



July 16, 2024

“DEEP PATCH Series” Awarded Guinness World Record™ for Five Consecutive Years:

First in the World to Record Five Consecutive Wins in the Cosmetics Section

Microneedle Cosmetics “DEEP PATCH Series” Achieved the World’s Top Sales Share\*<sup>1</sup>

Kitanotatsujin Corporation (Head office: Sapporo City, Hokkaido; Representative Director & President: Katsuhisa Kinoshita; hereinafter “the Company”) hereby announces that J NORTH FARM, its house brand of cosmetics and health foods, was recognized as a result of a global survey, by the Guinness World Records™ as the brand with the world’s top sales share in the microneedle cosmetic skin patch market\*<sup>1</sup> for five consecutive years from fiscal year 2020, being the first in the world to achieve five consecutive Guinness World Record™ wins in the same category of the cosmetics section.



## Details of Guinness World Records™ Recognition



Record name	: Largest micro-needle cosmetic skin patch brand
Recorded products	: “HYALO DEEP PATCH”, “MIKEN DEEP PATCH”, “ODEKO DEEP PATCH”, “CHEEK PORE PATCH”
Survey period	: From March 2023 to February 2024
Date of recognition	: June 17, 2024
Certification body	: Guinness World Records™

## Journey to Guinness World Record™ Recognition

### ■ Development rule of “A product will only be commercialized when an astonishingly fine product is created”

The Company conducts monitoring surveys to verify user evaluations when they actually use the product, and only commercializes “astonishingly fine products” that have passed its unique development criteria covering approximately 800 checklist items. Only 2% of projects are brought to the market, and J NORTH FARM’s products, including products of the microneedle cosmetic “DEEP PATCH Series,” were created under this stringent process.

### ■ Huge seller with cumulative sales volume of over 55 million sheets\*<sup>2</sup> and a 96.7% repeat rate\*<sup>3</sup>

The Company is committed not to selling “trendy products,” but “practical products” that can satisfy users with quality and will be used continuously. For this reason, the Company’s “DEEP PATCH Series” microneedle cosmetic products achieved a

cumulative sales volume of over 55 million sheets\*<sup>2</sup> and a 96.7% repeat rate\*<sup>3</sup> since their launch, being such a huge seller that there was temporarily a four-month waiting list.

Furthermore, the products have received Gold Awards in the Monde Selection, an international evaluation organization known as the global quality standard, for eight consecutive years\*<sup>4</sup>. Now, as a result of a global survey, the Company achieved the world's top sales share in the microneedle cosmetic skin patch market\*<sup>1</sup>, and the “DEEP PATCH Series” of J NORTH FARM were recognized by the Guinness World Records™ as the world's largest\*<sup>1</sup> brand for five consecutive years.

With this recognition, the Company will make further efforts as a brand that continues to offer products that can satisfy users.

## “DEEP PATCH Series” Microneedle Cosmetic Products

### ■ What are Microneedle Cosmetics?

Microneedle cosmetics are “injectable cosmetics<sup>®</sup>” that arrange needle-shaped beauty ingredients, including concentrated hyaluronic acid\*<sup>5</sup> as the main ingredient, on the patch. Beauty ingredients penetrate\*<sup>6</sup> and diffuse\*<sup>6</sup> into the skin while keeping its high concentration by injecting needle-shaped beauty ingredients directly. Microneedle cosmetics are innovative skin care cosmetics in the way that the beauty ingredients are delivered directly\*<sup>6</sup> while users are asleep at night by just sticking the sheets to where they want.



### ■ Product Features

Even on the same person's face, the thickness of the skin and the causes of users' problems differ depending on the part. The Company's microneedle cosmetics, “DEEP PATCH Series” products, offer an extensive lineup of products specialized for each part of the face. The products contain concentrated hyaluronic acid\*<sup>5</sup> as the main ingredient and supplementary ingredients that match the skin condition and user's concerns. The needle lengths and patch shapes are optimized to fit skin characteristics of different parts.

	<p>“HYALO DEEP PATCH” 8 sheets/package (for 4 uses) Price: ¥4,864 incl. tax</p>	<p>A microneedle cosmetic product for wrinkles under the eyes and around the mouth, the first release in the “DEEP PATCH Series” of injectable cosmetics<sup>®</sup>. This product moisturizes the cuticle and gives the skin a feeling of true firmness and fullness by directly injecting needles-shaped beauty ingredients into the skin.</p>
	<p>“MIKEN DEEP PATCH” 8 sheets/package (for 8 uses) Price: ¥4,864 incl. tax</p>	<p>A microneedle cosmetic product for the area between the eyebrows, the second release in the Series. This product approaches signs of aging 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, to create a firm and moist skin.</p>
	<p>“ODEKO DEEP PATCH” 8 sheets/package (for 8 uses) Price: ¥6,086 incl. tax</p>	<p>A microneedle cosmetic product for the forehead, and the third release in the Series. This product approaches deep folding lines*<sup>7</sup> through the application of a dedicated array that matches the forehead. It firms and moisturizes the forehead, combining a high concentration of ingredients that add firmness and moisture to signs of aging.</p>
	<p>“CHEEK PORE PATCH” 8 sheets/package (for 4 uses) Price: ¥4,864 incl. tax</p>	<p>A microneedle cosmetic product for cheek pore zones (cheeks), the fourth release in the Series. The needles contain ingredients that tighten skin and pierce the areas where cheek pores are concentrated (cheek pore zones) directly, promoting a smooth complexion.</p>

## Product Inquiries

Kitanotatsujin Corporation J NORTH FARM Healthcare Consultation Service

TEL: 0570-55-0717

[Office Hours] 10:00~12:30/13:30~17:00 (Excluding Saturdays, Sundays and holidays)

URL: <https://soudan.in>

\*1: “DEEP PATCH Series” as the world's best-selling: Based on results of a survey by TFCO Co., Ltd. The largest micro-needle cosmetic skin patch brand from March 2019 to February 2024

\*2: Cumulative sales volume of “HYALO DEEP PATCH,” “MIKEN DEEP PATCH,” “ODEKO DEEP PATCH,” and “CHEEK PORE PATCH” through June 4, 2024

\*3: Calculated based on the number of orders for “HYALO DEEP PATCH” subscription course from January 1 to March 31, 2019

\*4: “HYALO DEEP PATCH”

\*5: Moisturizing ingredients

\*6: Up to the cuticle

\*7: Due to the physical effects of the patch