

POLA Launches New Wrinkle Shot Serum on January 1, 2021

Japan's first medicated cosmetic that improves wrinkles has evolved

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Miki Oikawa), a POLA ORBIS Group company, has evolved Wrinkle Shot Serum, a medicated cosmetic that improves wrinkles¹ and originally launched in January 2017. It is due to launch on January 1, 2021.

The turnover of POLA, the powerhouse of the Group renowned for its anti-aging skincare² that is expected to grow, is increasing steadily in the domestic prestige cosmetics market. Wrinkle Shot Serum, launched in January 2017, has been used by approximately 1.1 million³ customers. The cumulative sales reached ¥32.8 billion³. (The figure includes both domestic and overseas sales)

Characteristics of New Wrinkle Shot Serum

POLA discovered that neutrophil elastase was one of the factors responsible for wrinkles. In 2016, it successfully developed an exclusive quasi-drug active ingredient NEI-L1⁴, which inhibits neutrophil elastase. As a pioneer in wrinkle improvement, POLA has carried out extensive research and discovered that the process of wrinkle improvement differs by person. In fact, some people showed greater improvement than others. POLA formulated the new 3D Dynamism Theory⁵. It also combined an active ingredient, NEI-L1, with its exclusive complex moisturizing ingredient IC Unit 1⁶ that helps moisturize the skin and maintain resilience, a complex ingredient Aid Liquid⁷, and the other exclusive complex moisturizing ingredient NERE Liquid⁸, which helps keep the stratum corneum intact and supple.

POLA aims to increase its share in the prestige cosmetics market with the launch of new Wrinkle Shot Serum.

Launch on January 1, 2021

Wrinkle Shot Serum

Product name: POLA Wrinkle Shot Serum N

[Quasi-drug](Serum)

20g ¥13,500 (¥14,850 including tax)

*Domestic price

◆ Allergy tested (This does not guarantee that all users will not have allergic reaction.)

¹ Improves wrinkles: Significance acquired based on the evaluation criteria of the Guideline for Evaluation of Anti-Wrinkle Products established by the Japanese Cosmetic Science Society for the purpose of new indication approval.

² Anti-aging care means age-based care.

³ The number of purchases and sales for Wrinkle Shot Serum. Actual cumulative sales from January 2017 to June 2020 (Verified by POLA)

⁴ NEI-L1: Neutrophil, Elastase, Inhibitor, and License, 1 (first)

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

⁵ A theory that encourages the use of multiple perspectives, broad view and dynamic thinking.

⁶ IC Unit 1: A complex moisturizing ingredient that comprises oil soluble chamomilla extract, oil soluble arnica extract, and field horsetail extract.

⁷ Aid Liquid: Royal jelly extract, thyme extract-1 (moisturizing ingredient)

⁸ NERE Liquid: A complex moisturizing ingredient that comprises oil soluble peach leaf extract, field horsetail extract, and cyclohexyl glycerin.



POLA Wrinkle Shot Serum N is sold nationwide through Beauty Directors, at about 4,000 POLA stores, including approximately 670 POLA THE BEAUTY stores, 67 POLA counters in major department stores, and POLA's official online store (net.pola.co.jp). Overseas, it will be released sequentially in six countries and regions of China (cross-border e-commerce), Taiwan, Hong Kong, Thailand, Macau, Singapore, and duty-free shops in South Korea.