

August 11, 2021

**KANEBO releases SMILE PERFORMER to bring back smiles  
during a stressful pandemic  
-A hopeful message to light the path to the new normal**

On September 10, 2021, Kao Corporation (Yoshihiro Hasebe, president) will be releasing SMILE PERFORMER, a sheet mask created to bring back smiling faces, together with a range of companion products from the brand KANEBO. The new items will follow closely on the heels of the brand's coming August 6 release of easy-to-use, gender-inclusive eyebrow liners and other color makeup items. Backed by its "I HOPE." brand theme, KANEBO offers new ideas for products and messages to lift spirits this autumn, a season when everyday mask-wearing remains the norm.



### 1. Aim of the release

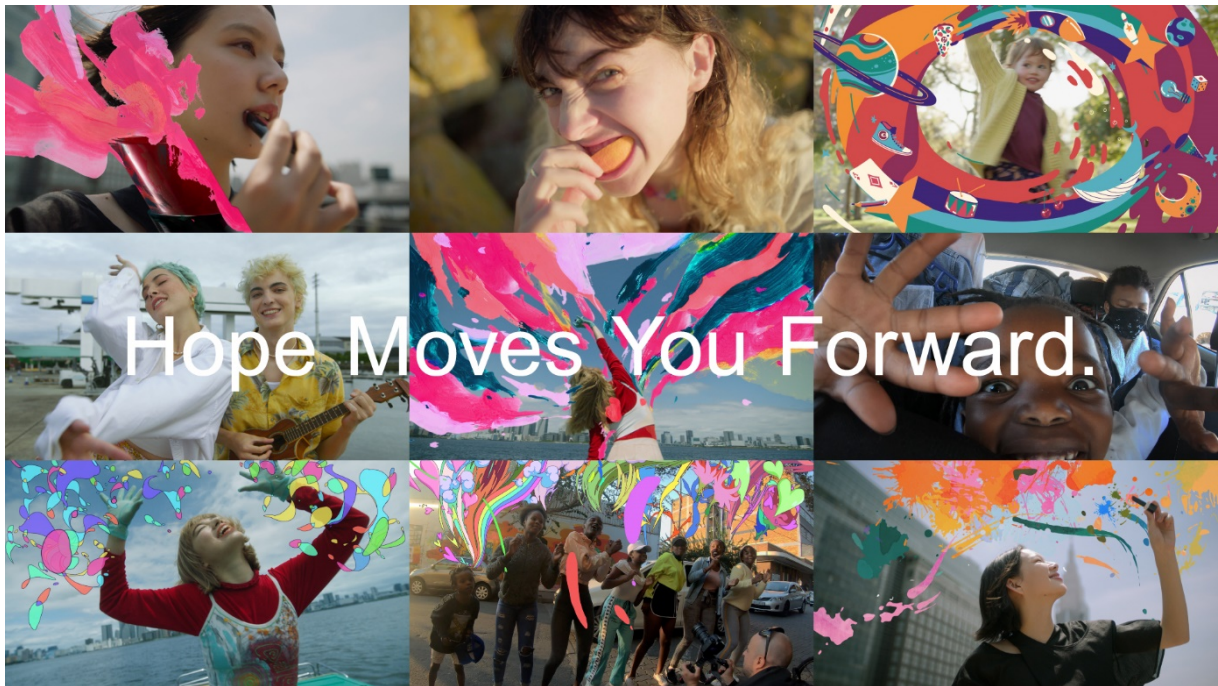
More and more people are weary of the expressionless mood that comes from mask-wearing in daily life. According to a KANEBO survey on the habit of smiling, people miss the opportunity to meet others and often feel they have no reason to smile under their masks. The survey confirmed that people prize smiling faces for their positive effects both on themselves and on others.<sup>1</sup>

Prompted by these survey findings, KANEBO decided to design a sheet mask with the power to bring back smiles to our faces. The aim was to promote the sharing of positive feelings and to reinforce a brand message that inspires hope. A KANEBO brand commercial highlighting the "HOPE MOVES YOU FORWARD." catchphrase began airing in mid-July. A project to create smiling faces and spread positive moods will be launched in August.

[https://www.kanebo-global.com/global/en/brand\\_concept/hope\\_message/](https://www.kanebo-global.com/global/en/brand_concept/hope_message/)

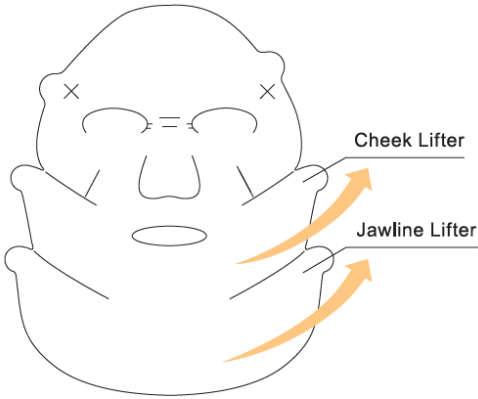
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<sup>1</sup> October 2020 web survey conducted in Japan of women aged between 25 and 59 who purchase skincare products priced at 5,000 yen or more at department stores and cosmetics retail outlets (n=51).



**2. Features of the sheet mask**

KANEBO SMILE PERFORMER is a sheet mask that adds radiance and bounce to skin, creating a smiling impression. The sheet brings a natural smile to the face by lifting the cheeks, the corners of the mouth, and jawline for about 10 minutes (recommended period of use). Saturated with concentrated serum that adheres tightly and follows the movement of the skin, the thick, highly elastic sheet material ensures a reliable seal and excellent conformance with the skin contours. The mask remains firmly in place even as the face moves, bringing out radiance as it moistens and firms.



Masae Uchikawa, the Brand Manager of KANEBO explains the mask design and function: “Two lifters on either side of the lower half of the mask generate a gentle pressure to pull the skin up towards the temples. Our test group has reported pleasing results, including firmer and more radiant skin. Beauty care face masks have stayed as popular as ever during the COVID-19 pandemic in Japan. If anything, rigorous skincare using face masks seems to be coming into its own.”

For reduced environmental impact, the sheets are made entirely from cotton by-products with outstanding biodegradable properties.<sup>2</sup>

<sup>2</sup> Cotton linter pulp produced from the short seed hairs of the cotton plant.

### 3. Descriptions of the products

Six types of five items will be released in Japan on September 10, 2021. The same items will be released overseas in stages, starting from September.

Name of product, type, content, price	Product features
<b>KANEBO SMILE PERFORMER</b> one type 33 mL x 4 sheets ¥5,500 (¥6,050 with tax)	A sheet mask that adheres closely to tighten up the jawline from the corner of the mouth to the entire cheek, adding radiance and bounce to skin for a lifted look. - Formulated with the following compound ingredients: Mallow Flower Extract, Moon Peach Leaf Extract, Rice Bran Extract, Methylserine - Fruity floral fragrance that blends lily of the valley, rose, and elegant jasmine accented with “Teatopia” tea flower.
<b>KANEBO LIFT SERUM</b> one type, 50 mL ¥20,000 (¥22,000 with tax) Refill: One type, 50 mL ¥19,500 (¥21,450 with tax)	A high-performance anti-aging* serum that tightens and lifts up the facial contour for an impressive sculpted look. Keeps the skin in healthy condition while helping prevent roughness and dryness. *Improving signs of skin aging by offering moisture and suppleness New packaging
<b>KANEBO ENRICHED OFF CREAM</b> one type, 130 g ¥3,500 (¥3,850 with tax)	A rich cushioning cleansing cream that brings an indulgent cleansing experience. Spreads pleasantly over the skin, leaving it soft and full of moisture.
<b>KANEBO REFRESHING CREAMY WASH</b> one type, 130 g ¥2,500 (¥2,750 with tax)	A facial wash with rich and quickly foaming lather that removes dirt, leaving the skin feeling moisturized. New packaging
<b>KANEBO CLEAR CLEANSING TONER</b> one type, 180 mL ¥3,000 (¥3,300 with tax)	A wipe-off typed cleansing toner that removes impurities and light makeup with a fresh sensation. New packaging

These makeup will be in Japan on August 6, 2021 (13 types of 5 items). Release overseas in stages starting from August:

Name of product, type, content, price	Product features
<b>KANEBO EYEBROW SHADE PENCIL</b> 2 colors ¥4,000 (¥4,400 with tax) each Refill: 2 colors ¥2,000 each (¥2,200 with tax)	An eyebrow shading pencil that draws beautifully and shapes the core of the eyebrows, adding natural shading to create impressions as desired. - A gender-inclusive design to ensure easy use and drawing, even over eyebrows.
<b>KANEBO EYEBROW DUO</b> 3 types (including one limited edition) ¥2,300 each (¥2,530 with tax)	A two-color eyebrow powder that adds natural shading with soft and deep shades to create the desired eyebrow and eye zone look.

<b>KANEBO CLEAR EYEBROW FIXER</b> one color ¥3,000 (¥3,300 with tax)	An eyebrow fixer with a dewy blue sheen that adds delicate, natural shading to each brow hair for beautifully sculpted eyebrows that last for 12 hours. - A gender-inclusive design that allows for use on the eyebrows as well as men's beards.
<b>KANEBO MOISTURE ROUGE NEO</b> 5 new colors (including four limited edition) ¥4,000 each (¥4,400 with tax)	A new color of a rouge that envelops lips in intense color and glassy luster, keeping them hydrated and beautiful even after removal.

(All prices are the manufacturer's recommended retail prices.)

**Date of release in Japan:**

**Skincare products:** September 10, 2021

Release overseas in stages, starting from September.

**Makeup products:** August 6, 2021

Release overseas in stages, starting from August.

**Main outlets:**

Department stores, select specialist cosmetics stores, and some online shops.

**About KANEBO**

KANEBO is a global prestige skincare and makeup brand that offers not just beauty, but also hopeful messages that inspire people to celebrate their identities as unique individuals in an era of diversity. KANEBO was rebranded in February 2020 as one of the eleven global focus brands within the beauty portfolio of the Kao Group.

**Media inquiries should be directed to:**

Corporate Strategy

Kao Corporation

+81-3-3660-7043