

FOR IMMEDIATE RELEASE

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A New Proposal for Foundations That Provide “Seamless, Undetectable Coverage” *KANEBO* to Launch *KANEBO ALL DAY WEAR*, Featuring the Innovative^{*1} Dynamic Long-Wear Technology Strengthening the Foundation Category and Accelerating Brand Expansion in Asia

Kao Corporation will launch *KANEBO ALL DAY WEAR*, a liquid foundation available in 10 shades (30 mL; 7,700 yen including tax), under its global prestige brand *KANEBO* on February 19, 2027. Based on the new concept^{*1} of Dynamic Long-Wear, the foundation flexibly adapts to facial movements and environmental changes.



This long-lasting foundation combines *KANEBO*'s commitment to seamless, undetectable coverage with an innovative approach to maintaining a beautiful, long-lasting finish. Instead of forming a rigid layer as conventional foundations^{*1} do, it flexibly adapts to facial movements and changes in sebum and temperature, achieving Dynamic Long-Wear that keeps skin bright and smooth all day long.

KANEBO is focusing on expansion in Asia as part of its global growth strategy. This product will be launched first in Thailand, a key target market, while further expanding its presence in Greater China. By developing foundation as a strategic category, *KANEBO* aims for further growth in Asia.

Kao has positioned *KANEBO* as one of its Six Focus Brands for driving global growth within its cosmetics business, as part of its efforts to build a *Global Sharp Top* business. Kao will continue to focus on the brand through strategic investment.

^{*1} Within *KANEBO*

1. Background

While *KANEBO* is a cosmetics brand, it has adopted “promoting not merely beauty but HOPE” as its brand purpose and presents new value with the message “I HOPE.” It is committed to creating products that unleash each individual's potential, with the goal of inspiring hope and offering a brighter future.

KANEBO has offered products that enhance the natural beauty of the skin, based on its unique foundation philosophy.

With recent heatwaves, demand is growing for foundations that not only provide beautiful coverage but also resist makeup breakdown to maintain their flawless finish. Meanwhile, some people in Japan are compromising on their desired finish and opting for lighter coverage to make makeup breakdown less

noticeable.

Focusing on these demands, *KANEBO* is now pursuing a new approach to delivering a highly satisfying, long-lasting finish while staying true to its philosophy. It has developed *KANEBO ALL DAY WEAR*, which delivers Dynamic Long-Wear, a new concept^{*1} in which the foundation layer adapts to changes in the skin and environment.

2. Product Features

KANEBO ALL DAY WEAR is an innovative^{*1} Dynamic Long-Wear foundation that adapts to facial movements and changing environmental conditions, helping to maintain a beautiful finish throughout the day. It utilizes All Day Lasting Technology, which combines a highly durable Lasting Polymer with a proprietary Translucent Gel that readily adapts to environmental changes. Rather than setting rigidly as conventional foundations^{*1} do, it delivers Dynamic Long-Wear with a flexible layer that continuously adapts to facial movements and changes in sebum and temperature.

Furthermore, the coverage powder is enveloped in a highly adhesive Translucent Gel to form a smooth, finely textured layer. This layer efficiently diffuses light both on the surface and within it, enhancing the skin's natural beauty while covering imperfections for a seamless, undetectable finish without a heavy, caked-on feel. It glides on smoothly, instantly covering dark spots, dullness, uneven skin tone, and visible pores, resulting in a bright, smooth, luminous matte complexion.

The foundation also contains sodium hyaluronate. It hydrates the skin and locks in moisture, leaving it plump and smooth with a beautifully refined texture. It blends seamlessly into the skin from the moment it's applied, providing long-lasting coverage and a soft, bright finish that lasts all day.

^{*1} Within *KANEBO*

[All Day Lasting Technology]

Images for illustrative purposes only.

Lasting Polymer
Forms the layer's durable structure



- High strength
- High adhesion



Translucent Gel
Provides high adaptability

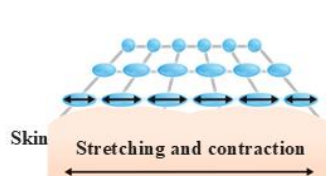


- High flexibility
- Adapts well to sebum
- Stable under temperature changes

**By flexibly adapting to environmental changes,
the layer maintains consistent firmness and adhesion.**

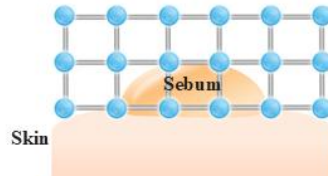
Facial expression

Stretches and recovers well with facial expressions.



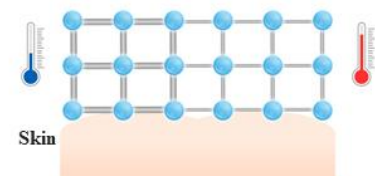
Sebum

Quickly absorbs excess sebum and traps it within the layer.



Temperature conditions (hot/cold)

Keeps the layer's firmness relatively stable as temperatures change.



3. Strengthening the Foundation Category and Accelerating Brand Expansion in Asia

KANEBO is positioning foundation products as one of its strategic categories and strengthening efforts to develop the category in Asian markets.

Thailand has been a key market for KANEBO. Launched there ahead of other markets in January 2026, KANEBO MELTY FEEL WEAR II powder foundation has gained strong support in Thailand’s prestige cosmetics market, further strengthening the brand’s presence.

Building on these achievements, KANEBO will launch KANEBO ALL DAY WEAR first in Thailand and strengthen the brand’s presence across Asia, including Greater China. KANEBO will develop region-specific communication strategies by creating localized promotional content, including key visuals for Japan, Thailand, Myanmar, and Greater China.

With KANEBO ALL DAY WEAR as a new pillar, KANEBO will drive further growth in the foundation category and strengthen its presence in the Asian market.

4. Product Overview

Product name	KANEBO ALL DAY WEAR (10 shades available)
Content/Price	30 mL / 7,000 yen (7,700 yen incl. tax)
Product features	This Dynamic Long-Wear foundation features a layer that flexibly adapts to facial movements and changing environmental conditions, helping maintain a radiant finish all day. The formula glides smoothly over the skin, instantly covering areas of concern such as dark spots, dullness, uneven skin tone, and visible pores. Despite its high coverage, it looks neither powdery nor cakey, leaving skin looking bright and smooth. ● Featuring All Day Lasting Technology that flexibly adapts to facial movements and environmental changes, this long-lasting formula provides a highly satisfying finish. ● Combining a highly durable Lasting Polymer with a proprietary, highly adaptable Translucent Gel creates Dynamic Long-Wear: a radiant, all-day finish with a layer that adapts to changing conditions. ● The seamless, undetectable coverage formula efficiently diffuses light both on the surface and within the layer, delivering coverage without a caked-on feel. ● Formulated with sodium hyaluronate. It hydrates the skin and locks in moisture, leaving it plump and smooth with a beautifully refined texture. ● Formulated with 5R Nuance Color to give the skin a healthy-looking flush. ● A fruity floral scent that features a blend of lily of the valley, rose, and gardenia, accented with the “Teatopia” tea flower. 

5. Availability

January 21, 2027 / Early launch in Thailand

February 19, 2027 / Available at *KANEBO* retailers nationwide in Japan (department stores, cosmetics specialty stores, online shops)

Starting February 19, 2027 / Available in countries and regions where *KANEBO* products are sold, duty-free shops, cross-border e-commerce, etc.

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



About *KANEBO*

KANEBO is an internationally renowned prestige skincare and makeup brand, and it is one of the key pillars of the Kao Group's global beauty portfolio. The brand promotes the purpose of "promoting not merely beauty but HOPE." *KANEBO* is dedicated to creating products that unleash each individual's potential, with the goal of inspiring hope and offering a brighter future.

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 *Curel*, *SENSAL*, and *MOLTON BROWN* cosmetics, *Bioré* and *Jergens* skin care products, *Orbè* 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](https://www.kao.com) for additional information.

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