

**FOR IMMEDIATE RELEASE**

August 14, 2024

## **KAO Launches *KANEBO FUSIONING SOLUTION* A Serum with a Comprehensive Approach to Refined Skin with Happiness A New Phase of International Growth Backed by the “I HOPE” Message**

This is an English translation of a Japanese news release from June 27.

On September 6, 2024, Kao Corporation (President and CEO: Yoshihiro Hasebe) will be launching *KANEBO FUSION-ING SOLUTION*, a new serum from its prestige brand KANEBO. Priced at 13,000 yen (14,300 yen incl. tax) in Japan, *FUSION-ING SOLUTION* locks in moisture and delivers functional ingredients that leave the skin plump, supple, and radiating with a healthy glow. Refills are available for 12,500 yen (13,750 yen incl. tax).

In step with the product launch, Kao will actively communicate the "I HOPE" brand concept, an expression of KANEBO's commitment to providing skincare and cosmetics that bestow confidence and positivity. Key opinion leaders from different parts of Asia, the home base for KANEBO, will introduce the I HOPE concept to customers throughout the whole of the region.

The *FUSION-ING SOLUTION* launch will expand KANEBO's market share in Asia and strengthen its global presence.



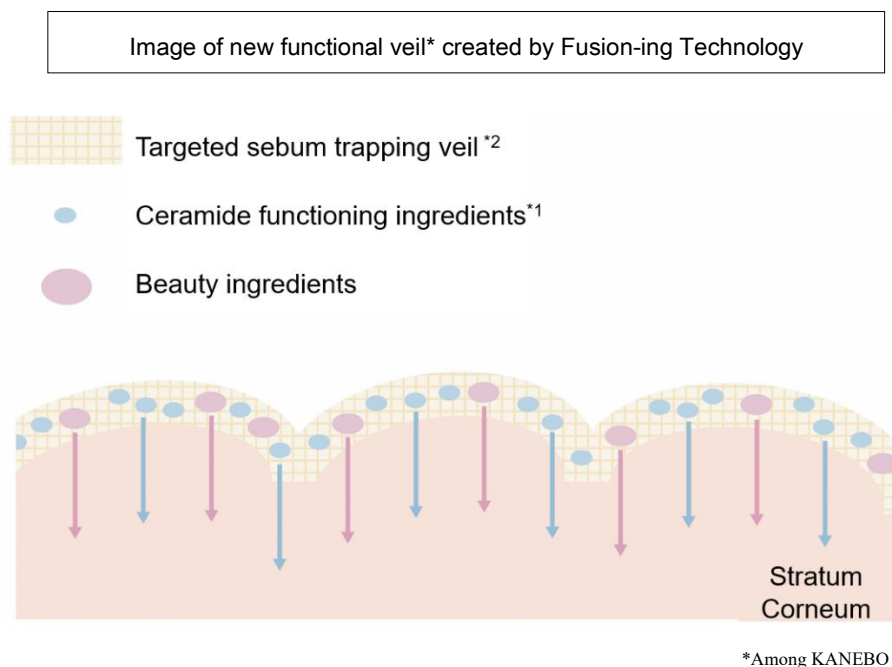
### **1. Leading Up to the Launch**

When people are happy, they appear radiant and full of life. KANEBO believes that the impression that attracts people starts with the skin and focuses on the key elements of the impression of happy skin: smoothness with reduced wrinkles, fine texture with plumpness, radiance, and tone evenness. Intrigued by the link between happiness and skin appearance, KANEBO set out to develop a serum that achieves the healthy and lively appearance of "happy" skin by enhancing these qualities. In the Asian home market, there is strong demand for beauty serums that address aging-related skin concerns. KANEBO will be leveraging the advanced technology and unique concept of *KANEBO FUSION-ING SOLUTION* to reinforce brand appeal and recognition across the whole region.

## 2. Product Features

*KANEBO FUSION-ING SOLUTION* is a serum formulated to bring out refined skin full of happiness. The product uses "Fusion-ing Technology," a "happy skin" functional veil that leaves the skin plump and supple, inviting the users to touch and feel it with their own hands. The serum combines two penetration technologies: one for enhanced absorption of ceramide functioning ingredients<sup>\*1</sup> using nanoparticles and another that utilizes sebum trapping technology to interfere with UFAs that can cause skin roughness<sup>\*2</sup>.

Skin unevenness is often related to dullness and roughness caused by dryness and flakiness. *KANEBO FUSION-ING SOLUTION* instantly blends over uneven skin, creating a smooth, flexible, and seamless veil that snugly hugs the skin and moves with it. The serum nourishes the outer layers of the skin with moisture and functional ingredients and seals them in to achieve a smooth and even finish. A blend of carefully selected ingredients in the veil bestows a fresh glow and refined skin texture. The skin becomes so plump and supple that users will want to feel the results with their own hands.



## 3. Brand Communication

KANEBO plans to actively communicate its positive "I HOPE" brand philosophy across the whole of the region. To mark the launch of the serum, KANEBO will choose a key opinion leader from each of its Asian markets (nine leaders in total) who resonates with the brand mission and embodies the brand's worldview. To learn more about the brand and FUSION-ING SOLUTION, the nine key opinion leaders will be gathering in Tokyo for an event at the Tokyu Kabukicho Tower, an entertainment complex with a variety of attractions, in September 2024. After the event, the key opinion leaders will disseminate the video content produced for and at the event for local communications throughout Asia.

<sup>\*1</sup> "Cetyl PG hydroxyethyl palmitamide": an ingredient that supplements the function of ceramide and provides moisture

<sup>\*2</sup> The unsaturated fatty acids (oleic acid and 8Z-octadecenoic acid, etc) in the sebum component exert "bad" effects when they become too concentrated, resulting in a dry and rough skin due to the reduced skin barrier function.

#### 4. Product Overview

Product name	KANEBO FUSION-ING SOLUTION	
Content & Price	Body 60 mL 13,000 yen (14,300 yen, including tax) Refill 60 mL 12,500 yen (13,750 yen, including tax)	
Product Features	<p>One application leaves the skin refined and “happy” while administering aging care. Formulated with Fusion-Ing Technology, the serum forms a flexible, seamless veil that snugly hugs the skin and moves with it. Fusion-ing Technology nourishes the skin with moisture and functional ingredients to attain a finely textured, supple finish with a healthy glow.</p> <ul style="list-style-type: none"><li>● Use at the beginning of your skincare routine after cleansing. The veil will soften your skin and promote the absorption of subsequent skincare products for a more satisfying skincare experience.</li><li>● Contains carefully selected exclusive ingredients.</li><li>● Infused with a gentle, herbal-floral fragrance with "Teatopia," the scent of fresh tea flowers interwoven with elegant jasmine and calming woody notes.</li><li>● For enhanced fragrance and skincare benefits, try the one-minute uplifting skincare routine: gently apply the product by pressing your hands on your face while tilting your face slightly upward.</li></ul>	



#### 5. Release Date/Region

September 6, 2024: launch in Japan (department stores, cosmetic stores, and online retail stores).

Will be successively introduced through sales outlets, duty-free stores and cross-border e-commerce in 8 markets of East and Southeast Asia.

#### About KANEBO

KANEBO is one of the eleven global focus brands (G11) within the beauty portfolio of the Kao Group. KANEBO is a global prestige skincare and makeup brand that is committed to offering not merely beauty, but also inspiring hope by bringing out each individual’s potential to its fullest.

#### 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 1,530 billion yen in annual sales. Kao employs about 34,300 people worldwide and has 137 years of history in innovation. Please visit [the Kao Group website](#) for updated information.

#### Related Information

[KANEBO Global Website](#)

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