

September 28, 2011

Sojitz Corporation  
Sojitz Cosmetics Corporation

## **Sojitz Cosmetics, Kanebo Cosmillion Launch Authentic Anti-Aging Cosmetics “Chronorest” Jointly Planned, Launch Set for November**

Sojitz Cosmetics Corporation, a wholly-owned subsidiary of Sojitz Corporation that engages in the planning, development and sale of cosmetic products, created “Chronorest”, a high-added value cosmetics brand, in collaboration with Kanebo Cosmillion, Ltd. Sales of “Chronorest” brand products will begin on November 1.



“Chronorest” products (from left): Lotion, essence, and cream

“Chronorest” is a coined term derived from the Greek “chronos” meaning time and “rest” in English. It is a new anti-aging brand developed with providing skin a rest from time as its basic concept. Sojitz Cosmetics focuses on enriching of the mind created by high-quality time to provide women with beauty, and believes that skincare performing morning and evening in conjunction with the natural daily rhythm of skin changes is important for supporting the maintenance of beautiful skin.

By distributing luxurious moisture for the skin, which seeks to rejuvenate itself, with a high-quality feel and an aroma based on flavored tea, the skin and the mind are relaxed.

The aging care market is based on permanent beauty, and the cosmetics and health food markets are a focus of attention for the launch of numerous products with new concepts targeting consumers in their 40s and older. Based on Sojitz Cosmetics' experience creating numerous brands tailored to consumer needs, and Kanebo Cosmillion's full use of its expertise in manufacturing high-quality cosmetics, the two companies planned and developed this new anti-aging care brand. The lineup will initially consist of three products—lotion, essence, and cream—and will be expanded in the future.

Sojitz Cosmetics developed the "Naturecia" brand of natural cosmetics and introduced it in the mail-order market in April 2010. In February 2011, Sojitz Cosmetics launched the "Amijoue (*JUNKINOMOTO* Series) " anti-aging care brand with an emphasis on amino acids, and recently planned the Chronorest high added value cosmetic line in collaboration with Kanebo Cosmillion. Sojitz Cosmetics will continue to develop new cosmetic brands, and in addition to its leading Co-operative Union (Co-op) market sales channel, will expand direct sales to customers through channels such as mail order.

\* Aging care refers to care that uses the effects of cosmetics according to the user's age.

## **Overview of Chronorest Products**

- Brand name: Chronorest
- Sales agent: Sojitz Cosmetics Corporation
- Manufacturer: Kanebo Cosmillion, Ltd.
- Target: Women in their 40s and older (the segment that seeks a sense of efficacy and high quality)
- Launch date: November 1, 2011
- Sales methods
  - (1) Mail order (orders will be taken starting at 9:00 a.m. on November 1)  
Telephone: 0120-86-7204 (customer service center)  
Hours: Monday to Friday, 9:00 a.m. to 8:00 p.m. (closed Saturdays, Sundays, holidays, and during the New Year's holiday)
  - (2) Online (scheduled to start on November 1)  
Details are available at: <http://www.sojitz-cosmetics.com>
  - (3) Sales at co-ops and general markets nationwide are also planned (sales will initially begin at some co-ops)

- Product Lineup

Product name, volume, price (including consumption taxes)	Features
Lotion: Conditioning Lotion 150 mL 4,200 yen	High-penetrating lotion. Soft lotion that agrees with the skin and quickly penetrates deep into the stratum corneum. Smooths the skin texture and provides abundant moisture.
Essence: Repairing Serum 40 mL 5,250 yen	The rich texture and well-blending on the skin are created by unique emulsification of Kanebo Cosmillion's. The essence goes directly to problem area for intense conditioning and alluring skin.
Cream: Concentrated Cream 45g 6,300 yen	A melting touch cream with plenty of beauty ingredients. A veil of moisture lead to richly resilient skin.

Sales agent:

Name: Sojitz Cosmetics Corporation

Representative: Yuichi Takeuchi

Head office: Chuo-ku, Tokyo

Capital: 200 million yen

Business activities: Planning, development, and sale of cosmetics

Manufacturer:

Name: Kanebo Cosmillion, Ltd.

Representative: Shiho Tanabe

Head office: Chuo-ku, Tokyo

Capital: 110 million yen

Business activities: OEM supply and sales of cosmetics

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