

Presentation on the secret story behind the development of Wrinkle Shot Medical Serum by Noriko Suenobu, Corporate Officer, at China Beauty Expo

Noriko Suenobu, Corporate Officer and Director of the Multiple Intelligence Research Center (location: Chuo-ku, Tokyo), POLA ORBIS HOLDINGS INC., gave a lecture on innovation in research and development, including a behind-the-scenes story about the development of Wrinkle Shot Medical Serum, at China Beauty Expo (CBE), the largest beauty exposition in Asia that was held in Shanghai, China from May 22 to 24, 2018.

POLA ORBIS Group has obtained approval for Wrinkle Shot Medical Serum as the first quasi-drug for improving wrinkles*1 in history. The product has attracted attention from the entire Chinese cosmetic industry as well as Chinese tourists visiting Japan. In this context, the group decided to hold a seminar accompanied by a lecture this year when China Beauty Expo selected Japan as its “Country of Honor.”

*1: The superiority of Wrinkle Shot Medical Serum was recognized under the Guidelines for Evaluation of Anti-Wrinkle Products by the Japanese Cosmetic Science Society for the approval of new functions.

China Beauty Expo (CBE)

China Beauty Expo (CBE) is said to be the largest beauty cosmetics exposition in Asia and the most influential exhibition in China. About 3,500 cosmetic companies gather at the exposition, which is held in a venue with an area of around 260,000 square meters. A vast number of leading Chinese cosmetic companies, distributors, and general consumers participate in CBE every year.

Description of the lecture

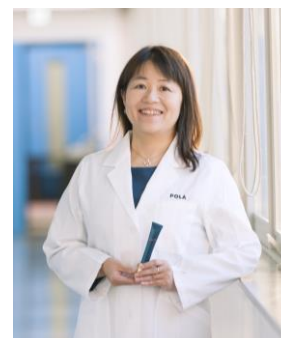
Innovation in R&D by POLA

■ Introduction to POLA ORBIS HOLDINGS INC.

- The beauty care business of POLA ORBIS Group
- POLA’s approach to safety
- Enhancement of expansion in the high prestige channel in China

■ Development of Wrinkle Shot Medical Serum

- What is the novelty of Wrinkle Shot Medical Serum?
- The development process of new ingredients for quasi-drugs
- Neutrophil elastase, a contributor to wrinkle formation and exacerbation
- The efficacy of NEI-L1, an active ingredient for improving wrinkles
- A safety study with long-term use
- Prestigious and distinctive advertising and public responses in Japan and overseas



Noriko Suenobu, Corporate Officer

Overseas expansion of Wrinkle Shot Medical Serum

POLA will commence the overseas distribution of Wrinkle Shot Medical Serum on June 15, 2018. Starting with launches in Hong Kong and Taiwan, POLA aims to increase its overseas expansion in stages, accelerate the growth of the overseas business, and upgrade the value of the POLA brand.

Wrinkle Shot Medical Serum will be available at the sales counters of the department stores below through face-to-face consultations.



Wrinkle Shot Medical Serum

Taiwan: Far Eastern SOGO Zhongxiao Store (SOGO Taipei Zhongxiao Store)
Breeze Center

Hong Kong: Harvey Nichols Landmark, Central / Harvey Nichols Pacific Place, Admiralty /
Beauty Bazaar The One, Tsim Sha Tsui / SOGO, Tsim Sha Tsui / Times Square, Hong Kong

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