



## **KOSÉ TO LAUNCH NEW DEPARTMENT STORE-ONLY MAKE-UP BRAND, “ADDICTION”**

*- Become a Beauty with Power, not Just a Regular Beauty -  
Use the power of make-up to bring happiness to your life.  
The birth of a completely new kind of make-up.*

In July 2009, KOSÉ Corporation will launch “ADDICTION”, a new brand of make-up for sale in department stores, comprising 108 items in 27 product varieties. ADDICTION caters to the evolution in the values of today’s woman, as she strives to bring happiness to her own life through her own efforts, by improving her own attractiveness and creating her own beauty. So that the new range can pursue values and an outlook on the world that is new to KOSÉ, the strategy will be to market it as a separate brand without the KOSÉ name. It will be introduced progressively in department stores in the major metropolitan centers. The aim of the launch of ADDICTION is to increase the KOSÉ group’s presence in the make-up market, particularly among the most highly attuned consumers in the urban segment.

**More than 90% of women “want to be more beautiful so I can be more confident in myself.”**

**More than 80% of women believe that “make-up has the power to be ‘life-changing’.”**

Almost ten years into the 21<sup>st</sup> century, Japanese women have become even more beautiful. In contrast to the 1990s, when the emphasis was on blindly following trends and looking the same as everyone else, women today are looking objectively at their own individuality and unique attractions, and are expressing that individuality through their make-up and fashion, in a conscious effort to use their “appearance” to communicate themselves to others.

In a survey conducted by KOSÉ of 480 female department-store customers aged between 20 and 59 years, the top two responses to “your reasons for wanting to be beautiful” were “so I can have more confidence in myself” (92.1%) and “because I want to be happy” (60.7%). The top three “benefits of becoming more beautiful with make-up” were given as “I became more confident” (73.3%), “I became more positive in my outlook” (66.1%) and “I became more pro-active” (52.6%). These results reflect the view held by many women that make-up is a means of “gaining confidence in oneself”. The questions, “Do you believe that improving one’s appearance is a short-cut to happiness?” and “Do you believe that make-up has the power to change one’s life?” received affirmative responses (“I believe so” and “I somewhat believe so”) from 75.6% and 82.5% of respondents respectively. The results of this survey show that, rather than consoling herself with the platitude of “it is not external appearances but what is on the inside that counts”, today’s woman believes that proactively drawing out her external beauty with make-up to become more confident and positive is the shortest route to internal beauty and happiness.

**Launch to focus on metropolitan department stores, with their large concentration of consumers who want to be “beauties with power”.**


**Reasonable prices allow consumers to experience new types of make-up affordably.**

As the above survey results show, today’s woman is no longer satisfied with just being a beauty; she wants to be a “beauty with power” who can bring happiness to her own life. This kind of modern woman is the main target of the ADDICTION brand. With a new and unprecedented sense of values and outlook on the world, the brand will be progressively introduced into department stores in the major metropolitan centers, which have a higher concentration of consumers with this way of thinking. The products in the range are priced at a reasonable level, such as 2,100 yen (including tax) for eye colors and 2,940 yen (including tax) for lipsticks. This is in response to the wishes of women who want to experience new types of make-up at affordable prices.

**New York-based Japanese make-up artist, Ayako, provides creative direction.**

**Concentrating the essence of the success and fame of the world’s top celebrities in ADDICTION.**

KOSÉ was delighted to welcome Ayako, a Japanese make-up artist who is based in New York but works all over the world for the world’s top celebrities, as creative director for the ADDICTION brand. Her all-encompassing direction of the brand’s development, from product development and make-up suggestions to brand strategies, has imbued ADDICTION with the essence of the make-up that supports her celebrity clientele, who have achieved fame and success on the world stage, helping to create a make-up brand that will satisfy the insight of today’s woman.

<b><u>AYAKO</u></b>	
<p>Make-up artist resident in New York.</p> <p>Based in New York since 1990, Ayako provides make-up artistry for fashion and beauty magazine editorials, cosmetics and fashion advertising, and collections in New York, Paris, Milan, London and Tokyo. The depth of her knowledge and talents has led her to collaborations with many prominent photographers, including Richard Avedon, Steven Klein, Karl Lagerfeld, Annie Leibovitz and Michael Thompson.</p> <p>Ayako numbers among her fans top celebrities such as Naomi Campbell, Penelope Cruz, Hilary Swank and Alicia Keys. Rumor has it that being made up by Ayako for the Oscars or the Grammys is a lucky charm that can almost guarantee success in the awards.</p>	

**ADDICTION PRODUCT OVERVIEW**

- Make-up Cosmetics (17 product varieties, 98 items):  
1,200 - 4,500 yen (1,260 - 4,725 yen with tax)
- Accessories (10 product varieties, 10 items):  
200 - 6,000 yen (210 - 6,300 yen with tax)

\* Centerpiece products (core price range)

Eye color (33 colors):	@2,000 yen (2,100 yen with tax)
Lipstick (17 colors):	@2,800 yen (2,940 yen with tax)