

FOR IMMEDIATE RELEASE

SENSAI introduces DUAL ESSENCE

Dual-phase elixir of oil and essence to restore moisture and firmness

Tokyo, Japan – August 7, 2020

On September 9, 2020 Kanebo Cosmetics will be releasing a dual-phase oil serum from SENSAI, its super prestige brand. The serum will be sold at a suggested retail price of ¥15,000 (¥16,500 with tax) in Japan.

■ Leading up to the release

Kanebo Cosmetics will be introducing SENSAI “EXPERT Items,” a new category of optional care products that offer personalized solutions to achieve SILK SKIN by bringing out the distinctly beautiful qualities of every person’s skin. SENSAI DUAL ESSENCE will be the first product in SENSAI’s EXPERT Items category.




■ Main features of the product

SENSAI DUAL ESSENCE is a lightly textured essence formulated to care for the skin by a dual-phase approach, a method that combines the qualities of oil and essence to respond to constantly changing skin challenges such as moisture depletion or loss of firmness. The oil phase contains ingredients gathered from selected botanical sources, such as olive oil and squalene, which easily absorb into the skin helping to condition and soften. The key moisturizing ingredient in the essence phase is Koishimaru Silk Royal™¹. A quick shake of the bottle to mix the two phases infuses the essence with air, which lightens the texture to ensure a rapid blending into the skin surface without traces of stickiness. SENSAI DUAL ESSENCE moisturizes skin prone to hardness due to lack of moisture. Regular use brings out a delicate radiance while conditioning the skin to a texture as smooth and even as Koishimaru silk.

¹ Koishimaru silk extract (hydrolytic silk), acetylglucosamine, clove extract, evening primrose seed extract, perilla leaf extract (extracted from perilla leaves cultivated at sustainable, recycling farms without the use of agricultural chemicals or chemical fertilizer)

■ **Description of the product**

*Manufacturer's recommended retail prices within Japan before tax

Name of product, volume, price	Features
<p>SENSAI DUAL ESSENCE 30 mL ¥15,000</p> 	<p>A lightly textured essence that responds to constantly changing skin challenges such as lack of moisture and firmness using a dual-phase approach based on oil and essence. DUAL ESSENCE leaves the skin with a beautiful impression by conditioning it to a texture as smooth and even as Koishimaru silk.</p> <ul style="list-style-type: none">- Formulated with softening ingredients from carefully selected botanical sources, such as olive oil and squalene.- Contains the moisturizer Koishimaru Silk Royal™.- Blended with a deep floral balsamic musky fragrance to evoke the appeal of Koishimaru Silk.

Date of release: Stepwise from September 9, 2020 in Japan, Europe and the Middle East

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

About SENSAI

SENSAI is a skincare, body care, and makeup brand that brings together craftsmanship and a passion for research. The hallmark SENSAI ingredient is an extract from Koishimaru Silk, a rare and precious silk once reserved for the imperial family, a bastion of Japanese traditions centered on refinement, integrity, graceful hospitality, and honoring and working with nature. The time-honored steps and methods of SENSAI skincare, pioneered almost forty years ago, offer the world a careful and thorough way to care for the skin. “Saho,” the word used to describe the SENSAI skincare routine, expresses the spirit at the core of the Japanese tea ceremony. SENSAI brand products are available in more than 40 countries, mainly in Europe.