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Kao Unveils Innovative *Curél* Products Featuring Carbonated Foam Technology to Combat Dryness-Induced Dullness

New Foam Serum and Gel Cleanser for Dry, Sensitive Skin set to Debut in Japan, with Global Launch Set for Europe and Asia

Tokyo, June 25, 2025 – Kao Corporation is set to launch two new products under the *Curél* brand, which specializes in skincare for dry, sensitive skin. The products are the *Curél Intensive Moisture Care Carbonated Foam Serum* and *Curél Intensive Moisture Care Carbonated Foam Gel Cleanser*. Both items are classified as quasi-drugs in Japan and will be available starting September 6, 2025.



These formulations aim to address concerns related to dullness*¹ by combining *Curél*'s signature Ceramide Care*² with Kao's innovative research on carbon dioxide, which is used as a propellant. This unique approach offers a novel solution for enhancing the appearance of dry, sensitive skin.

As Kao pursues its Global Sharp Top strategy, *Curél* has been identified as one of six core brands driving global growth in the cosmetics business. Already the No.1*³ brand for sensitive skincare in Japan, *Curél* is expanding through strategic investment—including localized production and development in China—and strengthening its presence in Europe, where dullness is a common concern among individuals with dry, sensitive skin.

By providing solutions tailored to different climates, habits, and skin needs, *Curél* aims to continue promoting skin health worldwide and enhance its reputation as a trusted brand for those with dry, sensitive skin.

Background

Since its inception, *Curél* has been dedicated to dermatological research, with a specific focus on the role of ceramides. The brand remains committed to providing skincare solutions that improve the quality of life for individuals with dry, sensitive skin. According to internal research conducted by Kao in September 2023,

*1 Cleanser: Lackluster or dull skin appearance resulting from impurities such as sebum/ Serum: Dullness caused by dryness and rough skin texture

*2 Cleanser: Gently cleanses while helping to protect ceramides and retain moisture/ Serum: Supports the function of ceramides and provides moisture

*3 Source: INTAGE SRI+ Sensitive Skincare Market, January–December 2024, brand series share by value

approximately 30% of people in Japan with dry, sensitive skin expressed concerns not only about dryness-related roughness and irritation but also about their dull skin appearance. This dullness can result from sebum and other impurities, as well as a shadowed and lackluster tone caused by the rough texture associated with dryness.

These concerns are not limited to Japan; similar issues have also been observed in Europe, particularly in colder regions (Kao research, July–August 2023).

Product Features

Curél Intensive Moisture Care Carbonated Foam Serum

Deep Hydration with **High-Adherence Ceramide Care Technology**

This carbonated foam serum delivers moisture deep into the stratum corneum, improving skin texture and reducing dryness-induced dullness

Key Features

- Contains a ceramide-functioning ingredient and eucalyptus extract to help retain moisture
- Kao's **High Adsorption Ceramide Care Technology** enhances absorption
- Active ingredient (Dipotassium glycyrrhizate) helps prevent skin roughness
- Instantly melts into the skin, leaving it smoother and more luminous
- Carbon dioxide used as a propellant



Curél Intensive Moisture Care Carbonated Foam Gel Cleanser

Gentle yet effective cleanser with **Cloudy Skin Dullness Removal Formula**

A facial cleanser that transforms from fine foam into a gel to remove impurities and, with **High Adsorption Ceramide Care Technology**, help the skin regain clarity while preserving natural ceramides.

Key Features

- Proprietary **Cloudy Skin Dullness Removal Formula** targets sebum and other dullness-causing impurities
- Active ingredient (Dipotassium glycyrrhizate) helps prevent skin roughness
- Made entirely from skin lotion ingredients for a hydrating finish
- Gently lifts away impurities without harsh rubbing
- Carbon dioxide used as a propellant



Both products are specifically formulated for dry, sensitive skin.

They are:

- Fragrance-free
- Colorant-free
- Alcohol-free (no ethyl alcohol added)
- Allergy tested and patch tested with support from individuals with dry, sensitive skin
(Testing does not guarantee freedom from allergic reactions or irritation)

Outlook: *Curél*'s Evolving Global Strategy

As part of its global expansion, *Curél* is committed to developing solutions that address not only the root causes of dry, sensitive skin but also region-specific concerns arising from climate, lifestyle, and individual skin characteristics. Building on its dermatological expertise, *Curél* aims to deliver more tailored value propositions that respond to the diverse needs of consumers worldwide.

- **Cold and arid zones in Europe and Northern China**

In cold and arid regions, individuals with dry, sensitive skin often suffer from extreme dryness, roughness, redness, and dullness. *Curél* will continue to focus on solutions that relieve these symptoms and strengthen the skin barrier in harsh environments.

- **Equatorial and tropical zones in South and Southeast Asia**

In areas exposed to intense year-round UV radiation, dry, sensitive skin is prone to irritation and inflammation. *Curél* is developing care solutions that address UV-induced skin damage while maintaining hydration and resilience.

- **Hot and humid subtropical zones in Southern China and Southeast Asia**

In hot, humid climates and among individuals with oil-prone skin, common concerns include redness and stinging sensations caused by sweat and sebum. *Curél* aims to meet these challenges with formulations that calm and protect sensitive skin in high-humidity, high-sebum conditions.

Through this region-specific approach, *Curél* seeks to become a truly global leader in sensitive skincare—delivering effective, science-backed care for dry, sensitive skin across all environments.

Product Overview

Product Name	Volume	Price (incl. tax)
<i>Curél Intensive Moisture Care Carbonated Foam Serum</i>	120g	Open pricing (no MSRP)
<i>Curél Intensive Moisture Care Carbonated Foam Gel Cleanser</i>	200g	Open pricing (no MSRP)

Availability

Launch date: September 6, 2025 (Japan)

A subsequent rollout will follow in *Curél* markets across Asia and Europe.

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.