

FOR IMMEDIATE RELEASE

**Choosing a mask as an extension of makeup  
A mask that makes your face look well-balanced  
From the makeup brand KATE**

Tokyo, Japan - December 18, 2020

*On December 15, 2020, Kanebo Cosmetics released KATE MASK, a limited-edition mask that defines and sharpen the face shape, from the global makeup brand KATE. The masks come in four colors to harmonize with makeup and hair color, and enhance the overall look. KATE MASK brings users joy as a new style of makeup tailored to the new normal of mask wearing in everyday life. (To be released without a recommended retail price.)*



A new trio of mask, eye makeup, and hair color. The impressions made by this combination are: "Transparent," "Cool," "Elegant," "Mode," and "Cool." (from the left)

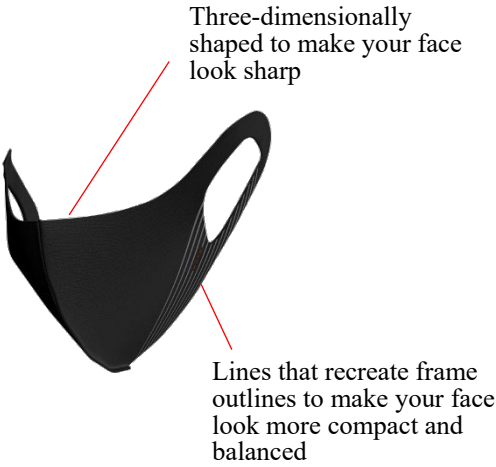
■ **Leading up to the release**

For as long as mask-covered faces prevail as the new normal, coordinating our overall makeup will be an elusive joy. But masks share something in common with makeup: both define how we are seen and the look we want to express. Over the years, KATE has come up with new makeup ideas for changing the impressions we make. The shape and contours of the mask project the impression of a "defined, well-balanced" face, thus fulfilling a beauty ideal among Japanese women. The trio of mask, eye makeup, and hair color proposes a new makeup concept.

■ **Product features**

KATE MASK is a silhouette mask that visually defines and sharpens the face. A three-dimensional, triangular shape in elastic materials, with stripes running from the chin to

ears, adds definition to the jawline. The mask colors—lavender, black, pink, and light beige—are selected to control the impression of the skin tone.



■ Makeup ideas

The KATE product ensemble now offers new ideas for creating a desired look by matching masks with makeup. The four color themes – “Transparent,” “Cool,” “Elegant,” and “Mode–” can be paired with DESIGNING BROWN EYES and CONSCIOUS LINER COLOR.





And now, with the limited-edition release of 3D HAIR LINER hair dye, users can enjoy hair color with the same feel as makeup.



■ Product description

\*Released without a recommended retail price.

Name	Product features
Type of product	
<b>KATE MASK</b> 4 colors	<p>A mask with sculpting effects to create a beautifully balanced face.</p> <p>Shape: Sharp lines with sculpting effects and a three-dimensional shape that make the face appear defined and balanced.</p> <p><b>Colors:</b> A palette of four colors selected to create different skin tone impressions</p>

	<p><b>Lavender:</b> A translucent impression</p> <p><b>Black:</b> A cool, stylish impression</p> <p><b>Pink:</b> An elegant impression</p> <p><b>Light beige:</b> A bright impression that blends with the skin tone</p> <ul style="list-style-type: none"><li>- Two masks, separately wrapped</li><li>- Washable for repeated use</li><li>- Outstanding elasticity, moisture absorption, and drying properties</li><li>- Material: Polyester 95%, polyurethane 5%</li></ul>	   
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Date of release:**

December 15 (limited release)

**Availability:**

Drugstores, general merchandise stores, specialist cosmetics stores, some online shops

####

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

This release is a translation from the Japanese version.