

FOR IMMEDIATE RELEASE

I HOPE  
KANEBO

**From the global prestige brand KANEBO:  
A new-concept foundation to bring out the natural beauty of the skin**

Tokyo, Japan – January 8, 2021

*On February 5, 2021, KANEBO by Kanebo Cosmetics will be releasing a lineup of base makeups that enhance the natural skin vitality, including a powder foundation created to bring out the personality of the wearer. Twelve products of five types will be released, at prices from 500 to 4,500 yen (550 to 4,950 yen, with 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.

Kanebo Cosmetics has developed a forefront technology to encapsulate pigments in a gel. When formulated as a base component of makeup, these semi-transparent layers of gel accentuate the skin’s inherent vitality, creating a beautiful, natural finish.

■ **KANEBO MELTY FEEL WEAR**



KANEBO MELTY FEEL WEAR, a core item in the upcoming lineup, is a powder foundation that tones the skin to an immaculate, natural finish brimming with vitality. MELTY FEEL WEAR introduces Dual Gel Coating Technology, a semi-translucent gel encapsulating all pigments. Light diffused across the thick gel film blends with the natural color and texture of the user’s skin. The

foundation helps to minimize imperfections and accentuates the skin’s natural beauty, leaving a beautiful finish with a sense of depth.

**■ Product descriptions**

Manufacturer's recommended retail prices within Japan before tax

| Name of product                                 | Items, volume, price                             | Product features   |
|---|--|--|
| <b>KANEBO<br/>MELTY<br/>FEEL WEAR</b>           | 8 items<br>11 g<br>¥4,500<br>(¥4,950 with tax)   | A powder foundation that enhances the natural beauty of skin with semi-transparent layers of gel that encapsulate light                      |
| <b>KANEBO<br/>EVEN FIT<br/>PRIMER</b>           | One item<br>30 mL<br>¥4,000<br>(¥4,400 with tax) | A makeup primer that helps to cover bluish appearances on skin for a radiant, even-toned complexion<br>SPF28, PA+++                          |
| <b>KANEBO<br/>TREATMENT<br/>GLOW<br/>PRIMER</b> | One item,<br>30 g<br>¥4,000<br>(¥4,400 with tax) | A makeup primer that adds beautiful luster to smoothen skin texture, bringing a healthy complexion with a dewy, bright finish<br>SPF18, PA++ |
| <b>KANEBO<br/>COMPACT<br/>CASE</b>              | One item<br>¥1,500<br>(¥1,650 with tax)          | A compact case for KANEBO powder foundation  |
| <b>KANEBO<br/>FACE<br/>SPONGE</b>               | One item<br>¥500<br>(¥550 with tax)              | A sponge for KANEBO powder foundation  |

-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:**

February 5, 2021 in Japan

Stepwise from February 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.