



KOSÉ set to introduce “softymo”, a self-selection brand of cleansing and other items, in Taiwan

KOSÉ Corporation (President: Kazutoshi Kobayashi) will launch the “softymo” skin-care brand mostly in drugstores and other self-selection channels in Taiwan from September 2011. It will offer 16 items in 14 product varieties of mainly washers and cleansers already popular in Japan; 11 items will be offered in slightly smaller sizes than those sold in the Japanese market to meet local needs. TAIWAN KOSÉ CO., LTD., a local subsidiary, will sell the “softymo” items through approximately 2,000 stores centered on drugstores.

The cosmetics market in Taiwan is said to be worth approximately 4.23 billion U.S. dollars (roughly 340 billion yen)*, and although a mature market, it has steadily grown every year. By cosmetics category, skincare products enjoy the greatest demand in Taiwan just like in Japan. Recently, the mass market, where prices are lower than in the middle-mass market, is growing in step with the expanding lower end of the middle-class.



KOSÉ entered the Taiwan market in 1984. Reflecting the similar cosmetics preferences and consumer behavior of the Taiwanese and Japanese, it introduced “COSME DECORTE” for high-end consumers, “KOSÉ brand” items including well-known “SEKKISEI”, and “Nature & Co” to meet each segment’s needs. In addition, to meet rising demand for mass-market products, KOSÉ has decided to introduce the “softymo” brand.

The “softymo” brand, consisting mostly of various washers/cleansers, was launched in 1995 in Japan. KOSÉ COSMEPORT CORP., a wholly owned subsidiary which sells products of reasonable value in the self-selection market, sells “softymo” brand products through a wide variety of channels in the domestic market but mostly drugstores. The rich line-up of products designed to meet the market’s detailed needs, has won the brand a strong following.

KOSÉ plans to introduce other brands by KOSÉ COSMEPORT into Taiwan after “softymo”.



softymo (examples of products to be sold in Taiwan)

* “Super Point Makeup Remover N” won the Cosme Best Cosmetic Award for the best cleanser in Japan’s largest cosmetics word-of-mouth website @cosme for two straight years in 2007 and 2008, and was inaugurated into the hall of fame in 2009.

* Source: Euromonitor: “Taiwan market size in 2010”