

FOR IMMEDIATE RELEASE

**From the global prestige brand KANEBO:  
Renovation of the brand's main skincare products**



Tokyo, Japan – July 14, 2020



*On October 9, 2020, Kanebo Cosmetics will be releasing new skin essences and creams from the global prestige brand KANEBO. Four products of four types will be introduced, at prices from 8,000 to 10,000 yen (8,800 and 11,000 yen including tax). The new essences and creams will be marketed as iconic products from the KANEBO brand.*

■ **Leading up to the release**

KANEBO has been growing its range of skincare and makeup items ever since its launch as a global prestige brand in 2016. In February of this year, KANEBO rebranded itself to highlight the distinct qualities and appeals of its products. KANEBO's brand concept "I HOPE." embodies a spirit of *beauty* empowered by *hope*. The products, vision, and message defining the renovated KANEBO brand have been warmly received by a large and growing base of customers.

In autumn 2020, KANEBO will be updating the main skincare items to bring out the innate beauty of every person. The new skincare items are inspired by the structure of the moisture-preserving barrier functions of the stratum corneum. The company will be introducing new skin essences formulated to protect the skin in dry environments, along with new creams that offer the advanced sensations and functions of KANEBO's ever-popular morning and night creams.

The upcoming products will be based on KANEBO's new 2-step skincare routine, Unify System "ON. & IN." The formulations will be gender-inclusive and imbued with a spirit of hope to bring out the natural beauty in every person.

■ **Main products in the lineup**


KANEBO ON SKIN ESSENCE V is a skin essence formulated to instantly permeate the stratum corneum with a veil of moisture that protects the skin from dry environments. The essence was developed to lock in moisture by mimicking the barrier functions of the stratum corneum. The “Veil On Skin Formula” instantly forms an evenly layering veil to seal in the moisturizing ingredients as they seep deep into the skin. The veil also scatters light, softening the appearance of the skin with a gentle glow.






KANEBO CREAM IN DAY morning cream enhances the beauty of the skin throughout the day. A single application as a morning skincare locks in moisture for long hours. The Baby-Soft Oil Formulation of CREAM IN DAY is inspired by the vernix, the white, creamy substance that gently envelops the skin of a newborn baby. The melting texture blends comfortably into the skin to provide daytime moisture. The cream also protects the skin from UV rays, with an SPF20 PA+++ rating. A single application brings out a healthy luster from within while improving makeup effects and prolonging makeup wear. Ideal as a makeup base, and also for application over makeup.

■ **Product descriptions**

\*Manufacturer’s recommended retail prices within Japan before tax

Name of product, volume, price	Features
<p><b>KANEBO ON SKIN ESSENCE V</b> 100 mL, ¥10,000</p> 	<p>A skin essence that instantly forms a layering veil of moisture to maintain hydration and protect the skin from dry environments. ON SKIN ESSENCE V emulates the barrier functions of the stratum corneum to protect the skin and preserve moisture. A single application leaves a soft, moisture-rich finish.</p> <ul style="list-style-type: none"> <li>- <b>Veil On Skin Formula:</b> Instantly forms an evenly layering veil that infuses the skin with ample moisture and locks it in. The veil scatters light on both the skin surface and deeper within to bring out a soft, clear glow and enhance the complexion overall.</li> <li>- <b>Moisturizing ingredients:</b> Bilberry leaf extract (Vaccinium Myrtillus Leaf Extract), Lupine extract (Hydrolyzed Lupine Protein), Glycerin.</li> <li>- A fruity floral fragrance that blends lily of the valley, rose, and gardenia accented with a “Teatopia” tea flower.</li> </ul>

<p><b>KANEBO</b> <b>ON SKIN ESSENCE F</b> 125 mL, ¥10,000</p> 	<p>A skin essence formulated with nano-sized oil components. Developed to emulate the stratum corneum barrier functions for skin protection and the preservation of moisture. Infuses moisture and protects the skin from dry environments, for a supple, dewy tone.</p> <p>- <b>Micro Filling Formula:</b> ON SKIN ESSENCE F adopts an emulsification technology to distribute oil ingredients in the aqueous phase by micronizing the particles to a nano-scale. The rich, oil-based formulation feels light to the touch and blends effortlessly into the skin.</p> <p>- <b>Moisturizing ingredients:</b> Bilberry leaf extract (Vaccinium Myrtillus Leaf Extract), Watercress (Nasturtium Officinale Extract), Glycerin.</p> <p>- A fruity floral fragrance that blends lily of the valley, rose, and gardenia accented with a “Teatopia” tea flower.</p>
<p><b>KANEBO</b> <b>CREAM IN DAY</b> 40 g, ¥8,000</p> 	<p>A morning cream to enhance skin beauty throughout the day. A single application in the morning locks in moisture for the long hours ahead. For a firm, revitalized, beautifully radiant skin. SPF20, PA+++</p> <p>- <b>Baby-Soft Oil Formulation:</b> A cream formula inspired by vernix, the white, creamy substance that covers a newborn’s skin, to maintain moisture for many hours.</p> <p><b>Morning cream:</b> Soft to the touch, it blends comfortably into the skin without smudging, spreads smoothly even over makeup.</p> <p>- <b>Moisturizing ingredients:</b> Fucus serratus extract, Althaea root extract, Golden chamomile extract (Chrysanthellum Indicum Extract), Glycerin.</p> <p>- A fresh floral fragrance based on the refreshing greenery and flowers of early morning, accented with a “Teatopia” tea flower.</p>
<p><b>KANEBO</b> <b>CREAM IN NIGHT</b> 40 g, ¥10,000</p> 	<p>A night cream that revitalize the skin with moisture during the sleep, leaving the skin supple and hydrated the following day. Nurtures beauty overnight by softening, smoothening, firming, and moistening.</p> <p>- <b>Baby-Soft Oil Formulation:</b> A cream formula inspired by vernix, the white, creamy substance that covers a newborn’s skin, to maintain moisture for many hours.</p> <p><b>Night cream:</b> The rich yet smooth texture comfortably melts into the skin. Also effective as a cream mask.</p> <p>- <b>Moisturizing ingredients:</b></p>

	<p>Fucus serratus extract, Bitter orange peel extract, Licorice derivative (Dipotassium Glycyrrhizate), Sweet tea extract (Rubus Suavissimus (Raspberry) Leaf Extract), Glycerin.</p> <p>- An elegant floral fragrance for an opulent yet relaxing sensation accented with a “Teatopia” tea flower.</p>
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The SPF value indicates protection factor against UV-B rays, while PA categories show protection effect against UV-A rays. The SPF values and PA categories are measured by applying 2 mg per square centimeter of skin based on international standards. Please take this information into consideration when selecting a product.

**Date of release:**

October 9, 2020 in Japan

From October 2020 onward outside of Japan

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

This release is a translation from the Japanese version.