

FOR IMMEDIATE RELEASE

**Rebranding KANEBO as a global prestige brand
that offers not merely beauty, but “HOPE”**

Tokyo, Japan - November 28, 2019

Starting from the spring of 2020, Kanebo Cosmetics will be rebranding its global prestige brand KANEBO that offers not merely beauty, but “HOPE”. Forty-four color makeup items of seven types will debut as hallmarks of the new brand on February 7, 2020 (2,000 to 4,000 yen before tax). A new skincare item will follow a month later, on March 6 (5,000 yen before tax).

KANEBO is one of the eleven strategic brands (G11) the Kao group has positioned at the core of the group’s global cosmetics businesses. The company is committed to growing the presence and status of KANEBO on the global cosmetics market as a leading brand of Kanebo Cosmetics Inc.



■Background of the rebranding

KANEBO first appeared as a global prestige brand in September 2016. From the very beginning, the brand has offered skincare treatment at the optimal time following the rhythm of beauty under the concept of “Make your Life a Masterpiece.” The clear brand image, together with the outstanding quality of the fragrances, textures, and effects of the products, immediately captivated a large base of devoted users.

People all around the world nowadays set high store on individuality, diversity, and personal qualities that distinguish them from others. To serve their aspirations, KANEBO is now being rebranded with a new presence on the market and even more distinctive qualities. Kanebo Cosmetics has steadily grown over the years by encouraging women to achieve their hopes and aspirations. Now that diversity has become all-important, the KANEBO brand is being repositioned to support the individuality of users from a gender-inclusive perspective. KANEBO is set to be reborn as a vanguard brand of our age.

■The new KANEBO

The new brand message is “I HOPE.” KANEBO is evolving into a brand that offers not merely beauty, but “HOPE”, communicating a message that everyone can celebrate their own uniqueness in an era of diversity. The design, product planning, store counters, and counseling are all to be revamped in harmony with the new brand image from spring 2020 onwards. The target consumers for the new KANEBO are people who are proud of their individuality and believe that they can create their own future.

Products:

The design concept for the new KANEBO is “SHELL OF HOPE.”, expressing the light of hope blooming from the ultimate energy shown with the color of black.

Beginning with the coming releases, the KANEBO brand will develop products ideal for everyone, regardless of gender or age. The coming skincare and makeup products will come in colors and textures that appeal to a broad range of customers.

The products are also to be manufactured with environmental friendly packaging by reducing plastic film on the exterior and using recyclable materials for the dispensers and boxes.

Store counters:

In-store design will be based on the theme, “BIRTH OF HOPE” as it is transformed into a place where customers can encounter hope.

KANEBO will be installing a set of advanced LED fixtures of which design can be changed for each promotional campaign, creating store counters more unique than ever.

Counseling:

The new counseling theme is “Update Beauty.” By focusing on the diverse ideals of their customers, KANEBO beauty counselors will bring out the unique features of individuals with their utmost beauty to achieve the images they aspire to.

■Communication

The advertising for the new KANEBO will center around an “I HOPE” theme. The first TV commercials for the brand will appear on January 1, 2020. The ads will employ a choral arrangement of *Kuchibiru yo, atsuku kimi wo katate*, a hit song originally performed by *Machiko Watanabe* for the 1980 Kanebo Cosmetics advertising campaign for “Lady 80”.

A full-scale promotion campaign is underway with pop-up events, magazine and online materials. KANEBO will continue the history and philosophy of Kanebo

Cosmetics while delivering a powerful image of the KANEBO reborn with a spirit of “HOPE” in the modern world.

■Key products in the line-up

KANEBO N-ROUGE lipstick gives the lips a “neo-flat” look that brings out the harmony of the face as a whole. A flat finish without shading or contours draws attention to the form and texture of a person’s lips to their best advantage. By combining 2D Control Complex with an exquisite balance in all colors, the subtle “neo-flat” colors appear matte to the eye and soften contours. KANEBO N-ROUGE will come in twenty colors in three palettes (including two colors for limited release). Seven of the colors will come in a vivid, futuristic palette called NEO DIMENSIONAL COLORS. Another ten will be variations of red in the NEXUS SUN RED COLORS series, a palette that glows with energy from within. The last three colors will come in the NASCENT ZERO COLORS primer series, a fun palette with various textures and color nuances.






KANEBO COMFORT STRETCHY WASH is a facial cleanser with a stringy, glutinous texture that rapidly purges impurities while nourishing the skin with moisture. Its rich and thick cleansing lather spreads smoothly, absorbs impurities faster, and luxuriously moistens the skin.







■Product descriptions


*Listed prices are the manufacturer’s recommended retail prices within Japan before tax.

Color makeup (to be released on February 7, 2020)

Name of product	Items, price	Product features
KANEBO N-ROUGE 	20 colors (including 2 limited-release types) ¥4,000 each	Lipsticks to give the lips a “neo-flat” look and highlight individual nuances of shape to bring out the harmony of the face as a whole.
KANEBO DRAWING PENCIL 	3 colors ¥3,500 each	A multi-purpose pencil to gently highlight contours with a smooth drawing sensation that adheres to the skin perfectly. Used on the lips, around the eyes, and on the face to subtly change the appearance.
KANEBO DRAWING CRAYON 	2 colors ¥3,500 each	A multi-purpose crayon to render natural shading. Adheres smoothly on the skin with an expansive, balm-like texture. For use on the lips, around the eyes, and on the face.

KANEBO DRAWING DUAL PEN		4 items ¥3,500 each	A multi-purpose pencil combining two colors that can be easily applied, separately or together, wherever desired. For use on the lips, around the eyes, and on the face.
KANEBO DRAWING DUAL ROUGE		2 items ¥3,500 each	A lipstick duo with two contrasting colors for distinctive lips. Renders lip contours and colors with a single application. The colors can be freely applied separately or together.
KANEBO EYE COLOR DUO		12 items ¥2,300 each	An eye color duo carefully paired to attain an alluring contrast. For distinctively beautiful eyes. Contrasting colors, texture, and light give the eyes distinct beauty. Ideal for use on the eyebrows, as well.
KANEBO CUSTOM COMPACT		1 item ¥2,000	A compact case for three eye color duos. Comes with one double-ended tip. * Eye color duos not included

Skincare (to be released on March 6, 2020)

Name of product	Items, price	Product features	
KANEBO COMFORT STRETCHY WASH		1 item ¥5,000	A facial cleanser with a stringy, glutinous texture that rapidly purges impurities while moistening the skin. For a luxuriously moist skin texture. ● Moisturizing ingredients: Hydro ST (macadamia nut oil, apricot extract, lemon extract and glycerin)

Availability:

Department stores and select cosmetics stores

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Press contacts: <https://www.kanebo.com/pressroom/contacts.html>

This release is a translation from the Japanese version.