

Awakening Radiance: The Power of Kojic Acid

DECORTÉ Unveils Significantly Enhanced “WHITELOGIST” Brightening Serum

Featuring the highest Kojic Acid (1.8x^{*1}) concentration we have ever achieved^{*2}

Tokyo, Japan - DECORTÉ, a brand of KOSÉ Corporation, is proud to announce the major renewal of its iconic brightening products, “WHITELOGIST.” On January 16, 2026, the brand will launch the 8th generation of their hero serum—WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE 1.8X—alongside an upgraded intensive mask. The new products will be introduced sequentially across seven countries and regions: China, Hong Kong, Taiwan, South Korea, Singapore, Thailand, and Malaysia.

^{*1} Compared to WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE ^{*2} Measured in-house



Our Scientific Legacy in Brightening Research

Originally launched in 2004, WHITELOGIST has become a flagship series representing DECORTÉ’s commitment to brightening care. Combining over 20 years of research with the natural power of Kojic Acid, the new lineup represents the pinnacle of the brand’s scientific innovation.

Targeting Both “Spots” and “Overall Radiance”

Dark spots remain persistent concern for consumers across all generations, often appearing repeatedly in the same areas. Today’s consumers seek skincare that delivers visible improvement and reliable results. The new formulations are designed to address both targeted concerns, such as dark spots and freckles, and overall skin issues, including dullness and reduced luminosity caused by dryness.

Key Features of the Renewal

1. The Power of Kojic Acid: 1.8x Concentration

The new WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE 1.8X features Kojic Acid, a naturally derived ingredient discovered in 1907 during the fermentation of Japanese *Koji*.

- **Highest Concentration:** For the first time, DECORTÉ has formulated this serum with kojic acid at 1.8 times the previous level*1, achieving the highest concentration among the company's in-house measurements.
- **Technology:** A newly developed "Noni Fusion Capsule"*3 allows for stability even at this high concentration.

*3 4-tert-butyl-4'-methoxydibenzoylmethane, Grape seed oil

2. Deep-Aura Optimizer*4

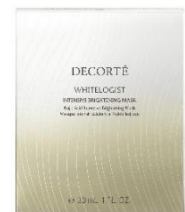
Building on the series' legacy of enhancing skin radiance, the new formula includes the "Deep-Aura Optimizer*4." This complex is designed to help the skin appear more radiant, hydrated, and bright.

*4 Apparatus Linearis extract, Concentrated glycerin (moisturizing)

3. Enhanced Lineup

The renewal introduces three products to suit different skin preferences:

- **WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE 1.8X**
A rich, luxurious texture that melts smoothly into the skin while delivering the highest Kojic Acid concentration in the series.
- **WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE**
Maintains the series' signature fresh, dewy texture with comfortable absorption.
- **WHITELOGIST INTENSIVE BRIGHTENING MASK**
A "speed-charge" sheet mask containing 2.5 times the concentration of Kojic Acid compared to conventional masks. Its redesigned shape, with precision cuts and curves for perfect fit, allows you to experience enhanced deep hydration and radiance in just 10 minutes.



Design & Fragrance

The packaging has been updated with a white-base design that evokes skin radiating its own light, featuring sculpted curves that suggest light blooming across the skin. The "1.8X" serum is adorned with a luxurious white-to-gold gradient and gold pearl accents. The scent is a refreshing, gender-neutral "Citrus Green Floral Musk."

About DECORTÉ

Since its inception in 1970, DECORTÉ has been KOSÉ's high-prestige brand, combining cutting-edge dermatological science with sensory elegance. It is currently available in 15 countries and regions worldwide.

Reference

About the Brightening Active Ingredient “Kojic Acid”

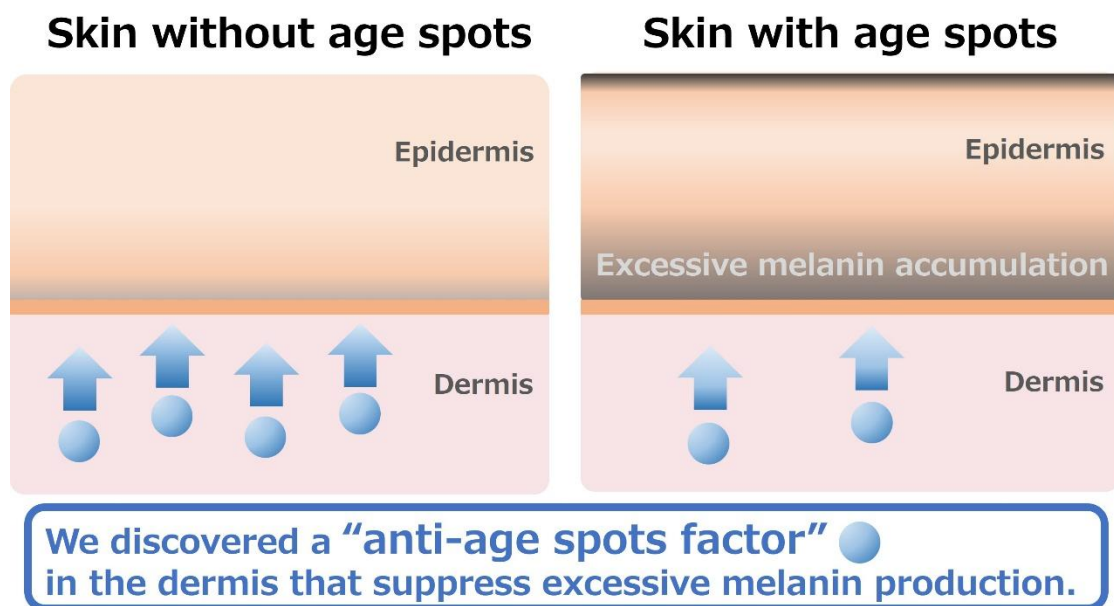
Discovered in Japan in 1907, Kojic Acid is a naturally derived brightening ingredient extracted from “Koji,” a fungus used in the fermentation of traditional Japanese products such as soy sauce and sake.

Research into Kojic Acid began after a distinct observation: the hands of *Toji* (sake brewers) appeared remarkably smooth, clear and bright despite their physically demanding work. Following extensive study, Kojic Acid was officially approved as a brightening active ingredient (quasi-drug) in 1988. It works by directly targeting melanocytes—the cells in the epidermis responsible for producing melanin. By suppressing excessive melanin production, it effectively prevents the formation of dark spots and freckles.

KOSÉ launched our first Kojic Acid-formulated brightening product in 1990, and through decades of continuous research and innovation, our Kojic Acid formulations have become long-standing favorites among customers.

Scientific Breakthrough: The Dermis Connection

KOSÉ researchers have discovered a relationship between the dermis and the appearance of age spots. They identified an “anti-age spot factor” in the dermis that suppress excessive melanin production. Research revealed that this factor significantly decreases in areas where age spots are visible. This discovery opens new avenues for brightening care that targets the root cause of melanin overproduction.



Products Outline

Launch Date: January 16, 2026(Japan)

1. WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE 1.8X (Quasi-drug)

- **Description:** A high-performance serum with 1.8x*¹ Kojic Acid and "Deep-Aura Optimizer"*⁴.
Delivers ultimate radiance and spot prevention with a rich, smooth texture.

*¹ Compared to WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE

*⁴ Apparatus Linearis extract, Concentrated glycerin (moisturizing)

- **Capacity & Price:**
 - 30mL: 18,000 JPY (19,800 JPY incl. tax)
 - 60mL: 30,000 JPY (33,000 JPY incl. tax)
 - 60mL REFILL: 29,500 JPY (32,450 JPY incl. tax)

2. WHITELOGIST CHRONOGENESIS BRIGHTENING CONCENTRATE (Quasi-drug)

- **Description:** A brightening serum with a fresh, dewy texture. Features Kojic Acid and the "Ion-some BC" capsule for deep penetration*⁵, hydration, and spot prevention.

*⁵ Up to the stratum corneum

- **Capacity & Price:**
 - 30mL: 12,000 JPY (13,200 JPY incl. tax)
 - 60mL: 20,000 JPY (22,000 JPY incl. tax)
 - 60mL REFILL: 19,500 JPY (21,450 JPY incl. tax)

3. WHITELOGIST INTENSIVE BRIGHTENING MASK (Quasi-drug)

- **Description:** An intensive care sheet mask with 2.5x*⁶ Kojic Acid concentration. Uses a 2-layer compression sheet for superior adhesion.

*⁶ Compared to conventional masks

- **Capacity & Price:**
 - 1 sheet (30mL): 2,200 JPY (2,420 JPY incl. tax)
 - Box of 6 sheets: 11,000 JPY (12,100 JPY incl. tax)