

FOR IMMEDIATE RELEASE**From the premier anti-aging care¹ series SENSAI ULTIMATE:
A cleanser and facial wash luxuriously comfortable on the skin**

Tokyo, Japan – January 30, 2020

Kanebo Cosmetics will soon be releasing SENSAI ULTIMATE THE CLEANSING OIL (150 mL, 13,000 yen) and SENSAI ULTIMATE THE CREAMY SOAP (125 mL, 15,000 yen), a pair of facial cleansers to be launched from the ULTIMATE series, a premium lineup of anti-aging care items in the SENSAI brand, the super-prestige brand sold mainly in Europe. The products will debut in Japan on March 4, 2020 and launch in overseas markets step by step from the same month.

Kanebo aims to reinforce ULTIMATE as a pinnacle anti-aging care lineup emblematic of the SENSAI brand by releasing facial cleansers that expand the lineup while bestowing supreme quality and luxurious comfort. Both cleansers thoroughly care for the skin with gentle, soothing effects.

**■Leading up to the release**

Before debuting in the Japan market in September 2019, the SENSAI super-prestige brand from Kanebo Cosmetics was sold mainly in Europe. Today the brand is being expanded on a global scale.

Almost forty years have passed since the birth of SENSAI. From the very beginning, SENSAI products have been applied to bring out beauty through *Sahō* skincare, a skincare routine embodying the spirit of hospitality that underpins the tea ceremony. *Sahō* skincare incorporates the spirit of *ichigo-ichie*, a commitment to “treasure every encounter” with thorough and thoughtful treatment. The facial cleansers coming in March are the first products in the ULTIMATE series developed for double cleansing², a key element in the

¹ Skincare to moisten and firm aging skin

² Double cleansing refers to a method of cleansing that involves washing the face with facial wash after removing makeup with a cleanser

Sahō method of two-step cleansing to condition the skin to a beautiful, silky texture. These facial cleansers thoroughly care for the skin using rigorously selected beauty ingredients (moisturizers) that feel luxurious to the touch.

■Features of the products

SENSAI ULTIMATE THE CLEANSING OIL is a thick golden oil that envelops the skin softly and lifts away makeup with an unraveling sensation. Once the makeup is lift off and rinsed away the skin feels moist and smooth, as if brimming with a silky luster.


SENSAI ULTIMATE THE CREAMY SOAP is a paste-like facial wash with a creamy and soft feel. The paste spreads directly onto wet skin and works into a rich lather with help from the attached cleansing brush, a utensil custom-designed to remove all traces of dirt. The more than 200,000 ultra-fine bristles (about 0.05mm in diameter) of the brush feel extremely soft to the touch as it works up a rich lather, leaving a smooth, finely textured finish.



In addition to Rice Oil Extract³, both items contain the compound moisturizing ingredients shared by all items in the ULTIMATE series, including Sakura CPX⁴ and Koishimaru Silk EX⁵. Hints of an elegant floral bouquet express universal female beauty in fragrance.

■Product descriptions


*Manufacturer's recommended retail prices within Japan before tax

Name of product, volume, price	Features
<p>SENSAI ULTIMATE THE CLEANSING OIL</p> <p>150 mL 13,000 yen</p> 	<p>A thick golden cleansing oil that envelops the skin softly and lifts away makeup with an unraveling sensation.</p> <ul style="list-style-type: none"> - Mineral oil-free - Elegant floral bouquet <p>Compound moisturizing ingredients:</p> <p>Squalene, Rice Oil Extract, Sakura CPX, Koishimaru Silk EX</p>

³ Extract of rice bran

⁴ Cherry Leaf Extract (Somei Yoshino Cherry Leaf Extract), Artichoke Leaf Extract, Methylserine, *Pyracantha Fortuneana* Fruit Extract, *Zostera Marina* Extract, Pearl Extract (Hydrolyzed Conchiolin Protein)

⁵ Koishimaru Silk Extract (Hydrolyzed Silk), Acetylglucosamine

<p>SENSAI ULTIMATE THE CREAMY SOAP 125 mL 15,000 yen</p> 	<p>A paste-like facial wash with a creamy, gentle texture. Spreads directly over wet skin and works into a lather that thoroughly removes all remaining impurities.</p> <ul style="list-style-type: none">- Comes with a dedicated cleansing brush.- Elegant floral bouquet. <p>Compound moisturizing ingredients: Glycerin, Rice Oil Extract, Sakura CPX, Koishimaru Silk EX</p>
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Date of release:

Japan: On March 4, 2020 at Isetan Shinjuku, Hankyu Umeda Main Store, JR Nagoya Takashimaya.

Overseas: To be released stepwise in different regions from March 2020 onwards.

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

This release is a translation from the Japanese version.