

**FOR IMMEDIATE RELEASE**

July 3, 2025

## **Kao introduces *SENSAI TOTAL FORM EXPERT CREAM* A New Global Flagship Product to Support a Firmer, More Sculpted Appearance**

Tokyo, July 1, 2025 – Kao Corporation announces the international launch of *SENSAI TOTAL FORM EXPERT CREAM*, an anti-ageing cream positioned as a strategic flagship product within its global prestige portfolio. The product will debut internationally on September 1, 2025, with a phased rollout in over 40 countries to follow.

The new cream, developed through the latest anti-ageing research, incorporates the brand's most advanced technology and is expected to serve as a key driver in strengthening global awareness and brand equity across international markets.

In pursuit of its Global Sharp Top initiative, Kao has positioned *SENSAI* as one of six core brands driving global growth within its cosmetics business, and will continue to invest strategically in the brand while strengthening its focus.



### **Background and Consumer Insight**

In recent consumer research conducted by Kao in Japan, many respondents cited age-related changes in facial definition as a growing concern. While such preferences have long shaped skincare habits in Europe, this emerging trend in Asia reflects a broader shift toward products that visibly enhance the impression of firmness and facial contour. *SENSAI TOTAL FORM EXPERT CREAM* was developed to address these evolving expectations with *SENSAI*'s most advanced skincare technology to date.

### **Product Innovation and Technology**

*SENSAI TOTAL FORM EXPERT CREAM* combines **Koishimaru Silk EX<sup>\*1</sup>**, *SENSAI*'s signature moisturising ingredient, with the newly developed **Total Form CPX<sup>\*2</sup>** complex. This formulation is designed to deeply hydrate the skin while addressing dryness and the appearance of diminished elasticity and suppleness that often comes with age.

Key active ingredients include:

- **Niacinamide**, an active quasi-drug ingredient in Japan, recognized for its anti-wrinkle efficacy
- **Total Form CPX**, a complex of botanical extracts, and **Koishimaru Silk EX** work in combination to promote hydration, firmness, and elasticity

The cream features **SENSAI's Plumping Veil**

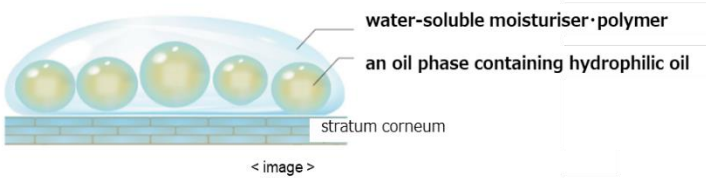
**Formula**, which creates a soft, elastic film that gently adheres to the skin and flexes in harmony with facial movements. This flexible membrane encapsulates a blend of moisture-

retentive oils and water-soluble polymers, providing an immediate sensation of firmness and gentle, sculpting hold upon application. It maintains a comfortable tightening feeling throughout the skincare routine. The texture glides smoothly and evenly across a wide area, from the face to the neck.

SENSAI's original application technique supports the efficient use of the cream along the face, jawline, and neck, helping to redefine facial contours for a sculpted impression while promoting supple, radiant, and finely textured silky skin.

\*1 Hydrolyzed Silk, Acetyl Glucosamine

\*2 Citrus Depressa Peel Extract, Methylserine, Sanguisorba Officinalis Root Extract, Zingiber Officinale Root Extract, Faex Extract, Lactobacillus/Pear Juice Ferment Filtrate, Eugenia Caryophyllus Flower Extract, Geranium Robertianum Extract, Alpinia Speciosa Leaf Extract, Butylene Glycol




### Strategic Role within SENSAI's Global Expansion

SENSAI TOTAL FORM EXPERT CREAM has been developed as a key product to support SENSAI's brand equity and business expansion in core overseas markets. With high engagement in cream-type formulations across Europe, the product is expected to serve as a primary entry point for new customers and a catalyst for growth in prestige channels.

“We are positioning SENSAI TOTAL FORM EXPERT CREAM as a signature item within the SENSAI lineup,” explains Yoshiko Sakurai, brand manager of SENSAI. “By combining SENSAI's latest anti-ageing technology with a refined texture that is rich yet lightweight and non-sticky, the cream adapts seamlessly to skin needs in a wide range of climates—from dry continental regions in Europe to humid subtropical environments in Asia”. SENSAI has seen accelerated globalization over recent years, with market entries in Japan (2019), China (2023), and Indonesia (2025), in addition to its strong presence in Europe. The launch of this product supports Kao's ambition to reinforce its global competitiveness in prestige skincare, leveraging SENSAI's unique combination of Japanese craftsmanship and scientific innovation.

### Product Overview

<b>Product name</b>	SENSAI TOTAL FORM EXPERT CREAM SENSAI TOTAL FORM EXPERT CREAM (Refill)
<b>Volumes/Price</b>	50 mL / JPY 30,000 (Refill: JPY 27,000)
<b>Key Features</b>	<div>A new anti-ageing cream born from continued research into Koishimaru Silk. Rich yet soft in texture, the cream spreads smoothly and melts comfortably into the skin, promoting supple, finely textured silky skin.</div> <div></div>

**Availability:**

TOTAL FORM EXPERT will be launched in international *SENSAI* markets beginning September 1, 2025.

\*In Japan, the product will be available from September 3 under the name TOTAL FORM EXPERT WRINKLE AND LIFT CREAM.

\* This news release is a translation of a Japanese-language news release dated July 1, 2025.

**About *SENSAI***

*SENSAI* is Kao's prestige skincare brand developed by Kanebo Cosmetics. It has maintained a strong presence in the European luxury market since the 1980s and continues to grow as a high-end skincare brand originating in Japan.

*SENSAI* has pursued the ideal of "living mindfully in grace" since its inception, with Koishimaru Silk—a rare and precious silk historically cultivated in Japan—at the core of its brand concept. Committed to excellence in craftsmanship and the values of "Made in Japan," *SENSAI* continues to refine its formulations guided by the sense and science of Japan.

**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 1,630 billion yen in annual sales. Kao employs about 32,600 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.

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