

**POLA INC. introduces a renewed skincare series targeting customers in their mid-20s and older who are entering the anti-aging skincare, with an aim to increase share in the high-prestige cosmetics market:**

**RED B.A anti-aging skincare series**

POLA ORBIS Group hereby announces that POLA INC. (Headquarter: Shinagawa, Tokyo, President: Hiroki Suzuki) will relaunch the current *B.A RED* as *RED B.A* on October 4, 2014. *RED B.A* is the entry-level line of *B.A* series. *B.A* series is the most prestige series of POLA products.

Basic functions of the products have been enhanced to reinforce the appeal of POLA's entry-level line. The renewed series will be enhanced with new research findings, with a focus on how mental stress affects the skin of modern women. Utilizing *RED B.A*, along with *APEX*, the customized skincare series, POLA will strive to increase its share in the high prestige cosmetics market even further.

POLA is a flagship brand at POLA ORBIS Group and it continues to show stable growth in the high-prestige cosmetics market. The brand has strength in the anti-aging skincare market which is expected to grow further. The *B.A* series has now reached 30 billion annual sales. *B.A RED* was originally launched in Fall 2011 as the entry-level line of *B.A* to capture a wider range of customers, mainly women in their late 20s and older who are entering the anti-aging skincare market.

*RED B.A* will be available through POLA ladies, Esthe-inn, POLA THE BEAUTY stores and department stores in Japan. In overseas markets, *RED B.A* will be available in Russia, Thailand, Taiwan, Hong Kong and Australia in November 2014, as well as in China from September 2015.

Note: Anti-aging skincare is treatment with cosmetics products suited for each age segment.



**Launching on October 4, 2014**

■RED B.A	Cleansing Cream	120g	¥5,500
■RED B.A	Wash	100g	¥5,000
■RED B.A	Massage Cream	80g	¥7,000
■RED B.A	Lotion	120ml	¥10,000
■RED B.A	Milk	80ml	¥10,000
■RED B.A	Cream	30g	¥15,000