

FOR IMMEDIATE RELEASE

**From the global prestige brand KANEBO:  
KANEBO WRINKLE LIFT SERUM**

**A medicated wrinkle control serum that works deep within the skin**

Tokyo, Japan – July 31, 2019

*On October 11, 2019, the global prestige brand KANEBO will be releasing KANEBO WRINKLE LIFT SERUM, a serum that fights wrinkles deep within the skin. The release will consist of a single item priced at ¥13,500 before tax.*

**■Product features**

KANEBO WRINKLE LIFT SERUM is a deep-acting medicated serum that helps to repair wrinkles around the eyes, mouth, forehead, and others areas where wrinkles are a concern. The active ingredient, niacinamide, works in the dermis and epidermis to improve the appearance of troublesome wrinkles that have already formed. The other main ingredients are Triple Oil cp<sup>1</sup> and Botanical Complex WL (moisturizer)<sup>2</sup>, which leave the skin replete with moisture and firmness. WRINKLE LIFT SERUM also uses Baby-Soft Oil Formulation<sup>3</sup>, the signature cream formulation of the KANEBO brand inspired by vernix, the white, waxy substance that coats a newborn baby's skin. A beauty lotion with a thick, smooth texture forms a flexible veil that holds in moisture and conditions the skin to a moist and firm texture from the very first touch. The charming "Teatopia" tea flower aroma forms the base note of a glamorous blend of floral and ripe fruit scents.



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<sup>1</sup> Sugar squalane, phytosteryl macadamiate, jojoba oil

<sup>2</sup> HA moisturizing ingredient (methylserine (N-methyl-L-serine), great burnet extract), rice bran extract, shell ginger extract, Geranium Robertianum extract, althaea root extract (althaea extract), common mallow blossom extract (common mallow extract), blackberry leaf tea (tencha) extract, bitter orange peel extract

<sup>3</sup> A cream formulation developed by Kanebo Cosmetics in 1995, after receiving inspiration from vernix, the creamy substance that gently covers the delicate skin of new born babies

## ■Product description

(The indicated price is the recommended retail price in Japan before taxes)

Name of product, volume, price	Features
<p><b>KANEBO</b> <b>WRINKLE LIFT SERUM</b> (Quasi-drug) <b>20 mL, ¥13,500</b></p> 	<p>A medicated, serum that acts deep in areas of skin where wrinkles form such as around the eyes, lips, and forehead. A light application improves wrinkles that have already formed and begins to moisten and firm the skin from the very first touch.</p> <ul style="list-style-type: none"><li>- Contains the active ingredient niacinamide to improve wrinkles</li><li>- Contains Botanical Complex WL (moisturizer)</li><li>- Contains Triple Oil cp (base)</li><li>- Baby Soft Oil Formulation</li><li>- A glamorous floral fragrance blending flower and ripe fruit scents with Teatopia base notes of charming tea flower</li></ul>

**Release date:** October 11, 2019 (in Japan). The dates of the overseas releases will vary

**Availability in Japan:** Department stores, select specialist cosmetics stores

**Countries and regions where the KANEBO brand is sold:**

**In Asia:** Hong Kong, Indonesia, Malaysia, Myanmar, Philippines, Singapore, South Korea (duty-free stores only), Taiwan, Thailand, Vietnam

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

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

### **About KANEBO:**

The global prestige brand KANEBO debuted in September 2016 with the motto: “Make your life a masterpiece.” The brand provides skincare treatment at the optimal time to resonate with the natural rhythms of female beauty.

### **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) with the aim of strengthening the global cosmetic business of the Kao group. By fusing firm evidence with a sensuous beauty that appeals to all five senses, Kao seeks to further refine the individuality of these brands and accelerate their exposure in Japan, Asia, and Europe.



### **News release:**

[Kao Group Cosmetics Business Building a New Global Portfolio \(May 18, 2018\)](#)