

SEKKISEI Commences its 10th Year of “SAVE the BLUE” Project to Protect the Blue Earth!

Working on environmental conservation activities in both summer and winter

KOSÉ Corporation (President & CEO: Kazutoshi Kobayashi, Headquarters: Chuo-ku, Tokyo) has been conducting its “SAVE the BLUE” project since 2009 through the company's global brand SEKKISEI, as part of its conservation activities, donating a portion of sales during the campaign period to initiatives aimed at cultivating the coral in Okinawa while also working on marine environment conservation and educational activities. With this year marking the 10th year of the project, it has been decided to conduct forest conservation activities in winter, in addition to the coral conservation activities that have been conducted in summer, in order to further advance the project to protect the blue earth. The Company will also expand the project overseas, conducting activities in 10 countries and regions including Japan (China, Taiwan, Hong Kong, South Korea, Thailand, Singapore, Malaysia, Indonesia, the United States, and Japan).^{*1}

^{*1} The period and details of the campaign will differ according to country.



The summer campaign will be conducted in Japan from July 1 to August 31, 2018. KOSÉ will make a donation to fund environmental conservation activities for areas equivalent to the total surface area of the bottom of the containers^{*2} of all eligible SEKKISEI products purchased by customers during the summer campaign period. The donation will be made to a local organization in Okinawa as funds for coral cultivation activities. For the first time, a winter campaign is also planned for the period from December 1 to December 31, 2018 to fund tree planting activities. During that period, limited edition design products such as “MEDICATED SEKKISEI” (500 mL /9,000 yen, tax excluded) lotion will be sold, and various promotions will be launched.

^{*2} For example, 4 cm x 5 cm = 20 cm² for the regular size bottle of SEKKISEI lotion

KOSÉ's corporate message is “Wisdom and Beauty for People and the Earth.” Through the

“SAVE the BLUE” project, a total of 14,440 coral polyps have been planted over the last nine years (87,491,413 cm² in total: approximately 23.3 times the size of a 25 m regulation-size pool), expanding the coral forests of Okinawa. While coral bleaching that leads to the death of coral has occurred around the world due to the impact of rising ocean temperatures, a species of coral resistant to high water temperatures has been identified among the coral planted by the “SAVE the BLUE” project, and free of bleaching, many eggs have continued to spread across the oceans of Okinawa. The project has thus provided a ray of hope for the regeneration and conservation of coral reefs, and is making a significant contribution to environmental conservation. The azure bottle of SEKKISEI, the company's iconic brand, brings to mind the blue of the ocean, and its oriental herbs are a gift from the bounty of nature. Through the brand, the company will continue to strive to increase recognition of the “SAVE the BLUE” project, while contributing to the UN's SDGs, with the desire to pass on the blue and beautiful natural environment of the earth to the next generation.

◇SEKKISEI SAVE the BLUE website: <http://www.savetheblue.sekkisei.com/>

Contribution to SDGs

SDGs stands for Sustainable Development Goals, which were adopted during a United Nations summit in 2015 for the 15-year period to 2030. The SDGs consist of 17 goals and 169 targets. KOSÉ signed the UN Global Compact in 2017, aiming to contribute to the SDGs. One of the most important activities for that contribution is the “SAVE the BLUE” project, which KOSÉ has worked on in Japan and overseas through its iconic global brand SEKKISEI.

◇Details of the company's CSR activity targets are available on the KOSÉ CSR website: <http://www.kose.co.jp/company/ja/csr/target/>

About the “SAVE the BLUE” Project Overseas

Since 2011, the scope of the project has expanded overseas, and a portion of the sales of eligible SEKKISEI products during the period is donated to environmental conservation activities in each region that requires them. In fiscal 2018, the project will be conducted in China, Taiwan, Hong Kong, South Korea, Thailand, Singapore, Malaysia, Indonesia, and the United States.

China

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

Taiwan

In summer, the project will support the Taiwan Environmental Information Association, helping them to conduct beach cleaning activities and check coral reefs to determine their health status. In winter, it will support the Thousand Miles Trail Association, Taiwan, which engages in activities to increase “Eco Roads” trails built with careful consideration for ecosystems—from the investigation and planning of trails to design, construction, and management—to conserve the rich natural environment.

Hong Kong

The project will support activities to transplant Okinawan coral from Japan while supporting an NGO engaging in forest conservation activities.

South Korea

The project will support Tree Planet, an NPO that creates forests for air purification, assisting their tree-planting activities in South Korea.

Thailand

The project will support the governmental organization, Marine and Coastal Resources Research and Development Center, Eastern Gulf of Thailand, assisting them in planting coral in the Rayong Province in Thailand.

Singapore

The project will support the NGO, Our Singapore Reefs, helping them to carry out cleaning activities in areas around the Sister's Island coral reefs.

Malaysia

The project will support the NGO, Reef Check Malaysia, assisting their ocean conservation activities. Support will also be provided for the International Year of the Reef (IYOR), removal of starfish which damage coral reefs, and other activities.

Indonesia

The project will support the governmental organization, Environmental Committee of the Government of DKI Jakarta, assisting them in their planting activities in the city of Jakarta.

United States

The project will support the NGO Coral Reef Alliance, donating a portion of sales to fund their coral reef ecosystem conservation activities, including for fuel costs for patrol boats to catch illegal fishermen in Roatan Marine Park in Honduras; supporting vetiver planting activities (a plant belonging to the grass family) in West Maui; water quality monitoring, and sound fishing activities in areas around the coral reefs of the Namena Marine Reserve in Fiji.

◇ More information on past activities of the “SAVE the BLUE” project is available on the KOSÉ CSR website.

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

English website: <http://www.kose.co.jp/company/en/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, 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 distribution channels have also expanded. Currently, SEKKISEI is sold mainly in drugstores and mass retailers in Japan, and overseas in department stores. 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 56 million bottles*3 shipped since its launch in 1985. As one of the company's flagship global brands, the company also conducts joint promotions overseas, 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 2018, includes the respective sizes and limited edition products.

このニュースに関するお問い合わせは、下記までお願いいたします。

株式会社コーセー 広報室 TEL 03-3273-1514(直通)

※お客さまからのお問い合わせは、 0120-526-311 でお受けしています。