

## Japan's first adidas men's personal care product series "adidas skin protection"

**Professional football players Shunsuke Nakamura and Atsuto Uchida to be the new endorsements**

KOSÉ Corporation (Headquarters: Chuo Ward, Tokyo; President: Kazutoshi Kobayashi) unveils Japan's first adidas men's personal care product series "adidas skin protection" on Monday February 22<sup>nd</sup>, 2010. Sixteen products in seven categories (prices in the 189-760 yen range excluding tax, and 198-798 yen range including tax) will be launched in convenience stores, drugstores, and volume retailers nationwide.

In recent years, men's consciousness regarding self-care, including appearance and wellness, has been heightening and fueling a steady expansion of the men's care market. Last November, KOSÉ Corp. signed a license contract with "Coty Inc." (Headquarters: New York, USA; CEO: Bernd Beetz) to import, manufacture, and to market adidas personal care products in Japan. The launch of products developed to meet the lifestyles and preferences of Japanese men marks KOSÉ's full-scale entry into the men's care market.

KOSÉ targets not only fans of adidas brand but active and hygiene-conscious men in their late teens to 30s who enjoy sports in clubs, circle activities, and at the gym. KOSÉ aims to differentiate "adidas skin protection" line from other brands as a men's personal care products developed from the perspective of athletes.

The "adidas skin protection" series of functional products offers excellent skin conditioning and covers 16 products across seven categories: five anti-perspirant products, three facial wash products, one body lotion, one scalp tonic, two types of shower gels, two types of facial sheets and two types of body sheets. And the representative product of "adidas skin protection" is "adidas action 3 deodorant powder spray" (OTC drug, 90g, 570 yen excluding tax, 598 yen including tax). The anti-perspirant, developed from the perspective of athletes, has three main functions: 1) reduces perspiration, 2) minimizes - at the source - unpleasant smells from emerging, and 3) refreshes sticky skin. Five cool fragrances to suit the preferences of Japanese have been prepared to broaden the joy of selection and usage.

2 national and international well known athletes have been picked to be the new faces of "adidas skin protection": Shunshuke Nakamura, who recently plays in Reial Club Deportiu Espanyol de Barcelona and is clearly the leading footballer in Japan, and the young Japanese football sensation Atsuto Uchida. The eye catching copy will be "Dress yourself with the best kind of skin," and advertisements, billboards, newspapers, magazines and the web will include vibrant visuals of the products and athletes. At the same time, the original PK game "MOBILE PK BATTLE" will be launched for use over mobile handsets, a crucial communication tool for our target audience of men in their late teens to 30s. Also, various promotional campaigns coordinated with instore activities will be implemented, with an eye on the long term partnership targeting a wide audience.