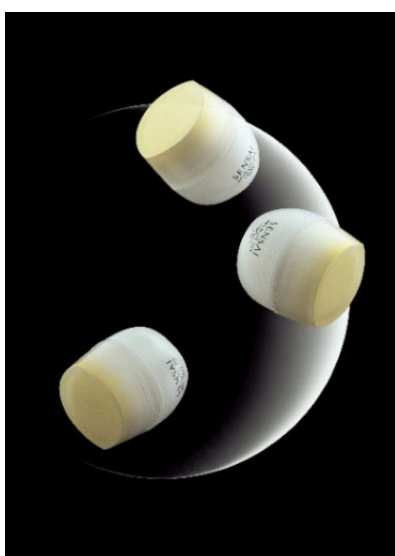


## NEWS RELEASE

March 25, 2022

### **SENSAI introduces ABSOLUTE SILK ILLUMINATIVE CREAM** **An anti-ageing<sup>1</sup> cream with the subtle lustre of Koishimaru silk**



On March 2, 2022, Kao Corporation (Yoshihiro Hasebe, president) released ABSOLUTE SILK ILLUMINATIVE CREAM (40 ml, ¥20,000 (¥22,000 with tax)) from SENSAI, a prestige brand with global reach. ILLUMINATIVE CREAM contains Koishimaru Silk Royal<sup>TM</sup>MIL<sup>2</sup>, the original moisturising ingredient from SENSAI. Formulated as an anti-ageing skincare, the product visibly diminishes wrinkles that are responsible for casting a dark shadow over the skin. A potent blend of moisturising and illuminating ingredients helps to lift away any dullness by improving fine lines and brightening the skin from within. This release

complements the February debut of SENSAI CONTOURING LIPSTICK, an ensemble of lipsticks that add hints of shade by techniques applied in traditional Japanese arts (13 items of two types, priced between ¥1,500 and ¥3,500 (¥1,650 and ¥3,850 with tax)).

Kao expects to enhance SENSAI's presence as a worldwide brand through the release of items that embody a nuanced Japanese aesthetic and forefront science.

#### **1. Product features**

SENSAI ABSOLUTE SILK ILLUMINATIVE CREAM is an anti-ageing cream with an amply fresh and pleasant gel-cream texture. In addition to niacinamide, an active

<sup>1</sup> Anti-ageing skincare is skincare formulated to improve changes in moisture and firmness that come with age.

<sup>2</sup> Moisturizing ingredients: Koishimaru silk extract (hydrolyzed silk liquid), chitosamine acetate, liquid clove extract, liquid evening primrose extract, perilla extract\*, black elder extract, and seaweed extract. \*Perilla or Shiso extract is sourced from plants cultivated at sustainable, circular-oriented farms that use no agricultural chemicals or chemical fertilisers.

ingredient to improve the appearance of fine lines and prevent dark spots by inhibiting the production of melanin, ABSOLUTE SILK contains Koishimaru Silk Royal™, a moisturising ingredient unique to SENSAI. A light application of the cream visibly softens shadows cast by wrinkles and skin tone imperfections through 'shadow care,' a unique approach by which dry, lacklustre skin is brightened with nourishing moisture. The illuminating action conditions the skin to a translucent, clear, silky tone with no remnant shadows.

The Japanese revere the moon as an object of legends. The main advertising image is a reference to SENSAI's shadow care concept. The image shows a waxing moon emerging from the shadow of the earth to reveal its beauty against the sunlight.



SENSAI CONTOURING LIPSTICK combines a soft-matte finish with a smooth texture attained using an exquisitely balanced blend of silicone elastomer and low-refractive oils that inhibit sheen. The creamy, finely tuned texture is produced with a calculated blend of smaller portions of powder<sup>3</sup>. Inspired by traditional Japanese painting techniques, *Sumi*-Shadow Pigments add a hint of shade to define the natural contours while the colour itself brings out a subtle brightness that seems to plump the center of the lips.

For each of the 12 colours, the pigment ratio has been subtly adjusted to create exceptionally alluring hues. The exquisite attention to detail and perfection reflects the spirit of Japanese craftsmanship. The slender lipstick holder is reminiscent of a brush pen used in Japanese calligraphy. The narrow stick width of the lipstick inside ensures that the colour goes on with a simple swipe, adding beautiful contours around the lips and at the corners. Inspired by Japanese lacquerware, the holders are fashioned in black with a touch of red applied to the inside of the cap.


---

<sup>3</sup> Compared to existing Kao products.


## 2. Description of the products

Skincare for release on March 2, 2022

\*Prices are recommended retail prices

Product name, type, content, price	Product features
<p><b>SENSAI ABSOLUTE SILK ILLUMINATIVE CREAM</b> (quasi-drug)</p> <p>1 item 40 ml ¥20,000 (¥22,000 with tax)</p>	<p>A rich anti-ageing cream with a fresh, gel-cream texture. The active ingredient improves the appearance of fine lines, inhibits the generation of melanin, and prevents the appearance of dark spots and freckles. A single application conditions the skin to a clear, translucent tone nourished with ample moisture.</p> <ul style="list-style-type: none"> <li>- Includes the active ingredient niacinamide.</li> <li>- Includes Koishimaru Silk Royal™IL, the original SENSAI moisturising ingredient.</li> <li>- A floral, balsamic, musky fragrance.</li> </ul> 

Makeup for release on 1 February 2022

Product name, type, content, price	Product features
<p><b>SENSAI CONTOURING LIPSTICK (REFILL)</b></p> <p>12 colours 2 g ¥3,500 each (¥3,850 with tax)</p>	<p>Lipsticks in deep colours finely tuned with <i>Sumi</i>-Shadow Pigments. A swipe of colour brings out the natural contours and enhances the fullness of lips with firm, dark outlines while lavishing lips with a velvety glow.</p> <ul style="list-style-type: none"> <li>- Contains the moisturising ingredient Lip Veil Complex (sodium hyaluronate and camellia seed oil).</li> </ul> 
<p><b>SENSAI CONTOURING LIPSTICK HOLDER</b></p> <p>1 item ¥1,500 (¥1,650 with tax)</p>	<p>A long-type lipstick holder inspired by the slender brush pens used in Japanese calligraphy.</p> <ul style="list-style-type: none"> <li>- Out of concern for the environment, the holder and refill are sold separately.</li> </ul>

## 4. Release dates and regions

### In Japan:

SENSAI CONTOURING LIPSTICK: February 1, 2022

SENSAI ABSOLUTE SILK ILLUMINATIVE CREAM: 2 March 2022

Available at the Isetan Shinjuku, Hankyu Umeda, and JR Nagoya Takashimaya department stores.

**International markets:**

SENSAI CONTOURING LIPSTICK: February 2022

SENSAI ABSOLUTE SILK ILLUMINATIVE CREAM: March 2022

###

**About SENSAI: The Sense and Science of Japan**

SENSAI is the flagship brand among the 11 growth-driver (G11) of Kao's cosmetics businesses. The defining concept of SENSAI products is Koishimaru silk, a rare type of silk unique to Japan. Ever since its debut in the United Kingdom in 1983, SENSAI has been a long-time favourite among the most discerning customers, who appreciate the brand's uniquely Japanese aesthetics and forefront expertise in science and technology. SENSAI has only recently moved into Asia, debuting in the Japan market in September 2019 and at duty-free stores on Hainan Island, China in April 2021. A flagship store for the brand opened at China's largest online shopping mall in September 2021. The sales area for SENSAI is now set to further expand to complement the existing sales outlets.