

April 20, 2010

Sojitz Corporation
Sojitz Cosmetics Corporation

Sojitz Cosmetics Develops Cosmetics Brand for Mail Order Market

— Sales of naturecia, Sojitz Cosmetics' First Brand to Begin April 22 —

Sojitz Cosmetics Corporation, a wholly-owned subsidiary of Sojitz Corporation that develops, plans, and markets cosmetics products, has developed its own brand of cosmetics and will enter the mail order market.

As a first step, Sojitz Cosmetics has developed the natural naturecia brand, which uses 100% natural water as its base. Mail order sales will begin on Thursday, April 22.

The naturecia series consists of natural cosmetics that use 100% deepwater from the Toyama Bay, which contains an abundance of minerals, and water from the Izumo Yumura hot spring, which has high osmotic pressure effects as the base combined with natural extracts such as pomegranate extract, which aids in water circulation. The initial product lineup includes a lotion, essence, and cream, and additional products will be added next year.



The naturecia skincare series (from the left, lotion, essence, and cream)

With the rising interest in health in recent years, consumers have been turning to natural products and want safe cosmetics they can use with confidence. The popularity of organic and natural cosmetics has increased rapidly in just a few years, and the market reached approximately 90 billion yen in 2008 (according to the Total Planning Center OSAKA Corporation).

Sojitz Cosmetics has been planning and developing cosmetics and providing products to markets through retail distributors for 25 years with safety and confidence as its keywords. With the expansion of markets for natural products, the company decided to develop its own brand of cosmetics and enter the mail order market with the aim of producing synergy effects with its existing business lines. To provide moisture and gentleness, three components—deep seawater, spring water and natural extracts—are used in naturecia. Also, its unique “water cycle maintenance” feature provides moisture to the skin and enhances its natural moisture retention ability. The target market segment will be primarily women in the late 20s to early 40s.

Sojitz Cosmetics will develop new cosmetics brands and conduct business directly with consumers through mail order sales and by expanding sales routes through shops. The company will also make use of the Sojitz group’s domestic and overseas network and reinforce the value chain of the Chemicals and Functional Materials Division from procurement of raw materials to overseas product distribution.




Overview of Naturecia Natural Cosmetic Products

- Brand name: naturecia
- Seller: Sojitz Cosmetics Corporation
- Target: Women in the late 20s to early 40s
- Sales method: Mail order sales (sales will begin at 9:00 a.m. on September 22)
 - Telephone: 0120-86-7204 (Customer Order Center)
Hours of operation: 9:00 a.m. – 5:00 p.m., Monday through Friday (excluding holidays; toll free)
 - Facsimile: 0120-84-7204 (available 24 hours; toll free)
 - Website: <http://www.naturecia.jp> (the site will be available starting at 9:00 a.m. on September 22)
 - Mobile site: <http://www.naturecia.jp/mobile> (the site will be available starting at 9:00 a.m. on September 22)
- Sales items
 - Lotion (200 ml; planned retail price: 2,625 yen including consumption taxes)
 - Essence (30 ml; planned retail price: 5,040 yen including consumption taxes)

Cream: (60 g; planned retail price: 3,990 yen including consumption taxes)

Trial set (one week's worth; 1,050 yen including consumption taxes)

- Naturecia Lineup: Three Steps to Replenish Skin

Product & Volume	Product Features
<p>Lotion naturecia Water Lotion Feel (200 ml)</p> 	<p><u>Works gently on dead skin to produce smoother and fresher skin.</u></p> <p>Spa water gently softens dead skin on the surface of the skin while deep sea water delivers moisture to the skin and natural extracts provide moisture deep within the outer layer of the skin.</p>
<p>Essence Water Essence Feel (30 ml)</p> 	<p><u>Delivers abundant moisture and beauty essence to the skin to smooth and supple skin.</u></p> <p>The rich texture adapts to the skin and delivers luxurious beauty essence to all of the skin.</p>
<p>Cream Water Cream Feel (60 g)</p> 	<p><u>Maintains supple skin with abundant moisture and beauty essence</u></p> <p>Smooth and supple skin is veiled with rich water to maintain it for extended periods. You can feel the underlying suppleness of your skin. The gentle fragrance also helps you relax.</p>

Overview of Sojitz Cosmetics

- Name: Sojitz Cosmetics Corporation
- President: Mitsuo Muto
- Head office: Chuo-ku, Tokyo
- Capital: 200 million yen
- Business activities: Planning, development, and sales of cosmetics