

FOR IMMEDIATE RELEASE

**From the global prestige brand KANEBO:
A new base makeup in THE EXCEPTIONAL series**

Tokyo, Japan – July 31, 2019



On November 6, 2019 Kanebo Cosmetics will be releasing a new lineup of base makeup items from THE EXCEPTIONAL, the supreme series in the global prestige brand KANEBO. The lineup will consist of seven items of two types priced from 12,000 to 20,000 yen before tax. The new base makeup items for sublimely beautiful skin are expected to exalt KANEBO further as a prestige brand on the global market.

■Base makeup features in the KANEBO THE EXCEPTIONAL range

KANEBO THE EXCEPTIONAL aspires to realize a “beauty made sublime by imperfection.”

KANEBO THE CREAM FOUNDATION, the main item in the base makeup series, is a cream foundation that leaves the complexion with a sublimely beautiful tone through the pleasing blending of the rich, dense cream.

With help from the “Shift Change Effect Formula,” the foundation attaches firmly where applied and seeps effortlessly into the skin. The foundation reliably conceals areas with imperfections in color and texture, while only lightly covering areas that require less concealment or care. The resulting variation in coverage brings out a unique beauty that strikes the eye as more authentic and less artificial. Pearl lamé in red, blue and green, the primary colors of light, merge into a translucent finish with an aurora-like shimmer.



■Product description

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

Name of product, volume, price	Features
<p>KANEBO THE CREAM FOUNDATION Total of 6 colors, 30 mL each, ¥20,000</p> 	<p>A cream foundation that blends effortlessly into the skin to conceal problem areas while only lightly covering areas that require less attention or care. The resulting variation in coverage brings out an exceptional beauty that doesn't aspire to perfection.</p> <ul style="list-style-type: none"> - Shift Change Effect Formula - Contains Clear Botanical Complex, a moisturizing blend of seven ingredients formulated in all items of THE EXCEPTIONAL series: Pear juice ferment filtrate, Aqua d'Orcocide (ethyl glucisode), glycerin, watercress (Nasturtium Officinale leaf extract), Geranium robertianum (herb-Robert) extract - Eternity bouquet fragrance - SPF15, PA++ (other A SPF10, PA++)
<p>KANEBO THE PRIMER 1 color, 27 mL, ¥12,000</p> 	<p>A beauty essence and makeup base that conditions the skin to a sublime tone with ample moisture and a translucent glow.</p> <ul style="list-style-type: none"> - Change Form Gel Formula - The gel freely changes shape to create a smooth and even skin by covering irregularities in texture. - Contains Clear Botanical Complex, a moisturizing blend of seven ingredients formulated in all items of THE EXCEPTIONAL series: Pear juice ferment filtrate, Aqua d'Orcocide (ethyl glucisode), glycerin, watercress (Nasturtium Officinale leaf extract), Geranium robertianum (herb-Robert) extract - Eternity bouquet fragrance

Release date: November 6, 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 EXCEPTIONAL:

KANEBO is a global prestige brand launched in September 2016. The KANEBO lineups have gradually expanded to include a series of skincare and makeup items appealing to graceful, elegant women who aspire to lead full lives. Released in autumn 2018, THE EXCEPTIONAL is the supreme series in the KANEBO brand. As pinnacle achievements of Kanebo Cosmetic technology and expertise, THE EXCEPTIONAL brand products have won an outstanding reputation for their exceptional quality and pleasing textures on the skin. THE EXCEPTIONAL is now recognized as the ultimate offering from the KANEBO brand.

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 \(May 18, 2018\)](#)