

## Look to the future with DECORTÉ beauty lotion for skin: Launch of iP.Shot advanced beauty lotion for aging care\*<sup>1</sup> that draws on recent advances in technology

KOSÉ Corporation (Head Office: Chuo-ku, Tokyo, President & CEO: Kazutoshi Kobayashi) announces the forthcoming launch of iP.Shot beauty lotion, a high-tech formula for aging care that gives firmer and more luminous skin. Part of the high prestige DECORTÉ brand, iP.Shot (one product, one product type, ¥10,000 excl. tax) will go on sale on 16 October 2016 at department stores and cosmetics retailers nationwide.

\*<sup>1</sup> Skincare to hydrate aging skin and boost firmness



Concepts from the latest advances in cell research have been applied in the development of the new DECORTÉ iP.Shot. This beauty lotion helps you achieve firmer and more luminous skin in areas prone to the signs of aging.

The new product is formulated as an emulsion of the newly developed iP-Solution\*<sup>2</sup> with multiple active ingredients. The lotion penetrates deep within the skin to provide brilliant luminosity and greater firmness, even in areas prone to the signs of aging\*<sup>3</sup>. Fresh citrus, green, and woody tones complement a floral chypre fragrance to provide a calming scent.

Performance tests have shown that this lotion reduces fine lines caused by dehydration. Regular use will help your skin look firmer and more luminous.

\*<sup>2</sup> Tocotrienol, Polygonum bistorta root extract, Jania rubens extract, glycerin (moisturizer)

\*<sup>3</sup> Skin that is less firm, luminous, and hydrated

DECORTÉ is a high prestige brand developed by KOSÉ using state-of-the-art technologies. Products in this range are available at selected retail outlets in Japan and overseas\*<sup>4</sup>, mainly department stores and specialist cosmetics retailers that provide counseling services. Specially trained advisors conduct a skin diagnosis and provide careful advice on skin care. The Cosme Decorte brand debuted in 1970 and is approaching its 45th anniversary.

\*<sup>4</sup> DECORTÉ is available overseas in China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, Malaysia, Italy, US, and Canada; the KOSÉ Group will continue working to make this product range available in more countries and regions.

◇ DECORTÉ brand site: <http://www.cosmedecorte.com/> (ja)

All new iP.Shot (one product, one product type) to launch on 16 October 2016  
as part of the DECORTÉ brand



Product name:DECORTÉ iP.Shot

<beauty lotion>

Size:20g

Price:¥10,000 (excl. tax)

**[Application]**

○ Use morning and night after cleansing the skin with lotion. Apply an appropriate amount under the eyes, around the mouth, and on any other areas prone to the signs of aging.

**[Tips on technique]**

○ Supporting the skin upwards with one hand, apply the lotion with the fingertips in a circular motion, before lightly patting the skin for greater penetration.

**Around the eyes**



- Use a rice grain-sized amount under each eye.
- Under the eyes, work from the inner to the outer corner, then lightly draw up the skin at the temple and work from the outer corner upward.

**Around the mouth**



- Use a rice grain-sized amount at each corner of the mouth.
- Lightly draw up the cheek towards the corner of the mouth upwards.

**Forehead**



- Use an amount equivalent to two rice grains.
- Draw up the forehead during application.

**Between the brows**



- Use an amount equivalent to one rice grain.
- Work in an upward direction while spreading the brows apart with your index and middle finger.

**Active ingredients in the new iP-Solution**

**○ Tocotrienol**

Often dubbed “super vitamin E”, tocotrienol is also under the spotlight as a health food.

**○ Polygonum bistorta root extract**

iP.Shot contains an extract from the root of Polygonum bistorta Linne, a member of the knotweed family of plants. The Japanese name Ibuki Toranoo is said to derive from the fact that this plant thrives in the wild on Mount Ibuki in Shiga Prefecture.

**○ Jania rubens extract**

iP.Shot also contains an extract from the Corallinaceae family of seaweeds. The seaweed is cultured using biotechnological methods for the production of extracts, in order to protect our marine resources.