

April 28, 2023

Notice of Awards Granted in Monde Selection 2023

Kitanotatsujin Corporation (the “Company”) hereby announces that 12 of our products received awards in Monde Selection 2023. This year, two products were awarded for the first time. In addition, two products were awarded the “International High Quality Trophy,” given to products that have been granted Gold or Grand Gold Awards for three consecutive years.

We would like to express our most sincere gratitude to all our customers and stakeholders for their support and patronage which made these awards possible.

Going forward, the Company will endeavor to continue to provide safe, secure, and high-quality products under the policy “A product will only be commercialized when an astonishingly fine product is created”

<p>Grand Gold Award</p> 	<p>“SHINPIST” (Awarded for two consecutive years)</p> <p>An all-in-one moisture cream (quasi drug) that improves wrinkles by allowing active ingredients to penetrate to the dermis. The active ingredient, niacinamide, improves deep wrinkles by promoting collagen generation.</p> <p>It also has a discoloration prevention¹ effect that limits the formation of melanin. As it contains more water than oil, it has a fresh, smooth texture.</p> <p>URL: https://www.shinpist.com/</p>	
<p>Gold Award</p> 	<p>“MOUDAS Medicinal Hair Regrowth Stimulant” (Awarded for two consecutive years)</p> <p>A hair regrowth stimulant (quasi-drug) which offers all of the 13 actions that have officially been confirmed in Japan to have a hair regrowth stimulating effect and the only one of its kind in Japan.² Five active ingredients stimulate hair growth, protect hair growth, support hair follicles, provide nutrients for promoting blood circulation, and reduce the secretion of sebum, addressing a broad range of problems with hair growth, such as thinning hair and hair loss.</p> <p>URL: https://www.moudas.com/</p>	
	<p>“PINTE” (Awarded for the first time)</p> <p>For issues of the skin on the hands resulting from aging, it improves wrinkles by the active ingredient niacinamide promoting collagen generation. It is a beauty essence product for hands that also provides anti-aging care³ in addition to discoloration prevention¹. It contains four plant extracts that support firmness and smoothness, and features a fragrance reminiscent of freshly picked roses with a smooth texture.</p> <p>URL : https://www.pin-te.com/</p>	
	<p>“KAITEKI OLIGO” (Awarded for 12 consecutive years, awarded High Quality Trophy⁴)</p> <p>Boasting the highest sales record in Japan as an oligosaccharide food⁵, this product is Japan’s first⁶ food with functional claims containing a combination of five types of ingredients that improve bowel movements. This product has the function of enhancing the intestinal environment and improving the bowel movements of people who tend to get constipated by increasing beneficial bacteria and suppressing the growth of harmful bacteria in the intestine. (Clinical trials completed)</p> <p>URL: https://www.origotou.com/</p>	

Gold Award



“HYALO DEEP PATCH”

(Awarded for seven consecutive years)

A microneedle cosmetic product for wrinkles under the eyes and around the mouth, the first release in the “DEEP PATCH Series” of injectable cosmetics which were three times recognized by the Guinness World Records™ as the world’s best-selling⁷ products. This product applies microneedle technology to moisturize the cuticle and give the skin a feeling of true firmness and fullness by directly injecting needle-shaped beauty ingredients into the skin, leading to a youthful impression.

URL: <https://www.hyalodeep.com/>



“MIKEN DEEP PATCH”

(Awarded for four consecutive years)

A microneedle cosmetic product for the area between the eyebrows, the second release in the “DEEP PATCH Series.” This product approaches deep folding lines by applying a large needle designed for the thick skin between the eyebrows and combining ingredients that soften skin with those that enhance skin firmness.

URL: <https://www.mikendeep.com/>



“ODEKO DEEP PATCH”

(Awarded for four consecutive years)

A microneedle cosmetic product for the forehead, and the third release in the “DEEP PATCH Series.” This product firms and moisturizes folding lines carved deep on the forehead through the application of a patch that matches the size of the forehead, combining a high concentration of ingredients that add firmness and moisture to fine lines from aging that appear on the forehead.

URL: <https://www.odekodeep.com/>



“CHEEK PORE PATCH”

(Awarded for three consecutive years, awarded High Quality Trophy⁴)

A microneedle cosmetic product for cheek pore zones (areas where cheek pores are concentrated), the fourth release in the “DEEP PATCH Series.” The needles contain ingredients that tighten skin and make pores less visible and pierce the skin directly to dissolve in the cuticle, allowing beauty ingredients to permeate throughout the skin and promoting a smooth and soft complexion.

URL: <https://www.cheekpore.com/>



“Clear Strong Shot α”

(Awarded for four consecutive years)

A skin disinfectant (designated quasi-drug) “specialized for penetrating power,” developed for customers struggling with issues related to their nails. It can kill bacteria deep inside the nail which is composed of hard proteins. In addition, it aids in creating an environment with less bacteria for new nails to grow.

URL: <https://www.cs-shot.com/>



“MEN’S EYE KIRARA”

(Awarded for five consecutive years)

An eye shot cream specialized for “under men’s eyes” made with men’s skin types in mind. Men’s skin is generally harder, thicker, and drier than women’s skin. This product combines ingredients for those skin types to restore youthfulness to skin under men’s eyes that is showing signs of aging.

URL: <https://www.mens-eyekirara.com/>



“EYE KIRARA II”

(Awarded for two consecutive years)

An enhanced version of the older “EYE KIRARA” anti-aging care³ cream specialized for under the eyes. Two new ingredients have been added, offering a solution that is more effective than ever before in addressing skincare issues. The product thoroughly addresses issues related to dark circles⁸, lack of firmness, and dry, fine wrinkles under the eyes, leading to a brighter and more glamorous complexion with each use.

URL: <https://www.eyekirara.com/>



Silver Award



“HYALO AID” (Awarded for the first time)

A hyaluronic acid gel sheet⁹ that was developed for people with knee issues. It adopts a new approach in which hyaluronic acid, a highly popular moisturizing content for knee issues, is applied directly to the knee and supports an active everyday lifestyle through simple application to an affected area.

URL : <https://www.hyaloid.com/>



¹ Limit the formation of melanin and prevent discoloration and freckle

² Based on the results of a survey by TFCO Co., Ltd. as of October 2021 on hair growth products (quasi-drugs), including OEM products, sold in Japan by 67 companies engaged in the manufacture and sale of hair growth products (quasi-drugs).

³ Age-appropriate care

⁴ The “International High Quality Trophy” is given to products that have been granted Gold Awards or higher for three consecutive years.

⁵ Research by JMA Research Institute Inc. (May 2016). Home use products (powder, granules, and syrup) sold in Japan from 2013 to 2015 containing “oligos and oligosaccharides” in product names.

⁶ “KAITEKI OLIGO” is Japan’s first food with functional claims containing five types of ingredients that improve bowel movements. See Consumer Affairs Agency homepage for more information. Research by the Company from September 2019.

⁷ According to a global survey by TFCO Co., Ltd. “The largest micro-needle cosmetic skin patch brand (DEEP PATCH series)” from March 2019 to February 2022

⁸ Darkness under eyes with dullness and lack of firmness due to dryness and dead skin cells

⁹ Moisturizing ingredients

■Product Inquiries

Kitanotatsujin Corporation J NORTH FARM Healthcare/skincare Consultation Service

URL: <https://otoiwase.in>