

## NEWS RELEASE

### **POLA Launches New B.A in Sequentially from September 11, 2020** **POLA focuses on the possibilities of the skin on a gene level to evolve B.A.**

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Miki Oikawa), a POLA ORBIS Group company, has evolved the skincare items of its high-end brand B.A. It will launch B.A Lotion on September 11, 2020, and the rest of the items will be unveiled in stages. (The price range of the five items is between ¥10,000 and ¥32,000 <before tax>. Refills and half-size lotion are excluded)

The turnover of POLA, the powerhouse of the Group renowned for its anti-aging skincare<sup>1</sup> that is expected to grow, is increasing steadily in the domestic prestige cosmetics market. In 2019, annual sales of the B.A series, which launched in 1985 and is making its 35th anniversary, reached ¥59.2 billion. (The figure includes both domestic and overseas sales calculated based on the converted retail prices of goods, including makeup products and food) POLA believes in theories, ingredients, formulations, and quality that arouse emotion (quality that ensures appreciation for beauty), all backed by years of research. B.A was developed by applying the POLA's latest technologies, and it has continued to evolve.

#### **Characteristics of new B.A**

New B.A focused on the Epi-Firmness Network<sup>2</sup> Theory, which was formulated based on the belief that the positive power individuals acquire as they experience different environments and lifestyles is the key to amplifying true beauty, and resilience of the skin, in particular.

New B.A proposes a life that is not defined by age. In an era of longevity, women should use their positive power to reveal endless possibilities of beauty, instead of fighting the signs of aging or worrying about their age. With the Epi-Firmness Network<sup>2</sup> Theory, the advancement of the Bioactive Theory, B.A continues to evolve to attach new value. POLA aims to increase its share in the prestige cosmetics market with the launch of new B.A.

<sup>1</sup> Anti-aging care means age-based care

<sup>2</sup> Epi-Firmness Network means formation of applied cosmetic film (network), which gives resilience to the skin's surface

#### **Launch on September 11, 2020 (Refills Available from November 6)**

- B.A Lotion: 120ml ¥20,000 (¥22,000 including tax)
- B.A Lotion: <half-size> 60ml ¥11,000 (¥12,100 including tax)

#### **Launch on October 2, 2020 (Refills Available from November 6)**

- B.A Cleansing Cream: 130g ¥10,000 (¥11,000 including tax)
- B.A Wash: 100g ¥10,000 (¥11,000 including tax)
- B.A Milk: 80ml ¥20,000 (¥22,000 including tax)
- B.A Cream: 30g ¥32,000 (¥35,200 including tax)

#### **Launch on October 2, 2020 (Refills Available from November 6)**

- B.A Lotion (Refill): 120ml ¥19,000 (¥20,900 including tax)
- B.A Milk (Refill): 80ml ¥19,000 (¥20,900 including tax)
- B.A Cream (Refill): 30g ¥30,000 (¥33,000 including tax)



Those Products are sold nationwide through POLA Beauty Directors, at about 4,000 POLA stores, including approximately 670 POLA THE BEAUTY stores, 68 POLA counters in major department stores, and POLA's official online store (net.pola.co.jp).

Overseas, it will be released sequentially in five countries and regions of China, Hong Kong, Macau, Taiwan and Thailand, and duty-free shops in South Korea and Singapore.