

Tokyo, February 20, 2024

Introducing "Wearable Stratum Corneum Care" **a new method to relieve concerns about severely dry skin through a** **moisture-rich, ultra-thin veil**

Kao launches Curél Outfit-for-Skin Potion and Curél Veil Creator

On April 4, 2024, Kao Corporation (President: Yoshihiro Hasebe) will be launching a pair of products that work in tandem to combat severe skin dryness. The first, **Curél Outfit-for-Skin Potion** (1 item, 6,000 yen (6,600 yen with tax)), is a lotion that diffuses onto the skin as an ultra-thin veil. The second, **Veil Creator** (1 item, 27,000 yen (29,700 yen including tax)), is the special diffuser used to apply the ultra-thin veil.

As the veil wraps the skin, it releases moisturizing ingredients that seep deep into the stratum corneum to keep the skin hydrated and relieve concerns about severe skin dryness.



1. Leading up to the launch

Curél is one of the "G11" strategic global brands in Kao's cosmetics business. As a brand driven by skin science, Curél continues to harness the functions of ceramides in newly developed skincare solutions that relieve skin sensitivity caused by dryness. The ultra-thin membrane technology applied in the new potion and diffuser is based on Kao's "Fine Fiber Technology," a groundbreaking technique to diffuse ultra-fine fibers directly onto the skin as a laminated, ultra-thin veil. The first-ever skincare applications of Fine Fiber Technology were launched in 2019.

To combat severe skin dryness, Curél is now applying Fine Fiber Technology to introduce a new skincare method for intensive moisture care.

2. Curél Outfit-for-Skin Potion and Curél Veil Creator

The earlier renditions of Fine Fiber Technology required a two-step care regime starting with the application of a dedicated nourishing essence before diffusing the veil. To simplify the application Kao scientists developed a hydrating beauty essence as the vital ingredient forming the veil. Curél Outfit-for-Skin Potion is the first product to apply “bleed-out technology,” a process for filling the spaces between the ultra-fine fibers of the veil with moisturizing ingredients to nourish the skin. The ultra-thin veil stays in place snugly like a second skin as the moisturizing ingredients seep deeply into the stratum corneum. When applied at the end of the nightly skincare routine, the veil keeps the skin hydrated for hours during sleep, resulting in firm, supple, and smooth skin by morning.

Kao has collaborated with Panasonic Corporation to develop an advanced version of the Veil Creator diffuser. Once loaded with Curél Outfit-for-Skin Potion in a dedicated cartridge, the new Veil Creator Diffuser can apply an ultra-thin veil on a targeted area in a matter of seconds. The device is compact and freestanding, for easy handling.



Application of the veil with a diffusing device

3. Subscription service

The products will be available for purchase from the official Kao online store (My Kao Mall). A subscription service will also be launched on Rentio¹ to help customers easily start and maintain their new care regimen. Two subscription tiers are planned: a basic kit that includes Curél Outfit-for-Skin Potion and Curél Veil Creator, and a premium kit with an add-on Curél product delivered every month.

Subscription kits

Kit	Contents	Price (incl. tax)
Basic	1) Curél Veil Creator	3,980
	2) Curél Outfit-for-Skin Potion (delivered once every three months)	yen/month
Premium	1) Curél Veil Creator	5,980
	2) Curél Outfit-for-Skin Potion (delivered once every three months)	yen/month
	3) Curél add-on product ² (delivered every month)	

¹Rentio is a subscription rental service for home appliances provided by Rentio Inc. <https://www.rentio.jp/>

² In the first month, subscribers receive Curél Moisturizing Face Cream. In the second and later months, they can choose from five given products.

4. Product Overview

Product name	Curél Outfit-for-Skin Potion	
Content by volume	9 mL	
Price	6,000 yen (6,600 yen with tax)	
Product Features	<p>A beauty essence that forms an ultra-thin veil on the skin when applied with the Curél Veil Creator diffuser.</p> <p>Formulated with “Bleed-out technology,” the potion contains ultra-fine fibers that coalesce into a membrane that steadily releases moisturizing ingredients deep into the stratum corneum. A veil applied at the end of a nightly skincare routine hydrates the skin during the hours of sleep, resulting in a firm, supple, smooth skin by morning.</p>	



Product name	Veil Creator	
Price	27,000 yen (29,700 yen including tax)	
Product Features	<p>A small, high-performance diffuser for applying Curél Outfit-for-Skin Potion as an ultra-thin veil on the skin. The device is compact and freestanding, for easy handling.</p> <p>Delivered with a special sponge for use around the eyes and other delicate areas of the face.</p>	



►Video tutorial (Japanese only)



5. Release date/region

April 4, 2024 / Kao official online store (My Kao Mall)

In the future, the products will also be launched outside of Japan, including Greater China.

Related Information

Brand website: <https://www.curel.com/en-gb/japanskincare/>