminescent oil veil over the skin.

<sup>2</sup> To realize one's optimum beauty using proper timing and observing the rhythms and patterns in skin changes through the passage of time.

environments, KANEBO is becoming an ever more responsive partner listening carefully to the needs of each and every customer.

### Product descriptions



KANEBO ILLUMINATING SERUM is a brightening serum that reveals illuminated skin replete with moisture while preventing freckles and spots by inhibiting melanin. The serum delivers vital moisture to dehydrated, dull skin and brings out a refined, smooth, bright texture. The formulation contains such ingredients as Chamomilla ET, Carnitine and Illuminate Botanical Complex<sup>3</sup> for an overall brighter complexion. A veil of smoothness envelops the skin, suffusing it with sensations of fresh moistness and luminescent glow<sup>1</sup> from the moment the serum is applied. ILLUMINATING SERUM reveals bright, softly radiant skin that heightens the impressions of beauty a woman radiates.



KANEBO GLOBAL SKIN PROTECTOR is a multi-protector that forms a uniform veil to shield the complexion from UV rays, dryness, and pollutant particles that lodge onto the skin (SPF50+). Formulated with Niacinamide, the product enhances the skin barrier function to prevent dryness and roughness caused by UV rays. A light spread of the moisture-rich gel over the visage softens the skin with abundant moisture. Very water-resistant features promise strong resistance to both water and perspiration.

### Product descriptions

(indicated prices are the manufacturer's recommended retail prices within Japan before tax)

Name of product	Volume, price	Product features
KANEBO ILLUMINATING SERUM	50 mL, ¥20,000 30 mL, ¥13,500	A brightening serum that enriches the skin with moisture and luminescent glow while preventing freckles and spots by inhibiting the production of melanin. -Multi-ingredients for an overall brighter complexion:

<sup>3</sup> Consists of Elder Flower Extract, Focus Vesiculosus Extract, Clove Flower Extract and Sage Leaf Extract.

		<p><u>Chamomilla ET</u></p> <p>This ingredient controls endothelin, a substance that controls the signals to melanocyte* and inhibits the excess melanin production.</p> <p><u>Carnitine</u></p> <p>This ingredient renews skin cells and discharges the excess melanin, while promoting skin metabolism.</p> <p><u>Illuminate Botanical Complex<sup>3</sup></u></p> <p>- Blended with an airy, floral fragrance that evokes the sensation of cool, refreshing air.</p> <p>*In vitro tested.</p>
KANEBO GLOBAL SKIN PROTECTOR	60 mL, ¥5,000	<p>A multi-protector that prevents pollutant particles from lodging onto skin while shielding the complexion from UV rays and dryness. Maintains a moist and soft skin.</p> <ul style="list-style-type: none"> <li>- SPF50+</li> <li>- Formulated with Niacinamide</li> <li>- Blended with an airy, floral fragrance that evokes the sensation of cool, refreshing air.</li> </ul>

Sun Protection Factor (SPF) is standard measurements under which globally approved method are used. Consumers can use them for guidance when selecting a particular product. The product should be reapplied carefully to maintain the UV protection effects.

**Release date:** March 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.

