

COSME DECORTE

2010.10.5

Collaboration with Marcel Wanders Launching new skincare product line from high value-added brand COSME DECORTE

KOSÉ Corporation (Headquarters: Chuo Ward, Tokyo; President: Kazutoshi Kobayashi), in collaboration with Marcel Wanders, an internationally renowned designer, will launch a new skincare product line "COSME DECORTE AQ MW," targeting career-rich women in their 30s, from its high value-added brand COSME DECORTE, on November 16. The new line will comprise of 9 categories in 10 product types priced from 4,500 yen to 30,000 yen (from 4,725 yen to 31,500 yen including tax). KOSÉ will also launch the new skincare product line in Taiwan, Hong Kong, Korea, Singapore, Thailand, and Malaysia – countries where it has already introduced its COSME DECORTE brand – in March 2011.

KOSÉ this year celebrates the 40th anniversary of the launch of COSME DECORTE, its mainstay high-prestige brand. In this propitious year, KOSÉ will introduce "COSME DECORTE AQ MW" to its lineup of brands within COSME DECORTE, adding 'art' to the 'universal elegance' it has targeted heretofore, in order to propose a more avant-garde worldview to customers. KOSÉ invited Marcel Wanders, to act as the art director for "COSME DECORTE AQ MW." He created the package design, advertising, and store-front visuals. KOSÉ will promote the new product primarily via magazine ads under the catch phrase "give your skin a miraculous surprise."



KOSÉ developed the skincare product line "COSME DECORTE AQ MW" focusing on the skin's regenerative powers akin to life-rich plants that continuously sprout new life. It added sandalwood extract, a moisturizer, for the first time to all items in the new product line, because researchers at KOSÉ found that sandalwood extract helps minimize the stress of daylight on the skin. It also blended the fragrance of sandalwood for its healing and relaxing effect. Furthermore, KOSÉ added a new moisturizer, mucinsome, by using liposome technologies to capsule for the first time mucin*, a component of the mucous membrane living structures. Mucinsome induces the high affinity for the skin, the enhancement of skin barrier function, and the protection of the skin from dryness and other external stresses.

"COSME DECORTE AQ MW" Repair Lotion (200ml for 10,000 yen / 10,500 yen including tax), the mainstay product of this series, is a skin lotion that includes the moisturizer mucinsome in high concentration to ensure it is absorbed into the skin to moisturize and brighten the skin. KOSÉ will launch 9 categories in 10 product types including cleansing, facial wash, creams, and masks.

"COSME DECORTE AQ MW" targets career-rich women with good sense and a global outlook. KOSÉ aims to convey the message of "give your skin a miraculous surprise" via advertising packaging and other visuals, and the superior skin benefits of the product. KOSÉ plans to further enhance the purchasing environment for customers to ensure it wins the satisfaction of sophisticated customers who emphasize location when buying cosmetics, and customer service.

COSME DECORTE

Package design

A dazzling white and elegant form. The striking white and willowy frame of the package reflect Marcel Wanders' idea of the "essence of a beautiful woman." The pattern on the package of life-rich plants and flowers growing expresses the regenerative powers of the skin. The design's sophisticated aura dramatizes the time spent refining.

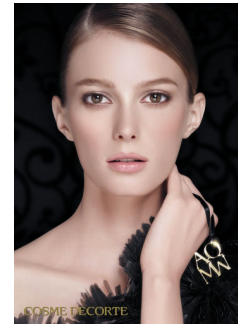
Naming

"COSME DECORTE AQ MW"

AQ = absolute quality MW = miracle wonder The name takes the first initials of these words.

Designer

Marcel Wanders



Marcel Wanders grew up in Boxtel, the Netherlands, and graduated cum laude from the School of the Arts Arnhem in 1988. In 1995 he opened his own studio Wanders Wanders, and in 2001 Marcel Wanders studio based in Amsterdam. Marcel gained international recognition with his iconic Knotted Chair, which he produced for Droog Design in 1996. Five years later, in 2001 he co-founded the successful design label Moooi, of which he is the art director. Marcel Wanders is now ubiquitous, designing for global brands and high end furniture companies such. Additionally, Marcel works on architectural and interior design projects, such as the new Kameha Grand hotel in Bonn, the Mondrian South Beach hotel in Miami, the Villa Moda Flagship store in Bahrain, as well as private residences in Amsterdam, Mallorca and Jakarta. Many of Marcel Wanders' designs have been selected for the most important design collections and exhibitions in the world and feature in all leading magazines. In 2006 he was chosen to be Elle Decorations International Designer of the Year. In 2007 Marcel presented a collection of unique creations at the Salone Del Mobile in Milan, the Personal Editions, pieces that he had long imagined and held a very special position in his heart. In late 2009 and early 2010, Marcel Wanders' first solo-exhibition titled "Daydreams" was featured in the Philadelphia Museum of Art. In April 2003, the Washington Post proclaimed: "Marcel Wanders, the design world's favorite star". The 18th of September 2005, The Observer's issue mentioned the following: "Marcel Wanders' studio is one of the most inspiring powerhouses of multi disciplinary design active today". Financial Times has declared in October 2007 that "Marcel Wanders and the Moooi company he co-owns have made contemporary Dutch design synonymous with exuberant creativity".



*Mucin

- Mucin is the main component of the mucous exist in the mouth, stomach, and other digestive organs and the lacrymal fluid.
- Mucin has an important function to provide optimum moisture, moderate the environmental insult, and consequently protect the living body from invasion by foreign substances.
- Secretion of this element is thought to decline with age.

COSME DECORTE

**“COSME DECORTE AQ MW” new skincare product
line scheduled for launch on November 16, 2010**

**9 categories and 10 product types (4,500 yen to
30,000 yen / 4,725 yen to 31,500 yen including tax)**



Cleansing Milk 150ml 6,000 yen / 6,300 yen including tax
Gentler than cream, quicker to fit to skin than oil. This cleansing milk will quickly remove make-up and alleviate dull skin tone.

Facial Bar Standard volume 100g. Includes case. 4,800 yen / 5,040 yen including tax
Refill 4,500 yen / 4,725 yen including tax
A solid facial soap that removes dead skin cells with a concentrated foam so viscous it is stringy.

Repair Emulsion 200ml 10,000 yen / 10,500 yen including tax
An emulsifier that makes skin supple and firm from the inside by smoothing the skin's texture.

Repair Lotion 200ml 10,000 yen / 10,500 yen including tax
A skin lotion with a high concentration of the moisturizer mucinsome to enhance the skin's barrier functionality and protect the skin from dryness and other external stresses. It creates moist and radiant skin by caressing the skin.

Repair Serum 40ml 12,000 yen / 12,600 yen including tax
A serum that intensifies freshness to provide a bounce-like lift to the skin.

Essential Balm 22g 12,000 yen / 12,600 yen including tax
A 100% oil-based cream loaded with carefully selected organic oils. Envelops the skin to moisturize it from the inside and gently protect easy-to-dry skin.

Cream Excellent 50g 30,000 yen / 31,500 yen including tax
A high-concentration cream that makes skin moist and resilient. The moisturizer mucinsome enhances the skin's barrier functionality, protecting the skin from dryness and external stresses.

Massage Cream 93g 10,000 yen / 10,500 yen including tax
A massage cream that refreshes tired and tense skin with the fragrance of sandalwood and the richness of cream.

Facial Mask Duo 6 sheets 10,000 yen / 10,500 yen including tax
A double-sheet mask with a different composition of ingredients targeting the upper and lower parts of the face. The upper part of the mask uses the moisturizer *bukuryo* extract to brighten around the eyes, while the lower part of the mask helps reclaim the skin's suppleness with shark extract, a moisturizer.

* Sandalwood extract (moisturizer), birch sap (moisturizer), and double peptide (moisturizer): present in all items except Essential Balm

* Mucinsome (moisturizer): present in all items except Cleansing Milk, Facial Bar, and Essential Balm

COSME DECORTE

40th anniversary of COSME DECORTE

COSME DECORTE (<http://www.cosmedecorte.com/>), introduced in December 1970, is KOSÉ's premier brand. In order to provide the best quality and service, KOSÉ sells the brand only at department stores and certain specialty cosmetics stores. KOSÉ aims to not only provide the highest quality cosmetics to women committed to top beauty, but also fine service predicated on quality communication. Its aim is to satisfy customers and provide them with the best quality service that even exceeds their expectations.

KOSÉ has poured its best technology into the brand since its launch, and the brand has continued to grow due to the high quality of its cosmetics, the confidence and passion of those who sell it, and the support of "in the know" customers who love it. KOSÉ has pro-actively pursued cutting-edge technologies to develop innovative products one after the other, and many have gone on to become big hits. In 1992 it launched MOISTURE LIPOSOME, a beauty serum that was the first cosmetic to use multi-layer capsules that mimic the body's structure. Merely rubbing the serum into one's skin after washing one's face improves the skin's ability to hold moisture. The product has won the strong support and trust of many customers who use the beauty serum to improve the penetration of the cosmetics they apply next. MOISTURE LIPOSOME is a mainstay product within the COSME DECORTE brand, and a long best seller loved by its users.



However, to respond to changing consumer behaviors with time, KOSÉ dramatically revamped its marketing strategy for the COSME DECORTE brand in 1995 while at the same time holding true to the brand's core values. KOSÉ began advertising for the brand, which it had rarely done before, under the brand concept of Top of Science & Soft Elegance. It concentrated its advertisements in women's magazines it saw as befitting the COSME DECORTE brand in order to enhance the brand's image and recognition. Also, more widespread use of the Internet has accelerated the spread of information via word of mouth.



COSME DECORTE, as KOSÉ's high-prestige brand, provides a wide lineup of skincare and base makeup products to meet women's needs: COSME DECORTE AQ offers the highest quality cosmetics possible, WHITE-SCIENCE PREMIUM promotes beautiful brightening skin, and VITAL-SCIENCE PREMIUM provides anti-aging effects. COSME DECORTE has produced many long best sellers in a cosmetics industry where change is rapid and cutting-edge technologies become obsolete within a

year. KOSÉ is convinced that the continued growth of customers using COSME DECORTE will only further enhance the brand's reliability.