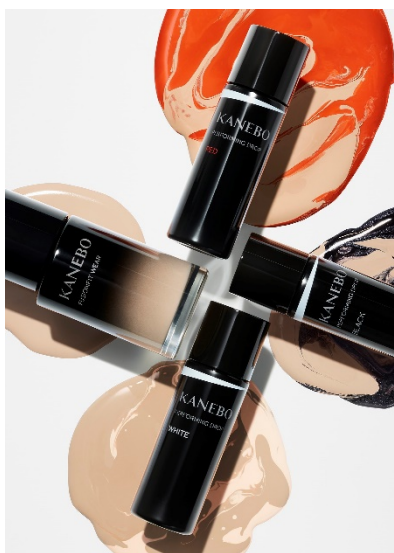


FOR IMMEDIATE RELEASE



**From the global prestige brand KANEBO:
Makeup base mixed with foundation for flexible control over skin color and texture**

Tokyo, Japan – June 11, 2020



On September 4, 2020 Kanebo Cosmetics will be releasing a series of new products and limited editions, including base makeup and foundation that can be mixed together to flexibly control skin color and texture. Thirty-six items of nine types will debut, at prices ranging from 800 to 6,000 yen (880 and 6,600 yen, including tax). The coming releases will extend KANEBO's creative focus on expressing hope while highlighting the attractions of individuality.

■ Leading up to the release

In February 2020 KANEBO, with the brand concept “I HOPE.”, redefined itself as a brand that supports diversity and offers the hopeful message that we all can feel happy with our own differences. In the months since, KANEBO's new brand message and gender-inclusive product designs have been warmly received by a large and growing base of customers.

In Autumn 2020 KANEBO will be extending its creative approach to makeup by releasing a makeup base and foundation that can be mixed together to control skin color and texture. On a functional level, the makeup strategy shifts away from “concealing” skin concerns with foundation on top of makeup base, to widening the range of expression by finishing the skin with a base-and-foundation blend. Finer control of skin texture and color reveals the distinct features and beauty of every person. Together with new makeup base, KANEBO will release lip and eye makeup that unleash hidden desire for expression, establishing a greater presence as a brand that delivers “HOPE”.

■ Main products in the lineup

KANEBO FUSIONFIT WEAR foundation enhances the beauty of the skin by feeding it with ample moisture and glow. A delicately thin veil embraces the skin from the very first touch, forming a clear, dewy finish while concealing dullness, unevenness, and pores. Hybrid pigments coated with



the ingredient containing amino acid derivatives that are similar to natural components of skin ensures beautiful, clear coloring that lasts.

KANEBO PERFORMING DROP makeup base comes in a wider range of textures and finishes. When used together with KANEBO FUSIONFIT WEAR, it gives the skin with a clear, effortless-looking finish by controlling color and texture. PERFORMING DROP opens up new possibilities for the creation of unique, distinctive impressions. Three colors will be available: Radiant Black, Vibrant Red, and Misty White. Application as an ordinary makeup base before foundation also gives beautiful results.



KANEBO MOISTURE ROUGE NEO lipstick combines makeup with care that lavishly colors the lips while providing abundant moisture. Its delectable, soft texture blends evenly and adheres closely to the lips while enveloping the lips in rich color. The oil base, with its wrapping effect, comforts the lips with sensations of moisture while protecting them from dryness. The concentrated color and glassy luster of MOISTURE ROUGE NEO draw out a person's beauty with strength and dignity.



■ **Product descriptions**

*Manufacturer's recommended retail prices within Japan before tax

Name of product	Items, volume, price	Features
KANEBO FUSIONFIT WEAR	8 shades 30 mL ¥6,000 each	A foundation with a moist and glowing finish that beautifies the skin. Enhances clarity and radiance while concealing dullness, unevenness, and pores.
KANEBO PERFORMING DROP	3 colors, 3 items 25 mL ¥3,000 each	A makeup base to freely express the textures and tones as desired. Achieves a clear, effortless-looking when mixed with KANEBO FUSIONFIT WEAR.
KANEBO SMOOTH FEATHERY POWDER	One item 18 g ¥4,000	A soft, feather-light touch face powder that brings out a clear, finely textured complexion.



KANEBO FACE POWDER CASE	One item ¥1,200	The powder case for KANEBO SMOOTH FEATHERY POWDER. Puff included.	
KANEBO FACE POWDER PUFF	One item ¥800	A puff for applying KANEBO SMOOTH FEATHERY POWDER.	
KANEBO PERFECT TOUCH SPONGE	One item ¥1,000	A sponge shaped to finish the complexion beautifully by conforming with unevenness on skin.	
KANEBO MOISTURE ROUGE NEO	12 colors (including two limited editions) ¥4,000 each	A richly pigmented lipstick with a hydrating finish. The concentrated colors and glassy luster bring out a person's beauty with strength and dignity.	
KANEBO DRAWING PAINT	3 limited colors ¥2,000 each	A cream-type face paint in multi colors that accentuates the lips, eyes and face with creative touches.	
KANEBO EYE COLOR DUO	6 new types (including 3 limited editions) ¥2,300 each	Eye color with the combination of two colors that is finely calculated to give impressive contrasts.	

Date of release:

September 4, 2020 in Japan.

From September 2020 onward, step by step, outside of Japan.

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This release is a translation from the Japanese version.