

FOR IMMEDIATE RELEASE**The super-prestige brand SENSAI is coming to Japan:
Asia Debut as a next step in brand globalization**

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In September 2019, Kanebo Cosmetics will be staging a Japan debut for SENSAI, the super-prestige brand now sold in more than forty countries with a focus on Europe. The brand ensemble will consist of 75 items of 35 types, ranging in price from 3,000 to 71,500 yen before tax.

SENSAI counters set up in department stores will promote the brand image in Asia as flagship outlets. Before the launch in China planned for 2020, SENSAI will expand through duty free stores and cross-border e-commerce in Asia. SENSAI is targeting sensitive, sophisticated customers who appreciate Japanese culture.

This new strategy is designed to further globalize SENSAI and position it firmly as flagship in the “G11” global strategy brands of the cosmetics business of the Kao group. The goal is to achieve sales of 400 billion yen and an operating income ratio of 15% in the cosmetics business overall by 2025.

**■Leading up to the SENSAI entry into Japan**

The Kao group is reinforcing its global portfolio of cosmetic brands under a strategy drawn up in May 2018. The aim today, in 2019, is to strengthen the most prestigious brands of the “G11” global strategy portfolio.

To grow SENSAI further as the flagship brand in the G11 range, Kao will be introducing the brand into the Japanese market in September 2019 before a SENSAI debut in China in 2020 followed by an expansion of the brand throughout Asia.

■SENSAI: Fusing refined Japanese sensibility with science and technology

The super-prestige brand SENSAI has grown tremendously in its target markets since its release in 1983. SENSAI products are now sold in some 4,000 department stores and perfumeries in more than forty countries, mainly in Europe and the Middle East. At the core of the brand is the rare and uniquely Japanese ingredient *Koishimaru silk*. To ensure the highest standards of quality, all products in the SENSAI range are manufactured entirely 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 process¹. The sensitive aesthetic and values of Japan are appreciated by discerning clientele at the core of the cosmetics industry who favor luxury items.

SENSAI's creators aim to cultivate a truly global identity for SENSAI under the brand concept, "The Sense and Science of Japan." This concept highlights the uniqueness of SENSAI as a brand that combines the philosophy, sensibility, and aesthetic of Japan with forefront developments in dermatological research by the Kao group.

SENSAI has been created for women with sophisticated sensibilities who understand Japanese culture and want to know it more. The Japan debut will focus on events that immerse prospective customers in the image and vision of SENSAI, such as skincare amenity and events at luxury hotels, skincare sessions at members-only clubs. Kao aims to heighten the presence of SENSAI in Japan and use the brand presence to leverage SENSAI's expansion throughout Asia.

■ Product promotion

SENSAI will debut in Japan with 75 globally marketed products of 35 types. The core of the SENSAI range will be the anti-aging care² "AS Series" comprised of three products: beauty lotion, emulsion, and cream. Each has been carefully designed to embrace the skin with beautiful luster, refined radiance, and soft, tactile sensations of *Koishimaru silk*. The beauty lotion,



AS Series



UTM Series

emulsion, and cream are formulated to condition the skin to a silky smoothness while easing the various concerns that come with the aging of the skin.

The SENSAI range also includes the "UTM Series", an ultra-premier anti-aging care³ range that evinces the prestige of the SENSAI brand with items that bring the skin as close to perfection as possible

■ Travel retail and e-commerce

The SENSAI Japan debut will focus on the travel retail channel for overseas customers while limiting the number of stores that carry the brand domestically. Points of sale such as

¹ A method of caring for the skin by double cleansing (removing makeup with a cleanser followed by facial washing) and double moisturizing (moisturizing with lotion followed by the application of emulsion and cream).

² Skincare to moisten and firm ageing skin.

³ Skincare to moisten, firm, and add smoothness and luster to ageing skin.

exclusive duty-free counters in Japan and other major hubs in Asia will strengthen SENSAI in travel retail. Customers in China will also have the opportunity to purchase products before the launch in China through a cross-border e-commerce site from this autumn.

An official SENSAI online shop for domestic customers in Japan will also be launched.

■ Description of the brand

SENSAI The word Japanese word sensai (“delicate”) alludes to the Japanese spirit of craftsmanship and hospitality in which careful attention is paid to the finest details.

Brand concept

“The Sense and Science of Japan”

SENSAI brand products combine the unique sensibility, aesthetic, and awareness of nature of the Japanese with forefront skills in science and technology. The brand motto encapsulates this concept.

Brand video: <http://youtube.com/watch?v=-hpRqTXeNiQ>

Products to be introduced in Japan

(Manufacturer’s recommended retail prices, excluding tax)

75 items of 35 types, priced from 3,000 to 71,500 yen

Skincare: 21 items of 21 types, priced from 3,500 to 71,500 yen

- **AS Series:** 3 items of 3 types, ¥18,000 each
- **UTM Series:** 5 items of 5 types, ¥26,000 to ¥71,500
- **SP Series:** 9 items of 9 types, ¥3,500 to ¥7,500
- **CP EX Series:** 4 items of 4 types, ¥13,000 to ¥26,000

Foundations: 15 items of 5 types, ¥3,000 to ¥9,000

Color makeup: 39 items of 9 types, ¥4,000 to ¥7,500

Retail outlets and dates of release

Stores in Japan:

- Tokyo:** Isetan Shinjuku (September 2019)
- Osaka:** Hankyu Umeda Main Store (October 2019)

Travel retail:

Narita Airport, Terminal 2, Japan Duty Free Store (August 2019)

E-commerce:

- Cross-border e-commerce (autumn 2019)
- SENSAI official online shop (autumn 2019)

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Press contacts: <https://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 (May 18, 2018)

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

-Kao Group to embark on a full-fledged global promotion of the super-prestige SENSAI brand; Release of ABSOLUTE SILK and preparations for Asian debut (April 25, 2019)

<https://www.kanebo.com/content/dam/sites/kanebo/www-kanebo-com/news/20190425.pdf>