

FOR IMMEDIATE RELEASE

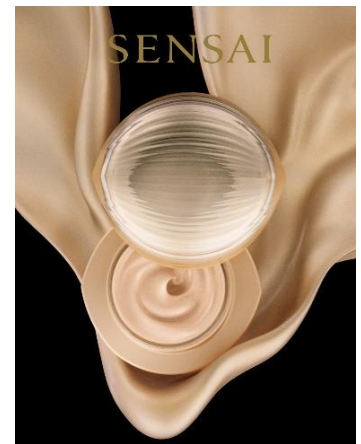
July 16, 2026

New Emulsification Technology Delivers Both a Beautiful Finish and Skincare Benefits *SENSAI*'s ULTIMATE Foundation Featuring the World's First^{*1} Ingredient-Based Approach Debuts

Strengthening *SENSAI*'s Brand Presence Across Asia

Kao Corporation will launch *SENSAI ULTIMATE THE FOUNDATION* from the ULTIMATE series, the highest-end series of Kanebo Cosmetics' global prestige brand *SENSAI*, on October 7, 2026 (one item, four shades, 36,300 yen including tax).

SENSAI ULTIMATE THE FOUNDATION is the brand's premier foundation and features a world-first^{*1} ingredient-based approach. The newly developed Flash EmulDiffusion Technology enables the foundation to deliver both a beautiful finish and skincare benefits. *SENSAI ULTIMATE THE FOUNDATION* contains the skincare ingredients^{*2 *3} (moisturising) common to the ULTIMATE series^{*4} at 94% of the amount used in ULTIMATE series skincare products. With a rich texture like a skincare cream, this foundation leads to even, smooth, firm and radiant skin.



For over 40 years, *SENSAI* has built its own unique value as a Japanese luxury brand, primarily in Europe. Kao aims to cultivate this product globally as an item that symbolizes *SENSAI*'s luxury, and to deepen recognition of *SENSAI*'s brand value and strengthen its presence across Asia.

In pursuit of its Global Sharp Top strategy, Kao has positioned *SENSAI* as one of its Six Focus Brands for driving global growth within its cosmetics business, and will continue to invest strategically in the brand and to accelerate its expansion.

^{*1} With respect to the combination of covering ingredients (Polysilicone-9, Titanium Dioxide) and moisturising ingredients (*Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmientosa Extract).
(Based on Kao's own research using a prior art search and Mintel's database, March 2026)

^{*2} *Koishimaru Silk* Infinite (moisturising): *Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmientosa Extract

^{*3} *Sakura A-CPX* (moisturising): Contains *Sakura* Extract (Prunus Yedoensis Leaf Extract), Cynara Scolymus Leaf Extract, Niacinamide, Dimethoxy Di-p-Cresol, Nasturtium Officinale Extract, Methylserine, Pyracantha Fortuneana Fruit Extract, Zostera Marina Extract

Note: For products sold in Europe, *Sakura A-CPX* is presented as *Sakura Eternal Complex* and Advanced CPX Vital Extract.

^{*4} Excluding *ULTIMATE THE CLEANSING OIL* and *ULTIMATE THE CREAMY SOAP*

Background

In recent years, there has been a growing demand for foundations that offer not only excellent coverage and a beautiful finish, but also are gentle on the skin and provide skincare benefits. However, incorporating a large

amount of skincare ingredients has presented challenges, such as compromising make-up effects like coverage, even finish and adherence. Furthermore, it has been observed that foundations do not adhere well to skin showing signs of ageing such as dryness, uneven texture, wrinkles and dullness, and that the more layers of foundation are applied, the more noticeable these areas of concern become.

SENSAI has been conducting research for many years with the aim of “transcending the boundaries between make-up and skincare.” After more than 800 prototypes, *SENSAI* developed a new technology, Flash EmulDiffusion Technology, which achieves both a beautiful finish and skincare benefits. And now, Kao is launching *SENSAI*’s premier foundation, *SENSAI ULTIMATE THE FOUNDATION*, which incorporates this new technology. As the first base make-up item to appear in *SENSAI*’s ULTIMATE series, it offers a new base make-up experience that addresses the skin concerns of adults and nurtures skin’s natural beauty with each application.

Product Features

SENSAI ULTIMATE THE FOUNDATION is a foundation born from *SENSAI*’s ULTIMATE series, featuring the world’s first*¹ ingredient-based approach. It incorporates Flash EmulDiffusion Technology, born from the development of a technology that instantly emulsifies and disperses all ingredients, including pigments, oils, water and skincare ingredients (moisturising), achieving both a beautiful finish and skincare benefits. Compared to *SENSAI*’s conventional technology, it contains approximately 1.5 times more ingredients that address skin concerns and approximately 3.5 times more skincare ingredients (moisturising), while still achieving a smooth formula with excellent adherence.



Furthermore, it contains the skincare ingredients common to the ULTIMATE series*⁴—*Koishimaru Silk* Infinite (moisturising)*² and *Sakura A-CPX* (moisturising)*³—at 94% of the amount used in the series’ skincare products. These skincare ingredients (moisturising) penetrate to the stratum corneum, leading to smooth, moisturised skin. It reduces the appearance of fine lines caused by dryness*⁵, and the beautiful finish lasts even after time passes without drying out or creasing. It adheres beautifully to skin that is dry, has an uneven texture, lacks firmness or appears dull due to ageing, providing natural coverage with just one application. This is *SENSAI*’s ULTIMATE foundation, leading to a firm, radiant and even finish.

*1 With respect to the combination of covering ingredients (Polysilicone-9, Titanium Dioxide) and moisturising ingredients (*Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmentosa Extract). (Based on Kao’s own research using a prior art search and Mintel’s database, March 2026)

*2 *Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmentosa Extract

*3 *Sakura* Extract (Prunus Yedoensis Leaf Extract), Cynara Scolymus Leaf Extract, Niacinamide, Dimethoxy Di-p-Cresol, Nasturtium Officinale Extract, Methylserine, Pyracantha Fortuneana Fruit Extract, Zostera Marina Extract

Note: For products sold in Europe, *Sakura A-CPX* is presented as *Sakura Eternal Complex* and Advanced CPX Vital Extract.

*4 Excluding *ULTIMATE THE CLEANSING OIL* and *ULTIMATE THE CREAMY SOAP*

*5 Efficacy evaluated

Strategic Role Within SENSAI’s Global Expansion

Since its inception in Europe in 1983, SENSAI has grown for over 40 years as a Japanese luxury brand, promoting its brand values of “living mindfully in grace” and its unique skincare ritual known as “Saho.” Currently, it is sold in over 40 countries and regions worldwide, with overseas sales accounting for over 80% of its total sales, and has established a solid brand foundation, particularly in Europe.

In recent years, SENSAI has strengthened its presence in Asian markets, including Japan and China. It is promoting an “integrated Asian operation” that includes travel retail, and developing a brand strategy that treats the Asian market as a single market.

This product is also scheduled to be launched in China in 2028. As SENSAI’s premier base make-up item, it aims to attract new customers in Asian markets, including China. Furthermore, SENSAI will build on the brand value it has cultivated in Europe to further strengthen its presence across Asia and enhance its standing in the luxury prestige market.

Product Overview

Product name	SENSAI ULTIMATE THE FOUNDATION (4 shades available)	
Content/Price	30 ml / 33,000 yen (36,300 yen incl. tax)	
Product features	Featuring the world’s first*1 ingredient-based approach, SENSAI’s ULTIMATE foundation achieves both a beautiful finish and skincare benefits through its new Flash EmulDiffusion Technology. It contains the skincare ingredients*2 *3 (moisturising) common to the ULTIMATE series*4 at 94% of the amount used in ULTIMATE series skincare products. It provides anti-ageing care*6 while leading to a firm, radiant and even finish. SPF10 / PA++. Features the same elegant, floral bouquet fragrance as the ULTIMATE series.	



*1 With respect to the combination of covering ingredients (Polysilicone-9, Titanium Dioxide) and moisturising ingredients (*Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmentosa Extract). (Based on Kao’s own research using a prior art search and Mintel’s database, March 2026)

*2 *Koishimaru Silk* Infinite (moisturising): *Koishimaru Silk* Extract (Hydrolysed Silk), Acetyl Glucosamine, Eucalyptus Globulus Leaf Extract, Vaccinium Myrtillus Leaf Extract, Saxifraga Sarmentosa Extract

*3 *Sakura A-CPX* (moisturising): Contains *Sakura* Extract (Prunus Yedoensis Leaf Extract), Cynara Scolymus Leaf Extract, Niacinamide, Dimethoxy Di-p-Cresol, Nasturtium Officinale Extract, Methylserine, Pyracantha Fortuneana Fruit Extract, Zostera Marina Extract

Note: For products sold in Europe, *Sakura A-CPX* is presented as *Sakura* Eternal Complex and Advanced CPX Vital Extract.

*4 Excluding *ULTIMATE THE CLEANSING OIL* and *ULTIMATE THE CREAMY SOAP*

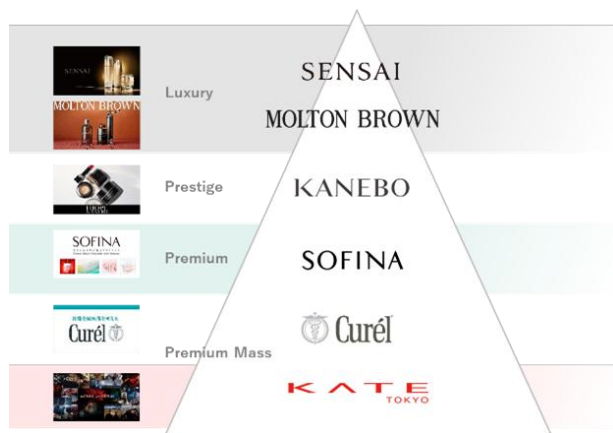
*6 Refers to moisturising and skin-firming care appropriate for one’s age.

Availability

Japan: October 7, 2026 (Isetan Shinjuku, Hankyu Umeda Main Store, JR Nagoya Takashimaya and Ginza Mitsukoshi)

International: Released in SENSAI markets in stages, starting from October 7, 2026

Reference: Kao Cosmetics Business: Six Focus Brands for Driving Global Growth



Related Information

[SENSAI brand website](#)

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 cosmetics, personal care and household products, as well as 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 *Curél*, *SENSAI*, and *MOLTON BROWN* cosmetics, *Bioré* and *Jergens* skin care products, *Oribe* hair care products, *Attack* laundry detergent, and *Laurier* sanitary 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 1,690 billion yen in annual sales. Kao employs about 31,500 people worldwide and has more than 130 years of history in innovation.

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

Media inquiries should be directed to:

Public Relations

Kao Corporation

corporate_pr@kao.com