

FOR IMMEDIATE RELEASE

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## **Trial Roll-Out of New Subscription Beauty Program *est* Skin Athlete Gym Dedicated Team of Beauty Professionals to Offer Precision Skin Care Solutions\*<sup>1</sup> for Optimum Skin**

Kao Corporation is pleased to announce its prestige brand *est* will introduce a beta version of *est* Skin Athlete Gym, an evolutionary subscription beauty program at BEAUTY BASE by Kao Ginza\*<sup>2</sup>, for about 20 customers from November 2022. The cost of the program is 300,000 yen per year, and it includes the services



of a dedicated team of beauty professionals offering precision skin care solutions\*<sup>1</sup> with the aim of achieving the best skin care possible. Initial applications opened on October 5, 2022. The operation will be expanded with further enhancement of services leading to full-scale roll-out in the spring of 2024.

This subscription program, with a dedicated team of *est* beauty experts and other specialists, will offer personalized beauty care for a full year in order to help customers reach their beauty objectives. Skin assessment and beauty advice services will be available both online and offline, and the team will suggest personalized skin care methods tailored to each customer and recommend suitable *est* products. The *est* Skin Athlete Gym offers a total beauty program that includes treatment services and advice on diet and exercise methods under the supervision of external experts.

Kao's *est* Skin Athlete Gym is designed to give customers improved satisfaction through more personalized skin care.

The program also offers subscribers precise skin assessment through Kao's Skin Potential Analysis system\*<sup>3</sup> conducted by our Skin Potential Analysts\*<sup>4</sup>.

\*1 Personalized skin care methods.

\*2 Kao's base retail outlet for communicating up-to-the-minute beauty information.

\*3 Kao's ultimate tool to date for precise skin analysis, incorporating skin surface lipids-RNA (SSL-RNA) monitoring and stratum corneum analysis.

\*4 Specialists trained to explain the results of the Skin Potential Analysis.

## 1. Background to the Program

As part of the Kao Group's G11 portfolio of brands, *est* is a focus beauty business for global markets. In line with the new "True to you" brand concept adopted in 2022, the *est* brand purpose was redefined as "skin care according to evidence-based dermatological science, designed to awaken everyone to their beauty potential and support their best lifestyle, regardless of age." The brand's image embodies a combination of evidence-based dermatological science and sincere beauty advice in support of attaining the best skin possible.

Thanks to recent digital innovation, highly engaged beauty consumers are choosing products and beauty services from a plethora of options to suit their individual skin concerns and needs, and actively self-educating about beauty. Nevertheless, we also know that many such women lack confidence in their self-devised skin care routines and are keen to know more about the science behind skin care or receive assistance from beauty professionals.\*5

Accordingly, Kao has committed to introducing a beta version of the *est* Skin Athlete Gym subscription beauty program on a trial basis, which recommends precision skin care solutions\*1 supported by a dedicated team of beauty professionals, aiming to achieve the best skin possible. Focusing on each customer as an individual, the team will suggest the most appropriate skin care methods and products. The program is designed to meet the needs of customers seeking to discover the best personalized skin care for them.

\*5 An online survey on beauty conducted in April 2022 among 364 women between the ages of 35 and 59 with strong involvement in skin care.

## 2. Program Description

The *est* Skin Athlete Gym is an evolved subscription beauty program offering the services of a dedicated team of professionals supporting customers to achieve their desired beauty. Specially trained *est* beauty experts, each assigned to a specific customer, will offer beauty advice to support the customer for a full year through online and offline resources. This personalized beauty program, taking a team approach to offer total support, also includes beauty treatments and daily diet and exercise advice from registered nutritionists, physical fitness trainers and others, developed with input from external experts.

This program is a subscription service that customers can enjoy for a full year.\*6 Along with beauty advice, customers will have access to recommended *est* skin care products, up to a value of 440,000 yen (MSRP; tax included).\*7

\*6 Limits apply to some services.

\*7 440,000 points granted for purchase of *est* skincare products at retail stores (1 point = 1 yen)

### 3. Description of the Service

Service includes	<ul style="list-style-type: none"><li>● Skin analysis using the Beauty Power Scope (7 times)</li><li>● Recommended <i>est</i> skin care products, up to a value of 440,000 yen (MSRP; tax included)<sup>*7</sup></li><li>● Beauty program based on skin analysis</li><li>● Skin care lessons and treatments based on the customer's beauty program (7 times)</li><li>● Advice via LINE from an <i>est</i> beauty expert<sup>*8</sup></li><li>● Exercise advice supervised by physical fitness trainers</li><li>● Daily diet advice supervised by nutritionists</li></ul> <p>*Skin Potential Analysis including SSL-RNA monitoring developed by Kao (3 times)</p>
Price	300,000 yen per year. Includes all the above services
Application period	October 5 to 18, 2022
Limited to	Approx. 20 customers
Service period	Scheduled from November 2022 to October 2023

\*8 During business hours, from 11:00 am to 8:00 pm. Closed at irregular intervals.

### 4. Plan for Introduction

• Trial basis roll-out at Beauty Base by Kao Ginza Store<sup>\*2</sup> in November 2022 (limited to approx. 20 customers) and full-scale roll-out planned for 2024

Please visit the following website for more information (Japanese)

URL : <https://www.sofina.co.jp/est/skin-athlete-gym>

### About Kao

Kao creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical business, which contributes to a wide range of industries, Kao generates about 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>