

FOR IMMEDIATE RELEASE

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Global Prestige Brand *SENSAI* Expands in Asia with Its First Store in Indonesia

Delivering the Ultimate in Luxury Skincare Experience and Service

Jakarta, Indonesia – February 21, 2025 – Kao Corporation is strengthening its presence in Asia with the launch of its prestige cosmetics brand, *SENSAI*, in Indonesia. The brand's first counter will open at SOGO Plaza Senayan in Jakarta on February 21, 2025, offering customers an immersive luxury skincare experience and exceptional service.



<SOGO PLAZA SENYAN shop exterior>

A Perfect Fit for Indonesia's Skincare Culture

SENSAI's introduction to Indonesia is well-suited to the country's established skincare routines. Yoshiko SAKURAI, the *SENSAI* brand manager noted:

"Indonesia has a strong affinity for Japanese skincare culture, which includes a well-known practice of double cleansing, double moisturizing, and UV protection. This aligns perfectly with *SENSAI*'s skincare ritual, *Saho*. We believe that introducing *SENSAI* in Indonesia will help to expand our fanbase among affluent consumers across Asia."

Located in Jakarta's prestigious Senayan district, known for its luxury hotels and high-end shopping, Plaza Senayan is one of the city's most exclusive department stores. The store details are as follows:

Store Overview:

- Store Name: *SENSAI* SOGO Plaza Senayan
 - Location: Plaza Senayan, Jl. Asia Afrika No.8, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10270
 - Business Hours: 10:00 – 22:00
- Opening Date: February 21, 2025

Strengthening *SENSAI*'s Global Expansion

SENSAI has established itself as a Japanese luxury brand, primarily in Europe, and is now available in over 40 countries worldwide. Building on its over four decades in Europe, the brand began its expansion into Asia in 2019 with its launch in Japan. Following the opening of its flagship store in Shanghai, China, in 2023, *SENSAI* is now making its debut in Indonesia. This marks another significant step in strengthening its presence across Asia and accelerating its global expansion.

As a part of its med-term management plan, Kao has positioned *SENSAI* as one of its key global growth brands within its Cosmetics Business. Alongside *Molton Brown* and *Curél*, *SENSAI* is a strategic frontrunner in Kao's "Global Sharp Top" initiative, with continued investment to drive its international expansion.

About *SENSAI*

Since its launch in 1983, *SENSAI* has been committed to creating products that reflect meticulous Japanese skincare techniques and hospitality. At the core of its formulations is Koishimaru Silk extract, a rare and precious ingredient that was once reserved for the Japanese Imperial family. *SENSAI* masterfully combines Japanese aesthetics with advanced skincare technology to achieve its signature "Silk Skin."

The brand's skincare ritual, *Saho*, is inspired by the Japanese tea ceremony and emphasizes double cleansing and double moisturizing – a ritual designed to nurture the skin with thoughtful care for optimal results.

About Kao

Kao, a Japan-based manufacturer of personal care and household products, cosmetics, and specialty chemicals creates high-value-added products and services that provide care and enrichment for the life of all people and the planet. Through its brands such as *Attack* laundry detergent, *Bioré* and *Jergens* skin care products, *Laurier* sanitary products, *Curél*, *SENSAI*, and *MOLTON BROWN* cosmetics, and *Oribe* hair care products, Kao is part of the everyday lives of people across Asia, the Americas, Europe, the Middle East, and Africa. 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 more than 130 years of history in innovation. As an enterprise that provides products people use on a daily basis, the Kao Group takes responsibility to actively reduce the environmental footprint of its products throughout the product lifecycle. This is laid out in Kao's ESG strategy, the Kirei Lifestyle Plan, which launched in 2019.

Please visit [the Kao Group website](#) for additional information.

Media inquiries should be directed to:

Public Relations

Kao Corporation

corporate_pr@kao.com