

SEKKISEI Conducts its 9th “SAVE the BLUE” Campaign to Grow the Coral Forests of Okinawa!

Limited edition design bottles available again this year!

KOSÉ Corporation (President & CEO: Kazutoshi Kobayashi, Headquarters: Chuo-ku, Tokyo) has been conducting its “SAVE the BLUE” project since 2009 through the company’s iconic global brand SEKKISEI as part of its conservation activities, donating a portion of its sales during the campaign period to initiatives aimed at cultivating the coral in Okinawa. Once again this year, the company will be conducting various promotions during the campaign period of two months from July 1st to August 31st, 2017, launching limited edition products (a total of 9 items, 9 skus) including “MEDICATED SEKKISEI” (500mL / 9,000 yen, tax exclusive) lotion available in a limited number of design bottles. Internationally, the campaign will also be conducted in four other countries, China, Thailand, Singapore, and Malaysia, livening up the campaign※1.

※1 Internationally, the campaign period and availability of limited edition products will differ according to country. The prices listed above are Japan prices.



Through the “SAVE the BLUE” project – now in its ninth year – KOSÉ funds the coral cultivation activities of a local organization in Okinawa. The amount of coral that is grown is equivalent to the total surface area of the bottom of the containers※2 of all eligible SEKKISEI products sold during the summer. In the fall, the farmed coral is planted onto existing reefs to grow the coral forests of Okinawa.

※2 4cm x 5cm=20 cm² for the regular size bottle of SEKKISEI lotion

This year, a limited edition “SAVE the BLUE” bottle and kit with a design inspired by sea turtles and coral will be sold under the theme of “Live on THE Earth”.

In this promotion, SETSUKEO, SEKKISEI’s PR mascot, will join forces with the SEKKISEI app, social media platforms such as Facebook, and in-store promotional tools to raise awareness of the SEKKISEI brand and this project among customers in Japan and overseas.

KOSÉ's corporate message is "Wisdom and Beauty for People and the Earth." In order to pass on the blue and beautiful natural environment of the earth to the next generation, we will continue to strive to raise awareness of the "SAVE the BLUE" project, ensuring greater participation in the project.

About the "SAVE the BLUE" Project

SEKKISEI's azure bottle brings to mind the blue of the ocean; its oriental herbs are a gift from the bounty of nature. It is in this spirit of that SEKKISEI has carried out the "SAVE the BLUE" project since 2009, funding coral cultivation activities with the desire to pass on the abundance of nature to the next generation. This year marks the ninth year of the project. Over the last eight years, a total of 12,550 coral polyps have been planted (75,958,625 cm² in total: approximately 20 times the size of a 25m regulation-size pool), expanding the coral forests of Okinawa.

In the summer of 2016, due to the impact of rising ocean temperatures, coral bleaching that leads to the death of coral occurred around the world. In the midst of this, a species of coral that was resistant to high water temperatures was identified among the coral planted by the "SAVE the BLUE" project, and free of bleaching, many eggs continue to spread across the oceans of Okinawa in 2017. It is said that as the "SEKKISEI coral" were grown in shallow waters, it may have developed a resistance to UV rays and heat. This has proved to be a ray of hope for the regeneration and conservation of coral reefs as a measure against climate change, and is making a significant contribution to environmental conservation.

◇Details are available on the Website. <http://www.savetheblue.sekkisei.com/>

About the "SAVE the BLUE" Project Overseas

Since 2011, the scope of the project has expanded overseas to several Asian countries, and a portion of the sales of eligible SEKKISEI products during the period are donated to environmental conservation activities in each region that require them. This year, which marks the 9th year of the project, the project will be conducted in China, Thailand, Singapore, and Malaysia.

〈China〉

The project will support the activities of the NGO Green Life, which purchases seedlings and plants them in an effort to stop desertification in the inner Mongolian desert.

〈Thailand〉

In collaboration with the Marine and Coastal Resource Research Center established by the Thai government for the breeding and releasing of sea turtles and protection of marine ecological systems, the project plans to release the sea turtles that have been bred.

〈Singapore〉

The project supports the National Parks Board, a government organization. Junior and senior high school students from ten schools in Singapore will conduct surveys of the marine environment, analyzing the shellfish that live in the coastal regions and conducting follow-up surveys on the accumulation of chemical substances in marine organisms.

〈Malaysia〉

From this year, the project will partner with the volunteer organization Lang Tengah Turtle Watch Organisation to conduct activities to protect sea turtles from extinction by preventing the poaching of sea turtle eggs.

◇More information on last year's project is available on the KOSÉ CSR website.

Japanese website <http://www.kose.co.jp/jp/ja/company/csr/special1/>

English website <http://www.kose.co.jp/jp/en/company/csr/special1/>

About the SEKKISEI Brand

SEKKISEI was born in 1985 as a lotion that leaves skin with enhanced clarity through a well-balanced blend of oriental plant extracts. Since its launch, sales has grown steadily as it has been recognized by many women for its effectiveness and comfortable feeling that it leaves on the skin. In recent years, the lineup has grown to include categories such as base makeup, and its distribution channels have also expanded. Currently, SEKKISEI is mainly sold in domestic drugstores, mass merchandisers, and KOSÉ counters in department stores overseas. It is growing as a skincare brand that represents the company, and in particular, the lotion is a long-selling product, with a total of more than 54 million bottles※3 shipped since its launch in 1985. As one of the company's flagship global brands, the company conducts joint promotions, and it is widely used by many regardless of age, both in Japan and overseas.

◇SEKKISEI Brand Website <http://www.sekkisei.com/>

・※3 As of late March 2017, includes the respective sizes and limited edition products.