

**POLA INC. introduces further evolved skincare items, focusing on skin generation mechanism, with aim of increasing share in high-prestige cosmetics market:**

**New B.A Products to Be Launched August 21, 2015**

POLA INC. (Headquarters: Shinagawa, Tokyo; President: Hiroki Suzuki), of the POLA ORBIS Group (the “Group”), will launch skincare items in its *B.A* series under its most prestigious POLA brand, which has undergone further evolution, on August 21, 2015 (six items priced from ¥10,000 to ¥32,000, not including tax and excluding refills and half-sizes of lotion).

POLA, the driving force of the Group, is strong in the anti-aging skincare\* market, which is expected to grow further. The brand also continues to grow steadily in Japan’s high-prestige cosmetics market. The *B.A* series is marking its 30th anniversary since its debut in 1985, having reached annual sales of ¥30 billion. Since its initial launch *B.A* has constantly evolved, drawing on POLA’s cutting-edge technologies. Current development is focusing on versican, which is involved in the mechanism of skin generation. This is a new area of focus in life science that was discovered as a result of continuous research into new possibilities that generate bioactivity. With the launch of the new *B.A* products, **POLA will strive to further increase its share in the high-prestige cosmetics market.**

The new *B.A* offers anti-aging skincare that aims to produce skin that is not only youthful but brimming with vitality. At the same time, *B.A* seeks to be a brand that uses skincare to support the lifestyles of contemporary women who are active in their personal lives and social activities and who enthusiastically take on new challenges. POLA will continue to provide new value through the launch in April of the *B.A* Research Center by the Group’s POLA CHEMICAL INDUSTRIES INC. (Headquarters: Yokohama, Kanagawa Prefecture; President: Takao Miura), and by organically combining the sensitivities of individual women, as well as such factors as environmental and social influences, with pioneering research in skin physiology.

\*Anti-aging skincare: Treatment with cosmetics and other products suited for each age segment

**Launching August 21, 2015 (Refills Available from October 7)**



- *B.A Cleansing Cream* 130g ¥10,000
- *B.A Wash* 100g ¥10,000
- *B.A Massage Cream* 90g ¥12,000
- *B.A Lotion* 120ml ¥20,000/Refill ¥19,000
- *B.A Lotion (Half-size)* 60ml ¥11,000
- *B.A Milk* 80ml ¥20,000/Refill ¥19,000
- *B.A Cream* 30g ¥32,000/Refill ¥30,000

**Note: All prices are before tax.**

Sales of the new *B.A* will be launched nationwide through POLA LADIES, at approximately 4,800 POLA stores, including approximately 620 POLA THE BEAUTY stores, and 41 POLA counters in major department stores. Overseas launches are planned for October 2015 or later in Hong Kong, Taiwan, Thailand, Russia, Shanghai, and Australia.

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