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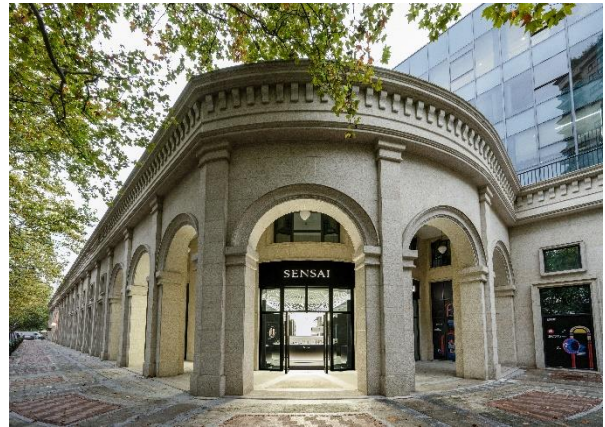
October 17, 2023

SENSAI's Flagship Store in Shanghai

The global prestige brand unveils its first freestanding store in a step to expand its Asian business, starting with China

Kao Corporation is set to unveil its first flagship store for the global premier brand SENSAI in Shanghai, China on October 27, 2023. SENSAI has been steadily building up its presence as a Japanese luxury brand, mainly in Europe, over the last few decades. SENSAI products now sell in about 3,600 stores in over 40 countries worldwide.

The opening of this “experience-based concept store” in Shanghai is part of a larger drive to communicate SENSAI's unique values to the world and further grow the brand's global presence. Kao Beauty Brands is set to scale up the globalization of its beauty brands by expanding sales in China and other parts of Asia. SENSAI, MOLTON BROWN, and Curél are positioned as the top brands, with SENSAI leading the way.



About the SENSAI Flagship Store Shanghai

Consumer preferences in China's skincare market have been a key factor in store development, as Yoshiko Sakurai, SENSAI brand manager, explains: “While evidence-based efficacy is highly demanded for Chinese skincare market, consumers also put an emphasis on special experiences that can only be achieved in the real physical stores.”

The SENSAI Flagship Store in Shanghai represents the core SENSAI values of appreciating subtleties found in all things and moments. Uppermost hospitality merged with Japanese aesthetics and skin science based on SENSAI's latest research provides a unique, unrivalled experience leading to SILK SKIN.

1. Concept and store design

This space is divided into two distinct areas: an immersive spa inspired by the spirit and elegance of a traditional tea ceremony and a shopping area showcasing the beauty philosophy of *Koishimaru* Silk in a minimalist style. The store layout reinterprets the flow of a traditional tea ceremony as if purifying the self and preparing the mind: garden path (*roji*), waiting area (*machiai*), tea room (*chashitsu*), seeing off (*omiokuri*).

Entrance image of the spa area (retail and spa areas)



Welcome space - passageway



“Hanare”



Treatment room



Shopping area



2. About SENSAI The Senses Spa

The SENSAI Flagship Store Shanghai is home to SENSAI's premier treatment service, SENSAI The Senses Spa.

SENSAI The Senses Spa offers “*Hanare*” treatments and balancing massages that embody the spirit of Japanese hospitality.



“*Hanare*”, a welcoming ritual that appeals to the senses

The first feature of the spa treatment is “*Hanare*”, a technique using Kao's unique biofeedback technology to provide relaxing experiences. The customers take a moment to look inward and relax by experiencing their heartbeat and breathing in conjunction with images, sound, and light.



Treatment with balancing massage

The second feature is Balancing Massage, which is applied solely by hand. The skin looks radiant with moisture and silky smoothness.



Fragrance

Customers can choose from five different fragrances to complement their moods. From the moment they enter to the moment they leave, they are immersed in a luxurious moment treatment enhanced by the fragrance they have chosen.

3. Unique features of the SENSAI Flagship Store Shanghai

Gifts sold at the “*Omotenashi*” Bar are decoratively wrapped in an exquisite Japanese style.

Furthermore, SENSAI is devoted to the nurturing of human resources while cultivating meaningful relationships, which is integral to core values of the brand. Everyone working at the store masters the art of traditional Japanese hospitality, “*Omotenashi*”, and hones their skills to provide guests with a one-of-a-kind experience.

Store Overview

Store name: SENSAI Flagship Store Shanghai
Address: 112, 111b, Building 5, No. 8 Hengshan Road,
Xuhui District, Shanghai, China
Opening hours: 10am to 10pm



SENSAI plans to expand its luxury brand presence in the Asian market by reaching high-net worth customers. The flagship store in Shanghai will play a core role.

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 1,550 billion yen in annual sales. Kao employs about 35,400 people worldwide and has 136 years of history in innovation. Please visit [the Kao Group website](#) for updated information.