

FOR IMMEDIATE RELEASE

I HOPE  
KANEBO

**From the global prestige brand KANEBO:  
A facial wash and cleanser to strengthen the skincare range**

Tokyo, Japan – January 8, 2021

*On March 5, 2021, Kanebo Cosmetics will be releasing SCRUBBING MUD WASH and INSTANT OFF OIL, a new face wash and cleanser from the global prestige brand KANEBO. Both items are formulated to free the skin from the daily buildup of impurities and residue makeup, leaving a clear and polished complexion. SCRUBBING MUD WASH and INSTANT OFF OIL will be priced at 2,500 and 3,500 yen (2,750 and 3,850 yen, including tax).*



**■ Leading up to the release**

In the spring of 2020, Kanebo Cosmetics rebranded its global prestige brand KANEBO with a new message, “I HOPE,” to celebrate the uniqueness of all people in an era of diversity.

In October 2020, Kanebo Cosmetics updated KANEBO’s main skincare items based on a new method of two-step skincare with essence and cream.

Kanebo Cosmetics is strengthening its KANEBO skincare lineup by releasing a face wash and cleanser formulated to free the skin from the daily buildup of impurities and makeup. The daily cleansing of unwanted residues preps the skin for the next stage of skincare resulting in a clearer, smoother complexion.

**■ SCRUBBING MUD WASH**

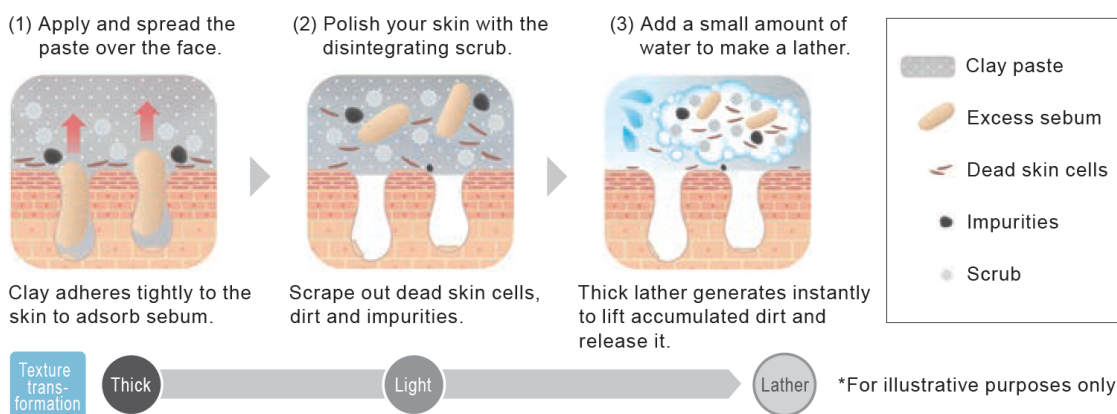
The main new product is KANEBO SCRUBBING MUD WASH. The polishing mud face wash absorbs impurities on the skin, leaving a clearer, brighter, and smoother complexion. The mud-like paste seems to suction itself in as soon as it touches the skin. Two key cleansing ingredients, a Moroccan lava clay and disintegrating scrub granules, absorb excess sebum and scrub away dead skin cells and impurities clogged in the pores.



The thick paste changes texture in three stages with the addition of water. When spreading the thick, mud-like paste on a wet face, the texture gradually becomes more light-weight. As more water is added, the paste lathers into a thick foam. Suitable for everyday use, SCRUBBING MUD WASH relieves the skin of discomfort, leaving a clean finish without any feel of tightness.

SCRUBBING MUD WASH can also be used as a rinse-off mask for sticky and rough areas of the skin. When used as a mask, the mud paste is applied directly, without wetting the skin. After about 30 seconds, a light splash of cold or lukewarm water is added to work up a lather, then the whole face is washed and thoroughly rinsed.

### Texture Changes in Three Stages



### ■ Product descriptions

Manufacturer's recommended retail prices within Japan before tax

Name of product	Items, volume, price	Features
<b>KANEBO SCRUBBING MUD WASH</b>	One item 130 mL ¥2,500 (¥2,750 with tax)	An adsorbing, mud-textured paste that seems to suction into the skin. Thoroughly removes impurities while changing texture in three stages. <b>Ingredients:</b> - Moroccan lava clay - Scrub [Cellulose, Silk Powder/Serica Powder, Ethylcellulose] - Taurine-Inspired Cleansing Ingredient [Sodium Methyl Cocoyl Taurate] - Rose Hip Oil [Rosa Canina Fruit Oil] <b>Fragrance:</b> - A fruity, floral fragrance that blends lily of the valley, rose, accented with “Teatopia” tea flower

<b>KANEBO INSTANT OFF OIL</b>	One item 180 mL ¥3,500 (¥3,850 with tax)	A lightly textured oil cleanser that seems to float on the skin. Loosens and lifts away makeup and impurities clogged in the pores, including hard-to-remove makeup around the eyes and lips. <b>Ingredients:</b> - Releasing Oil Complex Feathery Light Oil [Isododecane] Olive Oil [Olea Europaea (Olive) Fruit Oil] - Phytosteryl/Octyldodecyl Lauroyl Glutamate - Rose Hip Oil [Rosa Canina Fruit Oil] - Triethylhexanoin <b>Fragrance:</b> - A fruity, floral fragrance that blends from lily of the valley, rose, accented with “Teatopia” tea flower
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**Date of release:**

March 5, 2021 in Japan

Stepwise from March 2021

**Main outlets:**

Department stores and some specialist cosmetics stores

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

This release is a translation from the Japanese version.