

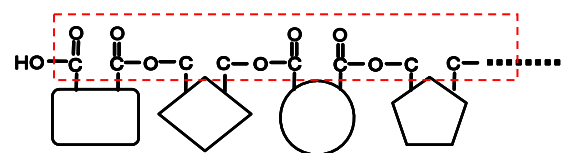


New Oil in Lipsticks Providing Moisturizing Feel to Lips Development of Dimer Dilinoleate Derivative

KOSÉ has been conducting research on oils as ingredients for lipsticks. As a result, KOSÉ has developed a new oil dimer dilinoleate derivative that provides excellent hydration for effective skin care.

Skin on lips has a thin layer of stratum corneum and poor ability to retain moisture. It tends to dry and chap more easily than skin in other areas of the body. Thus, oils such as petrolatum and lanolin have been blended into lipsticks to protect the lips. However, oils like petrolatum tend to trap moisture transpiring from the lips and lead to heaviness and stickiness from the oily film. Lanolin, a byproduct of sheep wool production, is oil but with an ability to retain moisture and hydrate. Therefore, when lanolin is blended to lipsticks, it provides a moisturizing feel to the lips. Problems with lanolin include its tendency to oxidize and degrade easily and its color and scent since it is a natural ingredient. In recent years, needs have increased for high performance and high quality lipsticks including those used for effective skin care for lips. Thus, KOSÉ has been developing new oils for lipstick ingredients to resolve the problems of existing oils.

KOSÉ focused on the polyester structure involved in the hydrophilicity of the lanolin molecule. We succeeded in the development of a new oil for lipstick “bis-isostearyl dimer dilinoleyl dimer dilinoleate (dimer dilinoleate derivative)” using plant-derived linoleic acid as the starting material to create this polyester structure. When the properties of this new oil were examined, its ability to prevent moisture loss was comparable to that of lanolin and its ability to hydrate was superior. That is, we succeeded in creating moisturizing lipsticks which prevent dryness of the lips without heaviness and stickiness. This dimer dilinoleate derivative was also shown to have shine and suitability comparable to hydrogenated polyisobutene, which is an oil used widely in lip glosses. A patent application has been filed for this dimer dilinoleate derivative.



Schematic diagram of the polyester structure of the lanolin molecule

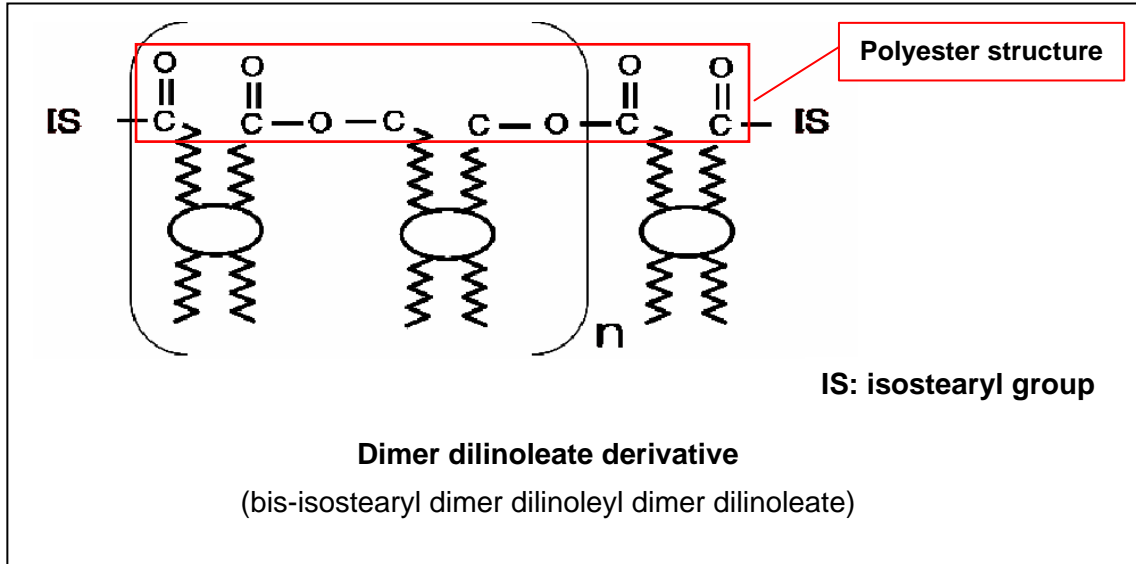
Presentation of research results is scheduled on March 2-4, 2009 at the Scientific Conference of Asian Societies of Cosmetic Scientists (ASCS).

On August 21, 2008, KOSÉ will launch Esprique Precious Dress-On Moist Rouge with

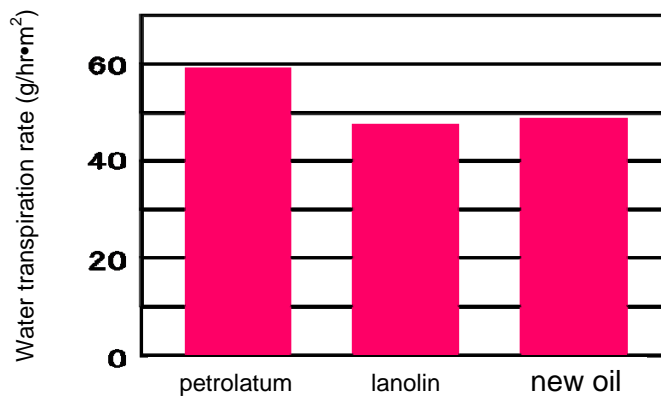
Press Release

“Multi-Creation Oil” which is this newly developed oil.

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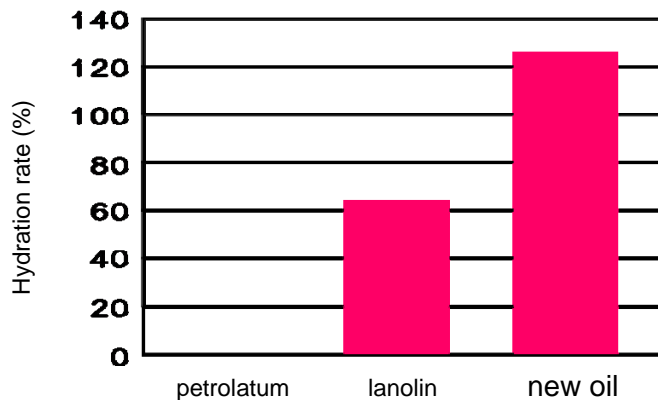
Water vapor permeability



Comparable to lanolin

Note: Lower values signify less water loss and thus, higher effectiveness.

Hydrating effect



Approximately two times that of lanolin