

Sales of “Wrinkle Shot Serum” to be Initiated Overseas In Hong Kong and Taiwan starting on June 15, 2018

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Yoshikazu Yokote), of the POLA ORBIS Group, will initiate overseas sales of Wrinkle Shot Serum [a quasi-drug product launched in January 2017], which effectively improves wrinkles^{*1}, on June 15, 2018. Sales will begin in Hong Kong and Taiwan and will then be expanded gradually to other countries and regions overseas. The brand aims to accelerate the growth of its overseas business and to improve the value of the POLA brand itself.

Wrinkle Shot Serum has already won the favor of more than 560,000 customers^{*2} since its launch in January 2017, and continues to enjoy a robust performance in 2018. With the growing recognition of the product, POLA is receiving a rising number of requests for purchase of the product from customers overseas.

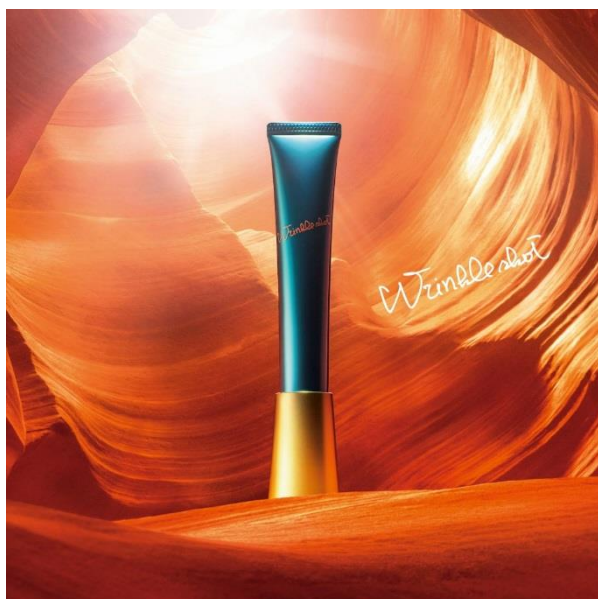
The active ingredient of Wrinkle Shot Serum, NEI-L1^{*3}, which improves wrinkles, has been developed and blended for the first time not only in Japan, but also worldwide. A long-term safety study was conducted from the development stage. At present, we are continuing a post-marketing surveillance, and because no serious adverse event was reported during the period of this one-year post-marketing surveillance, we decided to initiate overseas sales. Starting in Hong Kong and Taiwan, we will gradually expand sales overseas to develop our brand so that it can earn the support of even more customers.

Overseas stores that sell Wrinkle Shot Serum

Wrinkle Shot Serum is available at sales counters in the following department stores through face-to-face consultation.

Taiwan : 遠東 SOGO 忠孝館(SOGO Taipei Zhongxiao Store) / 微風廣場(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



Wrinkle Shot Serum

[quasi-drug] (serum)
20g ¥13,500 (¥14,580 including tax)

*Price in Japan

*The price has been revised from ¥15,000 (excluding tax) to a new price, ¥13,500 (excluding tax) starting on January 1, 2018.

◆Fragrance-free/color-free

◆Allergy tested

(We do not guarantee that the product will not cause allergies in any user.)

*1 Improves wrinkles:

Significance is attained based on the evaluation criteria in the evaluation guidelines for anti-wrinkle products for obtaining approval for a new indication, as specified by the Japanese Cosmetic Science Society.

*2 560,000 customers: Sales volume between January 1, 2017 to January 31, 2018 (surveyed by POLA)

*3 Origin of the product name: Neutrophil, Elastase, Inhibitor, and License, 1st Names of ingredients: Sodium [[[[trifluoro-isopropyl-oxopropyl] aminocarbonyl] pyrrolidiny] carbonyl]-methylpropyl]aminocarbonyl]benzoylamino]acetate (the active ingredient)

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

PR Team Tel: +81-3-3563-5540 E-mail: webmaster@po-holdings.co.jp