

First time in Japan! ^{※1} Medicated cosmetic to improve wrinkles POLA "Wrinkle Shot Serum" to be launched January 1, 2017

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Yoshikazu Yokote), of the POLA ORBIS Group will launch "Wrinkle Shot Serum" [quasi-drug], which effectively improves wrinkles ^{※2}, for the first time in Japan on January 1, 2017 (20g ¥ 15,000 <¥ 16,200 including tax >).

In cosmetics, only product with certain predetermined results has been allowed expression of effectiveness "to make inconspicuous small wrinkles due to drying". In medicated cosmetics, when active ingredients are blended and effectiveness as quasi-drugs is recognized, effectiveness for expression of whitening, skin irritation, etc. have been allowed, expression of wrinkle-related efficacy has never been approved. "Wrinkle Shot Serum" was approved as medicated cosmetic for the first time in Japan to "improve wrinkles" ^{※2}.

POLA CHEMICAL INDUSTRIES, INC., who conducted research and development for this product, discovered "neutrophil elastase" as one of the causes of wrinkles for the first time in the world ^{※3}. "Wrinkle Shot Serum" contains POLA's original quasi-drug active ingredient called "NEI-L1" ^{※4} which suppresses activation of "neutrophil elastase". Furthermore, "NEI-L1 dermal penetration prescription" has been developed to deliver active ingredients to the dermis. This new prescription reduces activation of "neutrophil elastase" and improves wrinkles.

※1: As of October 2016 ※2: Effectiveness evaluation test prescribed at the Japanese cosmetics society conference has been completed. In twelve weeks wrinkles on the outer corner of the eye is improved by 70%, as well as wrinkle depth by 34% at maximum.

※3: As of October 2016, conducted by POLA CHEMICAL INDUSTRIES, INC. ※4: NEI-L1 : Neutrophil, Elastase, Inhibitor, License, 1st

Ingredient name : Sodium [[trifluoro-isopropyl-oxopropyl] aminocarbonyl] pyrrolidiny] carbonyl] -methylpropyl] aminocarbonyl] benzoylamino] acetate (the active ingredient).

Aim for expansion of market share of domestic high-prestige cosmetics market

POLA INC., one of the flagship brand of POLA ORBIS Group accounts for more than 50% of sales, continues to grow steadily in the domestic high-prestige cosmetics market. Especially, we have strength in aging care where market growth can be expected in the future. By launching "Wrinkle Shot Serum", one of the main products of the POLA brand, we will raise the necessity of our company's strengths of aging care and aim for expansion of market share of the POLA brand in the market. The sales of 2017 for the first year of the product are targeted at 10 billion yen.



Launching January 1, 2017

Wrinkle Shot Serum

(Product name) **[quasi-drug]**

20g ¥ 15,000 < ¥ 16,200 including tax >

Wrinkle Shot Serum will be launched nationwide through POLA Beauty directors at about 4,800 POLA stores including approximately 630 POLA THE BEAUTY stores, and 46 POLA counters in major department stores.

※This product can not be purchased at POLA's official online store.

Inquiries should be addressed to: POLA ORBIS HOLDINGS INC., Corporate Communications Div.

Tel: +81-3-3563-5540