

FOR IMMEDIATE RELEASE

**From the global prestige brand KANEBO:
KANEBO BODY LIPID WEAR
An all-day moisturizing body cream inspired by vernix**

Tokyo, Japan – July 31, 2019

On November 6, 2019, Kanebo Cosmetics will be releasing KANEBO BODY LIPID WEAR, a body cream that moisturizes the skin all day long, from the global prestige brand KANEBO. The first units to be released will be sold in limited-edition packages designed by Amanda Shadforth.



■Background leading up to the release

The KANEBO brand products are carefully developed to melt effortlessly into the skin and pamper the senses with pleasing fragrances. Foremost in the KANEBO line-up are KANEBO FRESH DAY CREAM and KANEBO NIGHT LIPID WEAR, a duo of creams with baby soft oil formulations inspired by vernix, the waxy white substance that coats the bodies of new-born babies. Both creams are prized for their fresh textures and the moisturizing sensations they deliver. FRESH DAY CREAM and NIGHT LIPID WEAR are now regarded as the hallmarks of the KANEBO brand.

This signature formulation is now applied as “baby soft oil formulation for the body” in a body cream called KANEBO BODY LIPID WEAR. The new body cream brings a sense of true beauty and as much pleasure as possible to the minutes spent on daily body care.

■Product features

KANEBO BODY LIPID WEAR is a body cream that blends with the skin perfectly to nourish it with moisture throughout the day. The core ingredient, “baby soft oil formulation for the body,” balances solid and liquid oils much like the natural substance vernix. BODY LIPID WEAR wraps the body in a veil of moisture for hours throughout the day. The texture of the cream and sensations in the skin change minute by minute as the cream blends in. A single application leaves the skin replete with moisture and soft to the touch. The refreshing green fragrance is composed with a teatopia base note.

■ Design


The packaging for the limited-release debut edition expresses the beauty and gentleness of love based on a design theme of “Nurture: Fostering with Love”. The design itself is the work of Amanda Shadforth, the photographer, artist, and stylist who founded the fashion website



Oracle Fox. Amanda also designed the packaging for limited-edition releases of the KANEBO brand signature products KANEBO FRESH DAY CREAM and KANEBO NIGHT LIPID WEAR.

■ Product description

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

Name of product, volume, price	Features
<p>KANEBO BODY LIPID WEAR, 150 mL, ¥6,000</p>	<p>A body cream that blends perfectly with the skin to provide moisture throughout the day</p> <ul style="list-style-type: none"> - Baby soft oil formulation for the body - Includes hydrabotanical complex BD (moisturizer), Poria cocos root extract, Eriobotrya Japonica leaf extract, watercress (Nasturtium Officinale leaf extract), pear juice ferment filtrate, aqua d’orcocide (ethyl glucoside), glycerin - Refreshing green floral fragrance with a teatopia base note. <div style="text-align: center;">  <p>Limited-edition design Normal product</p> </div>

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