

A foundation from new brand ONE BY KOSÉ launched on QVC in the US

KOSÉ Corporation (HQ: Chuo-ku, Tokyo, President & CEO: Kazutoshi Kobayashi) launched its first product from the new brand ONE BY KOSÉ on January 29 on the television shopping network QVC in the United States. This is the first time the Company is selling on a television shopping network in the U.S. The product that is on sale this time is a gel cream foundation that utilizes the Company's proprietary "water pact agent" technology. It is off to a good start, with all available 5,000 units completely selling out in 10 minutes during the broadcast. The Company will continue to offer highly creative products from ONE BY KOSÉ going forward.

The Company plans to roll out the cosmetics brand DECORTÉ that caters to the luxury cosmetics market in the U.S. this spring, and has launched ONE BY KOSÉ, a new brand in the medium price range, in a bid to further expand its sales in North America. The Company selected a product from among its various proprietary and technology-driven products that would match the U.S. market, given that the audience of the television shopping network, which has emerged as one of the largest sales channels in the United States, tends to favor creative products that have easy-to-understand functions.

The Company applied the technology for the Lechéri WATER PACT, which appeared for the first time in 1994, for ONE BY KOSÉ SKINCOLOR WATER-LUXE Gel-Cream Foundation, the first product on QVC. The product is quite unique as it is solid, thereby allowing it to be used in a compact, but also contains around 80% water, providing a dewy and refreshing sensation. The packaging is adorned with gold, red and black, which is a color scheme that suggests Japanese architecture or crafts.

The broadcast can be seen via this link. → <https://youtu.be/hMLk8TslifQ>

ONE BY KOSÉ aims to raise the recognition of KOSÉ in the North American market by appealing its power of proprietary technology through successively launching creative products.



<Outer case>



Launch date: January 29, 2016
Product name: ONE BY KOSÉ SKINCOLOR WATER-LUXE Gel-Cream Foundation
Volume: 30g, 6 colors
Price: \$42.00 (compact sold separately: \$10.00)
Sales region: Where QVC is broadcast <US, Canada>

*Not currently planned for sale in Japan.