

2015 KOSÉ Sekkisei 30-Year Anniversary Started Global Promotion Commemorating the 30th Anniversary Commenced Various Activities to Support Women Living Positively

KOSÉ Corporation (Headquarters: Chuo-ku, Tokyo; President & CEO: Kazutoshi Kobayashi) will carry out various activities throughout this year in commemoration of reaching the 30th anniversary (in 2015) since the release of Sekkisei—a leading skin care brand of the company. For the first time in the history of the Sekkisei brand, we will launch a global promotion common among 11 countries and regions in Asia in addition to Japan (including China, Taiwan, Hong Kong, Thailand, Malaysia, Singapore, Vietnam, South Korea, Myanmar, Laos and Cambodia).

Sekkisei was launched in 1985 as a refining lotion—with a well-balanced combination of oriental herbal extracts such as coix seed and angelica—that helps customers get clear skin. Ever since its release, Sekkisei has been supported by many female customers for its reliable skin improvement and pleasantness of use and has increased its sales. Furthermore, new categories have been added (currently there are 12 items and 16 varieties), and Sekkisei has developed into the company’s representative skincare brand in Japan and overseas. In particular, the Refining Lotion is a long-seller product*, which has exceeded a total of 48 million bottles shipped since its release in 1985.

*As of January 2015; including limited-edition products

This year’s Sekkisei 30th Anniversary Promotion adopts the following concept: “Wishes Come True - What Makes You Shine.” With appreciation for this 30th-year anniversary, we promise that Sekkisei—which has continued to be loved by customers—will continue to make the wishes of women to get “beautiful skin” come true, and we will carry out various activities in Japan and overseas that support women living positively. In addition, on January 29 (Thur.), we held the Sekkisei 30th Anniversary Commemorative Presentation, a meeting to introduce our future initiatives.



■[1st step: Tie-up with Disney film *Cinderella*] From April 16 (Overseas: From March 1)

We will conduct a tie-up campaign with the Disney film *Cinderella*, which will be released on April 25 (overseas, it is scheduled to be released in each area in mid-March).

*The overseas tie-up campaign will be conducted in China, Taiwan, Hong Kong, Singapore, Malaysia and Thailand.

- Launch sales of “Medicated Sekkisei (Quasi-Drug) Limited-Edition *Cinderella* Design Bottle” with a “glass slipper” design and “Sekkisei White BB Cream Kit Cinderella Limited Design”
- Deploy TV commercial and transportation advertisement of tie-up between Sekkisei’s 30th anniversary and *Cinderella*
- Implement Sekkisei’s 30th anniversary appreciation “Wishes Come True - What Makes You Shine” campaign
- Set up the Sekkisei 30th Anniversary Special Website

■[Yui Aragaki appointed as the global character]

Yui Aragaki has served as the image character of Sekkisei since 2012. This year, she has been appointed to be the global character for the Sekkisei brand and, going forward, she will convey the value of the brand through initiatives such as advertisement promotion in Japan and overseas. She will also appear in the new Sekkisei 30th anniversary commemorative TV commercial scheduled to be aired starting April 18 (Sat.).

[Reference Material]

■[1st step: Tie-up with Disney film *Cinderella*]

As the first step, we will conduct a tie-up campaign with the Disney film *Cinderella* which will be released on April 25 (overseas, it is scheduled to be released in various areas in mid-March)*. By releasing the “Medicated Sekkisei (Quasi-Drug) Limited-Edition *Cinderella* Design Bottle” with a design of “glass slippers”—an item symbolic of making the wishes of women come true—and the “Sekkisei White BB Cream Kit *Cinderella* Limited Design,” we aim to convey the message that “wishes come true when you believe in yourself” and thereby support the modern-day Cinderellas. At the same time, we will launch a TV commercial and carry out the Sekkisei 30th anniversary appreciation “Wishes Come True—What Makes You Shine” campaign.

*The overseas tie-up promotion will be conducted in China, Taiwan, Hong Kong, Singapore, Malaysia and Thailand.



•**Sekkisei 30th Anniversary Limited Edition *Cinderella* Design – Sales launched on April 16 (Overseas: From March 1) Limited-Item Product**

Limited-edition design featuring Cinderella’s glass slippers.



(1)

(2)

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(1) “Medicated Sekkisei (Quasi-Drug) Limited-Edition *Cinderella* Design Bottle”
Capacity: 200 mL
Price: 5,000 yen (excluding tax)

(2) “White BB Cream Kit *Cinderella* Limited Design”
Content: Sekkisei White BB Cream SPF40/PA+++
With Medicated Sekkisei (Refining Lotion) 24 mL
Capacity/Number of Colors: 30g/2 colors
Price: 2,600 yen (excluding tax)

*The content of the kit varies overseas.

Overseas kit content: Sekkisei White BB Cream
Sekkisei Cleansing Oil 35 mL
(International Special Edition)

•**Sekkisei’s 30th anniversary appreciation “Wishes Come True - What Makes You Shine” campaign**

With appreciation for the 30th anniversary, we will conduct a gift campaign that gives out wonderful prizes starting April 16 (tentative).

We have prepared the gifts based on the theme of “Sekkisei will make your wish to become beautiful come true!”.

We are planning to start accepting applications from the (Sekkisei 30th Anniversary Special Website) shown below.

(Described above is the operation details in Japan. The content of the prizes and the application period will vary for countries outside of Japan. The details above may also be slightly modified.)

•**About the Global Campaign Special Website/Sekkisei 30th Anniversary Special Website**

We will release the Sekkisei 30th Anniversary Special Website globally in commemoration of the 30th anniversary.

(Website release in Japan: January 29; Overseas: scheduled for mid-March)

The Special Website will have content that introduces the 30-year history since the birth of Sekkisei and the tie-up campaign of Sekkisei with the film *Cinderella*. In addition, it will include a new commercial, making of the commercial, as well as a message limited to the Special Website from Yui Aragaki.

Visitors to the website will also be able to see detailed information of the Sekkisei 30th Anniversary Limited-Edition *Cinderella* Design product.

(Sekkisei 30th Anniversary Special Website Wishes Come True -What Makes You Shine-) sekkisei30th.com

<About Disney film *Cinderella*>

April 25 (Sat.) nationwide release (scheduled to be released in each area overseas from mid-March)

This is dream project that is a live-action adaptation of the classic fairy tale *Cinderella* actualized by the collective strengths of the Disney Studios.

“The true magic is your courage”—The movie inspirationally depicts the “miraculous love” born from *Cinderella*’s courage and kindness, while keeping the romantic image represented by the glass slippers and pumpkin carriage. This is at once the source and summit of the Disney love story made possible through the collaboration of gorgeous costumes and art, top-notch staff and cast.

Directed by: Kenneth Branagh/Starring: Lily James, Cate Blanchett, Helena Bonham Carter and others

Distributed by: Walt Disney Studios Japan

■[Held the 30th Anniversary Commemorative Presentation on January 29 (Thur.) 2015]

We held a press conference for the soon-to-be-launched Sekkisei 30th Anniversary Promotion and the 30th Anniversary Brand Seminar at the Bellesalle Shiodome (in Chuo-ku, Tokyo) commemorating the 30th anniversary of Sekkisei. In addition to reflecting on Sekkisei’s history up to now, at the presentation we introduced our future initiatives, such as the tie-up campaign of Sekkisei with the film *Cinderella* and the new TV commercial starring Yui Aragaki who was appointed as the global character.



■About Sekkisei

Sekkisei is a long-seller skin care brand that debuted in 1985, and this year it will be marking its 30th anniversary since its release. Sekkisei has a broad product lineup including refining lotion, emulsion and moisturizing cream, as a skin care product—with a well-balanced combination of oriental herbal extracts (moisturizing agents) such as coix seed and angelica—that helps customers get clear skin. Sekkisei has garnered support from many female customers for its reliable skin improvement and pleasantness of use, and it is also sold overseas as one of our core brands in various countries with a particular focus on Asian countries.

■[Yui Aragaki appointed as the global character]

Yui Aragaki has served as the image character of Sekkisei since 2012. This year, she has been appointed as the global character for the Sekkisei brand and, going forward, she will convey the value of the brand through initiatives such as advertisement promotion in Japan and overseas. She will also appear in the new Sekkisei 30th anniversary commemorative commercial scheduled to be aired starting April 18 (Sat.).

•Overview of the new TV commercial

Title: What Sekkisei taught me

Broadcast start: Scheduled for April 18, 2015 (Sat.) - To be sequentially aired in areas nationwide

*The commercial will be distributed in advance on the (Sekkisei 30th Anniversary Special Website) (sekkisei30th.com) from January 29 (Thur.)

•Highlights of the commercial

In this TV commercial, we appeal the value that Sekkisei has provided over the course of 30 years, and the fact that it has given courage, confidence and brilliance to women by making their skin whiter and more beautiful.

An impressive scene from the first half of the commercial captures Yui Aragaki's expression that gradually brims with courage and confidence as her skin gains moisture and clarity by applying Sekkisei.

In the second half of the commercial, a scene from the Disney film *Cinderella* is displayed, where Cinderella teaches what is truly important for women by shining beautifully while maintaining clarity of both skin and heart even amidst unfortunate circumstances.



*Reproduction of images from the Disney film *Cinderella* is prohibited.

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•Episode while filming

Yui Aragaki has served as the Sekkisei commercial character since 2012. The usual staffs were filming the commercial when Yui entered the studio with a polite and energetic greeting to everyone.

Once the filming started, her expression changed completely from one that was relaxed to one of an actress, listening earnestly to the director's explanation and going on-air while tapping into her own genuine feelings. During a spare moment after the director called cut in a scene where she whispers "dreams do come true" with an expression filled with dignity and kindness, she smiled to the staff making them relax, and the shooting proceeded in a friendly atmosphere from beginning to end.

Once the filming was done, she congratulated the staffs saying "Congratulations on the 30th anniversary of Sekkisei!" with a big smile. She shared her thoughts on Sekkisei reassuringly, saying "I feel like my skin has gotten even brighter after continuing to use Sekkisei. My make-up staff who always takes care of my skin has also given me praise. When my skin is always pretty, it strangely gives me confidence and courage."

[Matters to be noted concerning insertion of Yui Aragaki]

- * Publication of portraits on desktop and mobile websites is limited to still images and text. In addition, usage of portraits in photo galleries and photo features, etc. is prohibited, and publication of photos from events is limited to 3 photos per 1 medium.
- * Regardless of download or streaming on desktop or mobile websites, distribution by video is not be permitted.
- * Fee-based distribution on desktop or mobile websites is prohibited. Still images may only be used in free areas.
- * Distribution by one-segment broadcast is possible both in video distribution and still image distribution by data.

* For inquiries from customers concerning products,
please contact the KOSÉ Corporation Customer Service Office: ☎ +81-120-526-311