

INFORMATION

October 8, 2025

***Curél* Unveils ‘Boosting Hand Care Gloves’ and ‘Boosting Heel Care Socks’ Featuring Kao’s Fine Fiber Technology*¹**

Kao Corporation announced the launch of two new products from its skincare brand *Curél*, specifically designed for dry, sensitive skin. On October 11, 2025, it will release the "Curél Boosting Hand Care Gloves" and "Curél Boosting Heel Care Socks," which utilize a unique two-layer sheet structure*² featuring Kao Fine Fiber technology. As the next steps in skincare routine, these products are specifically designed to address recurring dryness issues, such as roughness and flakiness.

Curél, Japan’s No. 1*³ brand for sensitive skin, is dedicated to supporting individuals with dry, sensitive skin from a universal perspective. The brand aims to enhance the quality of life for those experiencing dryness by providing products that target various skin concerns influenced by different environments and lifestyle habits.

In pursuit of its Global Sharp Top initiative, Kao has positioned *Curél* 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.



*¹ Kao’s proprietary technology that creates an ultra-thin, layered veil by spraying super-fine fibers with specialized equipment.

*² Unique two-layer structure combining super-fine fibers (about 1/100th the thickness of a human hair) on the inside and highly elastic fibers on the outside.

*³ Intage SRI+ Sensitive Skin Cosmetics Market, January–December 2024, value share by product series

Leading up to the launch

Since its inception, *Curél* has consistently focused on the function of ceramides based on dermatological research, contributing to the enhancement of the quality of life for those suffering from dry, sensitive skin. Recent surveys conducted by Kao, which asked about dryness concerns limited to body areas other than the face, indicate that approximately 73%*⁴ of respondents find their hands to be the most concerning area for dryness, followed by heels at about 65%*⁵. This highlights that many individuals are troubled by dry and rough skin in these areas. Furthermore, it was found that nearly 50% of people with sensitive skin apply care to their hands more than three times daily.

Many people also experience concerns with their heels, such as dry patches, snagging on stockings or tights, and feeling self-conscious when wearing sandals due to visible dry heels*⁶. Alarming, around 70%*⁷ of those with dryness concerns do not engage in daily care routines for these areas.

As a response to these issues, *Curél* has developed sheet-type solutions utilizing Kao's Fine Fiber technology, which forms a thin film with fibers measuring less than one micron in diameter.

*⁴ Women aged 15–79, February 2024, N=1,200 (Kao survey)

*⁵ Women aged 15–79, February 2024, N=960 (Kao survey)

*⁶ Women aged 20–59 with awareness of dryness/sensitivity in hands and feet, September 2024, N=50 (Kao survey)

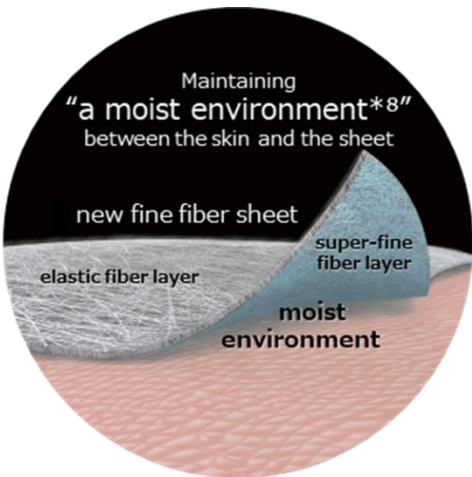
*7 Women aged 18–65 concerned about heel dryness, May–June 2025, N=1,788 (Kao survey)

Product Innovation and Technology

"Curel Boosting Hand Care Gloves" and "Curel Boosting Heel Care Socks," are sheet-type products featuring a unique super-fine fiber layer developed with Kao's Fine Fiber technology. These products consist of a specially designed two-layer sheet: a super-fine fiber layer on the inside, which is in contact with the skin, and an elastic fiber layer on the outside. This design ensures breathability while effectively retaining moisturizing creams and other formulations on the skin, creating a moist environment*⁸ between the skin and the sheet.

Designed for overnight use, the gloves and socks gently wrap rough hands and heels, providing an extra step in the care routine without requiring additional effort.

*⁸ A breathable, humidity-retaining environment.



<Image>

Product overview

*No manufacturer's suggested retail price (MSRP) will be set

Product Name	Curel Boosting Hand Care Gloves	
Content	4 gloves (Available in sizes M/L)	
Product features	Hand care gloves featuring a proprietary two-layer structure sheet developed as an additional step to support the care routine of dry, rough hands often associated with sensitive skin. ● Simply slip the gloves on after applying moisturizer. The gloves gently envelop the hands without tightening the skin. ● The special two-layer sheet maintains a moist environment between skin and mask. Super-fine inner fibers lock in hand cream while the outer layer stays dry. No worries about staining bedding. ● Smooth, moist sheets gently wrap around hands that have become rough from repeated exposure to water during daily chores, protecting the skin from friction and irritation. ● Helps hand cream stay on the skin overnight while still enabling smartphone use. Skin-friendly design ● Tested with dermatologist cooperation on individuals with dry, sensitive skin* ● Allergy tested* ● Patch tested on individuals with dry, sensitive skin* (Patch test: a method to confirm skin irritation potential) *These tests do not guarantee freedom from allergic reactions or skin irritation for all users 	

Product Name	Curel Boosting Heel Care Socks
Content	6 socks (One size: fits approx. 22–26 cm)
Product features	Heel care socks featuring a proprietary two-layer structure sheet developed as an additional step to support the care routine of dry, rough heels often associated with sensitive skin.   ● Simply slip the socks on after applying moisturizer for a comfortable fit throughout the night. ● The special two-layer sheet maintains a moist environment between skin and mask. Super-fine inner fibers lock in cream while the outer layer stays dry. No worries about staining floors or bedding. ● Smooth, moist sheets gently wrap the heels, and help to protect them from snagging on bedding, socks, or slippers. ● Can also be worn comfortably during the day. Skin-friendly design ● Allergy tested* ● Patch tested on individuals with dry, sensitive skin* (Patch test: a method to confirm skin irritation potential) *These tests do not guarantee freedom from allergic reactions or skin irritation for all users

Availability

Japan: From October 11, 2025

*Pre-launch from September 1, 2025 at @cosme TOKYO and @cosme SHOPPING.

■ Related information

[Curél Brand Website \(in Japanese\)](#)

* This news release is a translation of a Japanese news release dated 21 August 2025.

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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