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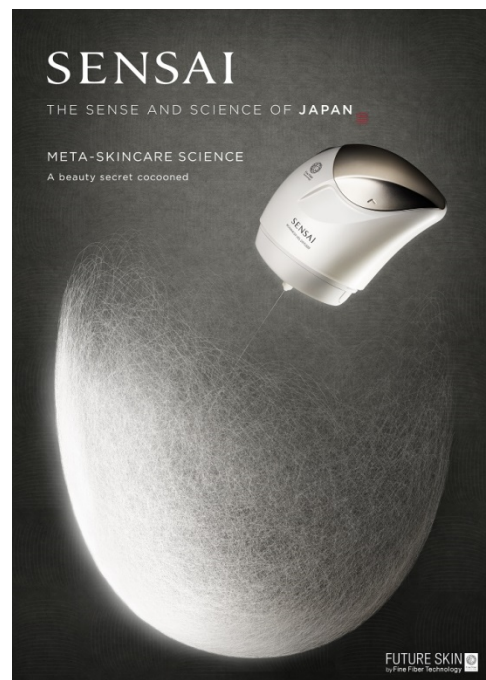
Reinventing skincare with a single fiber¹
First-ever products to apply “Fine Fiber Technology”
to be released by SENSAI in Europe and Japan

Tokyo, Japan - November 1, 2019

Kanebo Cosmetics will be releasing BIOMIMESIS VEIL from the super-prestige cosmetic brand SENSAI. The lineup consists of three items: an essence (¥12,000), a small, high-performance diffuser (¥50,000), and a spray type potion (¥8,000). (All prices exclude tax.)

BIOMIMESIS VEIL is the first practical application of “Fine Fiber Technology,” a breakthrough technique developed by the Kao Laboratories to create a thin membrane on the skin from ultra-thin fibers diffused from a small, high-performance device. The combination of an essence with an ultra-thin membrane applied marks the birth of a novel night care.

SENSAI BIOMIMESIS VEIL will be released in Japan on December 4, 2019, and later mainly in Europe and other international markets stepwise, starting from February 2020. With BIOMIMESIS VEIL, SENSAI is introducing “Meta-Skincare Science,” a novel skincare approach to maintain the skin’s hydration level during sleep by embracing the skin with an ultra-thin veil formed by a single fiber reminiscent of Koishimaru Silk.



¹ The fibrous potion dispensed from the VEIL DIFFUSER.

■Reason for the Release

SENSAI is a super-prestige brand marketed by Kanebo Cosmetics in over forty countries mainly in Europe. As the flagship brand at the pinnacle of cosmetics operations in the Kao Group, SENSAI came to Japan for the first time in September 2019 and is scheduled to debut in China in 2020.

The coming release from SENSAI embodies the brand concept, “The Sense and Science of Japan.” The skincare routine based on Kao Group’s most advanced innovation, Fine Fiber Technology, will be promoted as “Meta-Skincare Science”. SENSAI has successfully established the “Double Cleansing & Double Moisturizing” skincare routine in Europe. The next step is to make “Meta-Skincare Science” just as widely known. By doing so, Kanebo Cosmetics will clearly define the image of SENSAI as a brand that fuses Japanese sensibility with science, and aim to enhance the presence and value of SENSAI on the market.

■Features of the products

The coming SENSAI BIOMIMESIS VEIL lineup is a two-stage special care series to be introduced in the night time skincare routine. The combination of an essence with an ultra-thin membrane applied by a small high-performance device marks the birth of a novel night care.




At the end of night time skincare, the user smoothens the VEIL EFFECTOR (essence) onto the face. Then she sets the VEIL POTION (spray type potion) inside the VEIL DIFFUSER (small high-performance device) and sprays it onto the skin. Once applied, the ultra-thin veil created by a single fiber reminiscent of *Koishimaru Silk* becomes translucent and adheres for long hours, even during sleep, just like a second skin. The veil maintains the skin’s moisture-rich environment, protecting skin from dryness and replenishing it with ample moisture overnight, and easily peels from the skin the next morning.

■Business Development

The SENSAI BIOMIMESIS VEIL lineup will be released first in Japan on December 4 through selected department stores. In February 2020 the lineup will debut at Harrods in London and Le Bon Marché in Paris. A stepwise introduction will follow at other doors throughout Europe and the Middle East. Cross-border e-commerce marketing to China is slated to begin in spring of 2020, with sights set on subsequent sales at duty-free stores. Kanebo Cosmetics aims to establish a new skincare practice by leveraging the strengths of SENSAI as a global brand.

■Product descriptions

*Prices listed are suggested retail prices, tax excluded

Product Name, Content, Price	Product features
<p>SENSAI BIOMIMESIS VEIL EFFECTOR 40 mL Main unit: ¥12,000 Refill: ¥11,500</p>	<p>A smooth silk-like serum that melts effortlessly into the skin, nourishing the skin with luxurious moisture.</p> 
<p>SENSAI BIOMIMESIS VEIL DIFFUSER ¥50,000</p>	<p>A compact high-performance device used to diffuse the VEIL POTION. Insert the VEIL POTION to use. Forms a soft, light, ultra-thin veil that flexibly follows the contours of the skin.</p> <p>Product specifications:</p> <ul style="list-style-type: none"> - Weight: ca. 230 g - Power source: Two AAA batteries (not included) 
<p>SENSAI BIOMIMESIS VEIL POTION 9 mL ¥8,000</p>	<p>A potion that creates an ultra-thin veil that becomes one with the skin. Set inside the VEIL DIFFUSER and spray onto skin to form an ultra-thin veil.</p> 

■Dates of release:

Japan:

Initial release on December 4, 2019 at the Isetan Shinjuku and Hankyu Umeda followed by JR Nagoya Takashima on December 20, 2019.

Overseas:

Initial release in February 2020, at the Harrods department store in London and Le Bon Marché in Paris. Stepwise releases at department stores and perfumeries in Europe and the Middle East.

Cross-border e-commerce to China will start in spring of 2020.

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Reference

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



News Release:

Kao Group Cosmetics Business Building a New Global Portfolio

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

This release is a translation from the Japanese version.