

Reference material

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KANEBO Facial Wash (Limited Edition Packaging) for Lunar New Year 2024

Seasonal campaign to promote new steps toward a better self

On December 22, 2023, the KANEBO prestige brand from Kao Corporation will be ringing in the Lunar Year of the Dragon by releasing “KANEBO COMFORT STRETCHY WASH LIMITED EDITION 2024”, a facial wash with a limited-edition package design. Social media promotions will be launched over the same weeks to boost brand presence and communications in the regions including China.




KANEBO is one of the eleven global focus brands within the beauty portfolio of the Kao Group. Products from the brand have been sold to customers in China through cross-border EC since 2017. In 2022 KANEBO debuted on the short-form video platform Douyin and opened a store on the Douyin EC Global internet commerce platform to strengthen penetration into the Chinese Gen Z market through live commerce. In January 2023, the first of a limited series of design project products celebrating Lunar New Year was launched to favorable reviews.

About the product

KANEBO COMFORT STRETCHY WASH is a mainstay KANEBO brand product popular in the Chinese market. Gwenaël Nicolas, the creative force behind the product and store design since the launch of KANEBO, has designed a special package for the forthcoming limited-edition release. The design superimposes the

Chinese character for “dragon”, the Chinese zodiac sign for 2024, with an illustrated dragon powerfully rising through the water to express good luck and good fortune for the Lunar New Year.

Product Name	KANEBO COMFORT STRETCHY WASH LIMITED EDITION 2024
Price	¥ 5,000 (RRP in Japan)
Set Contents, Volume	1. Facial Wash 130g 2. Foaming Net
Product Features	<p>KANEBO COMFORT STRETCHY WASH</p> <p>A unique, stringy-textured facial wash that effortlessly strips the skin of impurities, leaving it gently moisturized.</p> <p>A rich formulation of moisturizing ingredients creates a veil of moisture with a high affinity to the skin.</p> <ul style="list-style-type: none"> ● Ingredients HydroST (Polyquaternium-51, PEG-00, Polyquaternium-7), Glycerin  <p>Limited-edition design with a dragon motif</p>
Launch Date	December 22, 2023
Launch Countries/Regions	Japan and other countries and regions KANEBO operates in, Travel Retailers, Cross-border EC

About the campaign

The campaign will take place during the Lunar New Year, a season when people commit themselves to taking on new challenges. Users will be invited to take part in various social media events to bring out the resonance of the “I HOPE.” message of KANEBO brand that communicates not merely beauty but hope. The campaign will reach out to customers in the Chinese market by working with each of sales channels in the countries and regions where KANEBO brand products are sold. Back home in Japan, KANEBO will be strengthening sampling activities at hotels and in-store promotional activities to capture the interest of tourists.

Related information

[KANEBO brand website](#)

[KANEBO Douyin official site](#)

[KANEBO Weibo official site](#)

[KANEBO RED official site](#)

About Gwenaël Nicolas

Born in France in 1966. Master of Arts in Industrial Design at RCA, London, in 1991. Arrived in Japan as a freelance designer in 1991.

Established CURIOSITY INC. in 1998.

Gwenaël's activities range seamlessly from interior design to cosmetics and packaging. An inspired designer at many levels, he often takes charge of every dimension of a project, from the store design to the branding. In recent years he has worked on interior designs for numerous prestige brand stores and hotels in the US and Europe.

