

SEKKISEI Commences its “SAVE the BLUE” Project to Protect the Blue Earth!

Starting its 11th year of environmental conservation activities globally

KOSÉ Corporation (President & CEO: Kazutoshi Kobayashi, Headquarters: Chuo-ku, Tokyo) has been conducting its “SAVE the BLUE” project since 2009 through the company's global brand SEKKISEI, donating a portion of sales during the campaign period to initiatives for earth environment conservation and educational activities. Since last year marking the 10th year of the project, it has been working on reforestation in Tohoku region during the winter period, in order to further advance the project to protect the blue earth. The Company will continue working on the campaign not only in Japan, but also in 9 countries and regions overseas (China, Taiwan, Hong Kong, South Korea, Thailand, Singapore, Malaysia, Indonesia and United States).^{*1}

^{*1} The period and details of the campaign will differ according to country.



(Logo for SAVE the BLUE)

In Japan, KOSÉ will make a donation to fund environmental conservation activities for areas equivalent to the total surface area of the bottom of the containers^{*2} of all eligible SEKKISEI products purchased by customers during each campaign periods. The summer campaign will be conducted from July 1 to August 31, 2019. The donation will be made to a local organization in Okinawa as funds for coral cultivation activities. The winter campaign is also planned for the period from December 1, 2019 to January 31, 2020 to fund reforestation project.

For the first time, the campaign will also include some of “SEKKISEI MYV” which was born on September 2016 as a high added-value line of SEKKISEI in order to expand SEKKISEI brand globally. During that campaign period, limited edition design products such as “MEDICATED SEKKISEI” lotion and “SEKKISEI MYV concentrate lotion” kits will be sold, and various promotions will be launched.

^{*2} For example, 4 cm x 5 cm = 20 cm² for the regular size bottle of SEKKISEI lotion

KOSÉ's corporate message is "Wisdom and Beauty for People and the Earth." Through the "SAVE the BLUE" project, a total of 15,959 coral polyps have been planted over the last ten years (96,757,321 cm² in total: approximately 25.8 times the size of a 25 m regulation-size pool), expanding the coral forests of Okinawa. While coral bleaching that leads to the death of coral has occurred around the world due to the impact of rising ocean temperatures, a new species of coral resistant to high water temperatures has been identified among the coral planted by the "SAVE the BLUE" project, and free of bleaching, many eggs have continued to spread across the oceans of Okinawa. For the winter campaign started in 2018, the company will donate a portion of sales during that period and plan to plant trees at Tree Planting Ceremony in Tohoku region in Jun this year.

◇SEKKISEI SAVE the BLUE website: <http://www.savetheblue.sekkisei.com/>

Contribution to SDGs

SDGs stands for Sustainable Development Goals, which were adopted during a United Nations summit in 2015 for the 15-year period to 2030. The SDGs consist of 17 goals and 169 targets. KOSÉ signed the UN Global Compact in 2017, aiming to contribute to the SDGs. One of the most important activities for that contribution is the "SAVE the BLUE" project, which KOSÉ has worked on in Japan and overseas through its iconic global brand SEKKISEI.

The azure bottle of SEKKISEI, the company's iconic brand, brings to mind the blue of the ocean, and its oriental herbs are a gift from the bounty of nature. Through the brand, the company will continue to strive to increase recognition of the "SAVE the BLUE" project, while contributing to the UN's SDGs "14. LIFE BELOW WATER" and "15. LIFE ON LAND", with the desire to pass on the blue and beautiful natural environment of the earth to the next generation.



◇Details of the company's CSR activity targets are available on the KOSÉ CSR website: <http://www.kose.co.jp/company/ja/csr/target/>

About the "SAVE the BLUE" Project Overseas

Since 2011, the scope of the project has expanded overseas, and a portion of the sales of eligible SEKKISEI products during the period is donated to environmental conservation activities in each region that requires them. In fiscal 2019, the project will be conducted in China, Taiwan, Hong Kong, South Korea, Thailand, Singapore, Malaysia, Indonesia, and the United States.

During the campaign, the company will approach both domestic and overseas customers by providing the original Eco Bags. Also the beauty advisor will wear the original T-shirt and tin badge.

China

The project will support the activities of NPO Green Life, which purchases seedlings and plants them, in an effort to stop desertification in the inner Mongolian desert.

Taiwan

The project will support local Coral farming organization, donating 1 % of StB products to the organization. It also will conducting a new sport activity to help cleanup beaches called as 'CLEANPIC' with university students, improving Environmental awareness among young people

Hong Kong

The project will support activities to transplant Okinawan coral from Japan while supporting an NGO engaging in forest conservation activities.

South Korea

The project will support Tree Planet, an NPO that creates forests for air purification, assisting their tree-planting activities in South Korea.

Thailand

The project will support the governmental organization, Marine and Coastal Resources Research and Development Center, Eastern Gulf of Thailand, assisting them in planting coral in the Rayong Province in Thailand.

Singapore

The project will support the NGO, Our Singapore Reefs, helping them to carry out cleaning activities in areas around the Sister's Island coral reefs.

Malaysia

The project will support the NGO, Reef Check Malaysia, helping them to conduct beach cleanup, removal of starfish which damage coral reefs, and other activities.

Indonesia

The project will support Lion's Club, assisting them in their mangrove planting activities in Kota Tangerang.

United States

The project will support the NGO Coral Reef Alliance, assisting Fiji, Indonesia, and Hawai'i, the main countries for CORAL protection activities.

◇More information on past activities of the "SAVE the BLUE" project is available on the KOSÉ CSR website.

Japanese website: <http://www.kose.co.jp/company/ja/csr/special1/>

English website: <http://www.kose.co.jp/company/en/csr/special1/>

About the SEKKISEI Brand

SEKKISEI was born in 1985 as a lotion that leaves skin with enhanced clarity through a well-balanced blend of oriental plant extracts. Since its launch, it has been recognized by many women for its effectiveness and comfortable feeling that it leaves on the skin. In recent years, the lineup has grown to include categories such as base makeup, and distribution channels have also expanded. Currently, SEKKISEI is sold mainly in drugstores and mass retailers in Japan, and overseas in department stores. It is growing as a skincare brand that represents the company, and in particular, the lotion is a long-selling product, with a total of more than 60 million bottles*3 shipped since its launch in 1985. As one of the company's flagship global brands, the company also

conducts joint promotions overseas, and it is widely used by many regardless of age, both in Japan and overseas.

◇SEKKISEI Brand Website <http://www.sekkisei.com/>

・*3 As of late February 2019, includes the respective sizes and limited edition products.

このニュースに関するお問い合わせは、下記までお願いいたします。

株式会社コーセー コーポレートコミュニケーション室 TEL 03-3273-1514(直通)

※お客さまからのお問い合わせは、 0120-526-311 でお受けしています。