

## Exclusive Facial and Body treatments to launch at Aman Tokyo in December using AQ MELIORITY\*1, DECORTE's Finest Product Line,

KOSÉ Corporation (President & CEO: Kazutoshi Kobayashi; Headquarters: Chuo-ku, Tokyo) today announced its high prestige brand DECORTÉ will commence a series of exclusive facial and body treatments using the best product line, AQ MELIORITY, at the renowned Aman Spa in Aman Tokyo (location: Chiyoda-ku, Tokyo) starting from December 4, 2021, available only at select Aman Spas around the world.

\*1 In the name, AQ stands for "Absolute Quality," and "MELIORITY" means "delivering with excellent technology."



DECORTÉ, which celebrates its 50th anniversary this year, upholds the slogan of "Leap forward to become a true global brand with global presence" under KOSÉ's VISION2026. As a core brand of KOSÉ's high prestige strategy in the global market, DECORTÉ aims to be a brand that is supported mainly by customers seeking prestige and high quality. In order to further accelerate this effort, we will commence treatments using AQ MELIORITY at the Aman Spa in Aman Tokyo, a hotel where you can experience the dynamism of Tokyo alongside the serenity and sanctuary Aman is known for. We will offer these facial and body treatments at select Aman Spas globally starting with Amanyangyun (Shanghai) in October, Aman Spa at The Connaught (London) in November, and Aman Le Mélézin (France) in December.

Two types of facial treatments (60 minutes or 90 minutes) and one face & body treatment (180 minutes) were developed to create the Aman menu. These will incorporate the unique massage technique, which was previously offered only at the flagship store Maison DECORTÉ in Ginza under the concept of "Rejuvenating holistic treatment." With the all-hand treatment, you can enjoy a luxurious and extraordinary experience. These treatments are available to the guests staying at Aman Tokyo, as well as day-guests visiting the Aman Spa.

In the Aman Tokyo AQ MELIORITY Facial & Body treatment (180 minutes), the brand's iconic product AQ MELIORITY Intensive Cream



n\*2 (45 g; 132,000 yen (including tax)) is liberally applied on the face and entire body, and a youthful and radiant skin is created from head to toe with a gentle massage. In the Aman Tokyo AQ MELIORITY Advanced Facial treatment (90 minutes), is devoted to facial and back massage, creating a vibrant and bright skin. The Aman Tokyo AQ MELIORITY Facial treatment (60 minutes) enhances the radiance, firmness and suppleness of the skin with its rich moisturizing effect.

\*2 A high performance cream that combines the best of modern dermatological science with a blend of 30 types of carefully selected ingredients.

These treatments have been developed to capture the synergy of two innovative brands seeking new experiences for the customers. Aman creates sanctuaries while DECORTÉ has maintained its craftsmanship through the pursuit of unique beauty without compromise, and true elegance (“KIHIN”). We will deliver that extraordinary moment when the mind and body feel refreshed through the collaboration of Aman Spa and DECORTÉ.

#### Comment from representatives of both companies

Yuki Kiyono, Head of Wellness and Spa, Aman Group

“We look forward to providing our customers with an exciting journey alongside DECORTÉ, one of Japan’s most iconic and innovative cosmetic brands. I am glad to have had the opportunity to work with the DECORTÉ team of KOSÉ.”

Masanori Kobayashi, Head of Marketing at KOSÉ

“It is a great pleasure to join hands with Aman, a brand that is known for offering distinct luxury and exceptional services. Through spa treatments, we deliver blissful moments and premium experience that refines the body and mind, and we are honored to bring joy and harmonious wellbeing to the lives of our customers.”

#### About Aman

Aman was founded in 1988 with the vision of building a collection of intimate retreats with the unassuming, warm hospitality of a gracious private home. The first, Amanpuri (place of peace) in Phuket, Thailand, introduced the concept and, since then, Aman has grown to encompass 33 exquisitely serene hotels and resorts in 20 destinations across the world. A further eight properties are under construction. Aman Tokyo, the first urban hotel in the collection was established in December 2014 on the top floor of the Otemachi Tower. Aman Tokyo is a sanctuary in the sky that envelops the urban dynamism in silence. You can enjoy the panoramic view of Tokyo and the ever-changing sky from the vast lobby with a ceiling approximately 30 meters in height, and through the large windows from the spacious guest rooms that combine the traditional Japanese culture with wood, stone and washi paper, as well as modernity. We offer an



extraordinary stay where you can forget about being in Tokyo. The Aman Spa is a Japanese-style bath facility with a lavish space of 2,500 square meters and equipped with eight treatment suites, fitness gym, yoga studio, Pilates studio, 30 meters long heated pool, shower and steam room. The Aman Spa offers various menus focused on a holistic (physically and mentally comprehensive) wellness life for our customers.

◇Aman Tokyo official website: <https://www.aman.com/hotels/aman-tokyo>

#### About DECORTÉ

With its debut in 1970, DECORTÉ is a high prestige brand developed by KOSÉ using state-of-the-art technologies. Since the launch of the brand, we have maintained our craftsmanship which pursues unique beauty without compromise, and true elegance (“KIHIN”), to offer beauty with pride to customers worldwide. Products in this range are available at selected retail outlets 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 brands, 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).

◇DECORTÉ online boutique: <https://www.decorte.com/>

◇Maison DECORTÉ: <https://www.cosmedecorte.com/maison/>