

One of a kind beauty instinctually desired by skin Introducing the new and improved AQ MELIORITY, the top of the line product from DECORTÉ

KOSÉ Corporation (Head Office: Chuo-ku, Tokyo, President & CEO: Kazutoshi Kobayashi) announces the forthcoming launch of AQ MELIORITY, the top of the line product ^{*1} from highly prized brand DECORTÉ which has been improved after a decade. The aging care ^{*2} (nine products with nine product types, ¥10,000 to ¥120,000 excluding tax) developed by integrating state-of-the-art technologies with DECORTÉ sensitivity, will go on sale on September 16, 2019 at department stores and specialist cosmetics retailers nationwide. Globally, the products will be sold in 14 countries and regions (Japan, China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, Malaysia, France, the United Kingdom, Spain, Italy, the United States, and Canada).

^{*1} Within the DECORTÉ product line

^{*2} Skin care to hydrate aging skin and boost firmness



Since its debut in 1970, DECORTÉ, through its technologies based on advanced dermatology research, skin care efficacy, texture, and fragrance, has been providing products that feel comfortable to the skin and mind of customers. AQ MELIORITY is the product that was developed as a paragon of state-of-the-art technologies and ultimate quality in 2000, the 30th anniversary since the launch of DECORTÉ. The brand name has two meanings: “absolute quality” (AQ) and “deliver through outstanding technologies” (MELIORITY). The brand established itself as the top of the line product of DECORTÉ in 2009. After a decade, the product has evolved further and will be reborn as the new AQ MELIORITY.

The concept of the new AQ MELIORITY is “Drastic Regeneration.” The focus was for the skin to seek its own beauty to regrow itself and give skin the power of rebirth. The aim was to dramatically change not only the skin but also the impression given one’s facial features and mind through the approach to maximize the “self-regenerating ability” inherent in skin. It contains rare and valuable Benifuki extract ^{*3} from Yakushima as the main beauty ingredient. High purity, high oleic delaysomes, capsules composed of a biologically similar

component “phospholipid^{*4}” and oleic acid has been used. These components have a smooth feel and high affinity with skin to quickly deliver beauty ingredients to the stratum corneum, and maintain moisture. This is a skincare product that pursues the “ultimate beauty of skin” combining both softness and elasticity.

The new AQ MELIORITY makes a brand promise to use dermatology research, technology, beauty ingredients, skin effect, texture, fragrance, and design^{*5} to provide unprecedented satisfaction and excitement. It will attract and nurture global customers who have an aesthetic sense for identifying premium products. As the symbol of DECORTÉ, AQ MELIORITY aims to become the “true luxury brand” acknowledged globally.

*3 Green tea extract

*4 Hydrogenated Lecithin *5 Refer to the next page

New AQ MELIORITY brings with it the strong values of DECORTÉ

In order for customers to feel the ultimate pleasure for skin and mind, DECORTÉ has incorporated state-of-the-art technologies with their sensitivity. The value of AQ MELIORITY will be delivered to customers through DECORTÉ’s finest hospitality that will lead to a relaxed condition enabling skin to become beautiful.

[Dermatological research]

The latest dermatology research has been used DECORTÉ technology has been integrated with science.

[Technology]

Technology is used to increase the skin’s affinity with beauty ingredients and penetrate to the deep part of stratum corneum. These beauty ingredients reach target areas using a number of delivery capsules that have a high affinity with the skin. “Made-to-order prescriptions” are made possible only by DECORTÉ who pay attention to the balance of the formula as well as the production process.

[Beauty ingredients]

Only carefully selected rare and valuable beauty ingredients from specified places of production are used.

[Skin effect]

The product helps achieve ultimate beauty of skin that has both softness and elasticity as if the skin itself has been renewed.

[Texture]

The product settles in as if it is integrated with the skin, and the texture and feeling of penetration^{*6} is at an ultimate comfort level fully satisfying the skin and brain.

*6 To the stratum corneum

[Fragrance]

Blissful fragrance with a touch of freshness within luxurious splendor and sweetness. The fragrance is “green floral woody” which is based on scent elements of AQ with an aromatic “winter sweet” touch added.

[Product design]

Delicate and elegant, the design by Marcel Wanders touches the subtlety of mind when held. The unique streamline of the packaging draws on images of the delicate and elegant “curvaceous beauty” of women’s arms. The cut evoking crystal or diamonds is an expression of excitement and joy of the moment of wearing jewelry. The product is designed to express dazzling radiance lighting up the future of the skin.

Profile of Marcel Wanders

Born in the Netherlands in 1963. Marcel Wanders is a product and interior designer active globally from his base in Amsterdam. He crafts designs for individual clients ranging from leading global brands such as Alessi, Baccarat, Bisazza, Christofle, KLM Royal Dutch Airlines, and Hyatt Hotels Corporation.

Mr. Wanders is the art director for DECORTÉ AQ MW since 2010, with the brand’s skin care product winning the gold prize at an international packaging design



Marcel Wanders

competition “Pentawards 2016 10th Anniversary Special Competition” in 2016^{*7}. He also designed Maison DECORTÉ^{*8}, which opened in 2017.

^{*7} Press release announced on September 26, 2016

<http://www.kose.co.jp/company/ja/content/uploads/2016/09/20160906.pdf>

^{*8} Press release announced on March 31, 2017

<http://www.kose.co.jp/company/ja/content/uploads/2017/03/20170331.pdf>

About DECORTÉ

With its debut in 1970, DECORTÉ is a high prestige brand developed by KOSÉ using state-of-the-art technologies. Products in this range are available at selected retail outlets in Japan and overseas, mainly department stores and specialist cosmetics retailers that provide counseling services. Specially trained advisors conduct a skin diagnosis and provide careful advice on skin care. As one of KOSÉ’s focus global brand, DECORTÉ, is available in 14 countries and regions (Japan, China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, Malaysia, the United Kingdom, Italy, France, Spain, the United States, and Canada).

About the ingredients

Benifuki extract produced in Yakushima

Benifuki is tea leaf grown in fertile soil with abundant water from Yakushima, a world heritage site and island full of life and regeneration. The tea leaves are grown organically without using any agricultural chemicals or chemical fertilizers and are picked one by one at the ideal time when they have fully accumulated the gifts of nature. The tea leaf extract contains large amounts of methylated catechins and polyphenol.



Murasaki cha extract

An extract from a new breed of Murasaki cha which was newly created after 25 years of breeding improvements. Murasaki cha, which is grown in the highlands at an altitude of approximately 2,000 m, grows under strong ultraviolet rays and contains large amounts of polyphenol and anthocyanin. The bud and two leaves, the rarest leaves of all tea plants, are carefully handpicked to make the extract.



White mucuna extract

A gift from nature carefully selected from plants propagated from the ancient past. Created with a focus on the skin’s innate regenerative powers and the mechanisms behind the positive emotions that bring out beauty, white mucuna extract is an ingredient at the root of enhancing “sensitivity of the skin.”



Birch water

A compound ingredient created from the sap of birch trees abundant in natural minerals and amino acids. However, Birch water is so rare that it can only be collected for four weeks when the snow thaws, when the effectiveness of birch tree bark is concentrated.

**Hydrolyzed soybean extract**

An ingredient extracted from the premium Tanba black soybeans containing high amounts of anthocyanin.

**Double peptide**

Collagen is essential for beautiful and resilient skin. In order to produce collagen, we focus on amino acids forming compound connections with peptides. AQ MELIORITY uses the distinctive “double peptide”.