

FOR IMMEDIATE RELEASE

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**From Leading Sunscreen Brand *Bioré UV*,*¹
the First Non-chemical (UV Absorber-free) Sunscreen in Kao's Flagship *Aqua Rich* Series
Bioré UV Aqua Rich Watery Hold Cream, Soon on Sale throughout Japan*²**

Kao Corporation will launch *Bioré UV Aqua Rich Watery Hold Cream* throughout the country*² on February 8, 2025. From the flagship *Aqua Rich* series from *Bioré UV*, the top-selling sunscreen product for four consecutive years,*¹ *Bioré UV Aqua Rich Watery Hold Cream* is Kao's first non-chemical (UV absorber-free) sunscreen.

*1 Intage SRI+® (Nationwide Retail Store Panel Survey) sunscreen market, cumulative sales from September 2020 to August 2024

*2 Preliminary launch in selected drugstores, March 2024



Leading up to the launch

Following the resumption of people going out in wake of the pandemic, an increase in the trend of sunscreen purchase rate points to a greater consumer awareness of UV rays.*³ A Kao survey*⁴ of sunscreen users indicated that using sunscreen had become a habit, and 48% of respondents said that they used it year-round. In the survey, consumers said they wanted a daily-use sunscreen that felt gentle and did not stress the skin, indicating increasingly strong demand for such attributes. Consumer interest in sunscreen with a non-chemical formulation (UV absorber-free sunscreen) is also growing now.*⁵

*3 Intage SCI® (Nationwide Consumer Panel Survey) survey of sunscreen purchase rate between February 2019 and August 2024 among consumers in the 10s to 60s age groups

*4 Online surveys 2022–2024 among female sunscreen self-purchasers and self-users aged 20–59. N=100

*5 Online searches for “non-chemical sunscreen,” Google Trends 2004–2024

Against this background, *Bioré UV* will be launching *Bioré UV Aqua Rich Watery Hold Cream*, the first non-chemical (UV absorber-free) sunscreen from its flagship *Aqua Rich* series, offering the light texture and strong UV protection the *Aqua Rich* series excels in providing.

Product features

With *Bioré UV Aqua Rich Watery Hold Cream*, Kao has succeeded in dispersing UV scattering agents within a water-based sunscreen formulation by encapsulating them in moist aqua capsules.*⁶ This product, offering effective SPF50/PA+++ UV protection, spreads well and has a pleasant texture. Non-greasy, non-drying. The 2 trillion*⁷ aqua capsules in the emulsion create a thick layer on the skin when applied, which retains moisture and leaves skin feeling soft all day long.

Formulated to care for the skin, the product is alcohol-free, paraben-free and colorant-free. Washes off easily with soap or cleanser.

*⁶ Within the *Bioré* line

*⁷ Per single use (0.4 g) on the face

Preliminary product launch in selected drugstores began in March 2024. Consumers commented positively on the product's feeling in use: "It feels moist and pleasant to use," "Even though it has a rich texture, it doesn't feel greasy after application," "I'd like to use it year-round, not just in summer" and "When I apply it, it spreads right away and doesn't leave a noticeable white cast," indicating satisfaction with the product. Now the product is being launched nationwide and promotional materials feature such positive consumer reactions.

Bioré UV has been offering value in products which are part of consumers' daily lives since its launch in 1996. Launched from *Bioré*'s flagship *Aqua Rich* series in 2011, *Bioré UV Aqua Rich Watery Essence* with its light texture was a hit with consumers. Since its launch, occasions for suggested sunscreen use have broadened from outdoor leisure and special days out to habitual daily use. In 2023, *Bioré* launched *Bioré UV Aqua Rich Aqua Protect Mist*, a whole-body non-aerosol mist pleasant to use anytime, anywhere. This encouraged consumers to reapply sunscreen away from home, further helping them with their UV protection.

Kao is also focusing on launching sunscreen products in foreign markets. Through these products, Kao will build awareness of UV protection among consumers everywhere, to create a society where people can spend more time in the sun with smiles on their faces, and boost its global presence.

Kao will continue helping to create a comfortable and pleasurable lifestyle for customers by offering *Bioré* brand products bringing ease to their lives.

Product overview

Product name	<i>Bioré UV Aqua Rich Watery Hold Cream</i>
Net contents	50 g
Product features	<p>The product's watery layer clings to your skin all day long. The first <i>Aqua Rich</i> series non-chemical formulation (UV absorber-free)</p> <ul style="list-style-type: none"> ● SPF50/PA+++ ● Carefully formulated to care for your skin for comfortable daily use ● Moist, rich cream ● Doubles as a makeup base ● Brightens your skin (makeup effect) ● Non-chemical formulation (UV absorber-free) ● Alcohol-free ● Paraben-free ● Colorant-free ● Washes off with soap ● Contains moisturizing ingredients (shea butter, BG) ● Makes skin less prone to breakouts (non-comedogenic-tested)*⁸ ● Allergy-tested*⁸ ● Skin allergy-tested (patch-tested*⁹) on subjects with sensitive skin*¹⁰*⁸ <p>*⁸ Does not necessarily prevent comedones (breakouts), allergic reactions or skin irritation</p> <p>*⁹ Testing to determine potential for skin irritation</p> <p>*¹⁰ Persons with temporary intolerance to cosmetics due to environment or physical condition</p> <ul style="list-style-type: none"> ● Prevents spots and freckles due to sun exposure ● Slightly scented



Note: There is no recommended retail price.

[SPF/PA labeling]

SPF (sun protection factor) indicates level of UVB protection; PA (protection grade of UVA) indicates level of UVA protection. SPF and PA follow international labeling standards for values based on application of 2 mg per cm² and are intended as a purchase guide.

■ Virtual tester

Kao's virtual tester allows consumers to compare various *Bioré UV* products through videos describing how the products feel in use.

<https://www.kao.co.jp/bioreuv/tester/> (Japanese only)

■ *Bioré UV Aqua Rich* brand site

<https://www.kao.co.jp/bioreuv/wateryholdcream/> (Japanese only)

Launch date and region

February 8, 2025 / Nationwide

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.

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