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Kao Group to embark on a full-fledged global promotion of the super-prestige SENSAI brand

Release of ABSOLUTE SILK and preparations for an Asia debut

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SENSAI is a long-selling, super-prestige brand that continues to evolve as a fusion of a uniquely Japanese esthetic with the latest advances in skin science.

The brand was created for the European market more than 35 years ago, in 1983. Every SENSAI item contains an extract of Koishimaru silk, a rare type of indigenous Japanese silk once reserved for the imperial family. The high quality and sophisticated world view of SENSAI holds as strong an appeal to consumers as ever before. SENSAI products now sell in Europe and the Middle East.



ABSOLUTE SILK, the strategic line created to reinforce the SENSAI brand, emulates the remarkable qualities of Koishimaru silk. Unprecedented skincare effects and luxurious sensations provide a holistic experience on an unmatched level. The core ABSOLUTE SILK product will be a unique mousse-type anti-aging lotion incorporating a micro-fine carbonated foam.

Kao will be releasing SENSAI and the ABSOLUTE SILK line in Japan in autumn 2019 and in China in 2020. The company aims to strengthen SENSAI as Kao's global flagship brand and build a strong brand presence in the rapidly growing markets of Asia.

■ ABSOLUTE SILK debut

The strategy will begin with the launch of the new ABSOLUTE SILK line in Europe and other regions where the brand now sells. ABSOLUTE SILK, the new aging care range at the core of SENSAI, fuses the Japanese esthetic and sensibility with advanced science from the Kao laboratories. The ABSOLUTE SILK lineup consists of an anti-aging lotion, emulsion, and cream. Each has been designed with exceptional care to pamper the senses with the pure embodiment of imperial Koishimaru Silk. Beautiful luster, refined radiance, and soft, tactile sensations of Koishimaru silk embrace the skin with every application to

awaken flawlessly silky skin. Koishimaru Silk Royal™, an anti-aging complex created through advanced skin science, delivers unmatched skin care benefits. ABSOLUTE SILK will be positioned at the center of the brand to enhance the global presence of SENSAI as an epitome of sophisticated J-Beauty.

■ Main product

SENSAI ABSOLUTE SILK MICRO MOUSSE TREATMENT, a mousse-textured carbonated foam anti-aging lotion, is positioned as the core item in the new lineup.

Waters drawn from the abundant natural carbonated springs of Europe have been used in restorative therapeutic treatments for thousands of years. The Japanese have likewise enjoyed the healing effects of naturally carbonated waters from onsen (hot springs) of their own for many centuries.

Using a groundbreaking Micro Bubble technology, SENSAI succeeded in developing bubbles measuring only around 50 micrometers or eight thousand times smaller than the bubble of ordinary carbonated water, and many times smaller than a pore in the skin. Micro-bubbles resist popping, which lengthens the lifetime of micro bubble foam for enhanced skin care effects. The dense, finely textured bubble lotion of MICRO MOUSSE TREATMENT pleasantly hug the skin, gradually conditioning it to a rejuvenated, firm, lustrous, silky-smooth texture replete with moisture to unveil SILK SKIN. The product designers have taken careful steps to indulge the senses in the Koishimaru silk experience, with its elegant fragrance and lustrous, finely textured bubbles delivered as a richly anti-aging lotion.



■ Promotion

SENSAI ABSOLUTE SILK MICRO MOUSSE TREATMENT will be released at the start of May at the Harrods department store in London, the same establishment where the SENSAI brand was introduced decades ago. Images of ABSOLUTE SILK and the product lineup will appear in a large pop-up installed in the ground floor beauty zone between mid-June and early September.

■ Strategy for the SENSAI brand introduction in Asia

All SENSAI items contain the extract of Koishimaru silk, a rare fiber produced only in Japan. Inspired by the Saho etiquette of the Japanese tea ceremony, the SENSAI skin care and makeup ritual is guided by a careful, clearly prescribed process. The uniquely Japanese brand philosophy of SENSAI has been cultivated for almost four decades in Europe and is cherished by the most discerning clientele. The distinct image and supreme

“Made in Japan” quality of SENSAI have enhanced the consumer’s trust and interest in J-Beauty year by year. Starting with the Japan launch in autumn 2019 followed by the China debut in 2020, the brand will expand to the Asian market to make the most of its vast potential in the region.

Interest in the high quality of SENSAI and the brand’s approach to skincare is likely to increase as Japan will be in the center of worldwide attention during the mega sporting events held in Tokyo in summer 2020. Kao aims to build SENSAI into the company’s first truly global brand and pinnacle of its cosmetics.

“The Sense and Science of Japan” tagline will appear in the SENSAI logo to augment the confidence and trust inspired by this Japanese brand.

■ Products in the ABSOLUTE SILK line

Name of product	Volume	Product features
SENSAI ABSOLUTE SILK MICRO MOUSSE TREATMENT	90 mL	An airy mousse with micro-carbonated bubbles and a proprietary Koishimaru Silk Royal™ blend to attain a new realm of beauty for the skin. Bubbles smaller than the pores effervesce into the skin from the very first touch. As if infused with new life, the skin is transformed and energized, looking and feeling youthful resilient, luminous and breathtakingly smooth. MICRO MOUSSE TREATMENT preps the skin for the nourishment to be supplied in the subsequent steps of skincare.

Release date: To be released step by step from June 1, 2019

(after a pre-release late in May at the Harrods department store in London)

Availability: Over 40 countries in Europe, the Middle East, South Africa, etc.

Name of product	Volume	Product features
SENSAI ABSOLUTE SILK FLUID	80 mL	The fresh, enriched fluid indulges the skin with cushioning moisture, and then gradually transforms into a silky texture that gently embraces the skin.
SENSAI ABSOLUTE SILK CREAM	40 mL	The rich yet ethereal cream replenishes the skin with ample moisture, cocooning it with an emollient veil of silk.

Release date: To be released step by step from September 1, 2019

Availability: Over 40 countries in Europe, the Middle East, South Africa, etc.

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

■New Global Portfolio “G11”

In May 2018 Kao Corporation drew up a “New Global Portfolio” as a pillar for the group’s growth strategy in cosmetics. Eleven strategic brands (G11) were selected from five cosmetics businesses (Kanebo Cosmetics, Sofina, Curel, Équipe and Molton Brown) to strengthen Kao’s global cosmetic business. By fusing firm evidence with a sensuous beauty that engages all five of the senses in its own unique way,

Kao seeks to further differentiate these brands and accelerate their exposure in Japan, Asia, and Europe.

SENSAI is positioned as the flagship brand in Kao’s “G11” global strategy.



News Release:

Kao Group Cosmetics Business Building a New Global Portfolio

<https://www.kao.com/global/en/news/2018/20180518-001/>