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北の快適工房  
J NORTH FARM  
BEAUTY

September 11, 2020

## “DEEP PATCH Series” Awarded a Guinness World Record™ for Best-Selling\*1 Microneedle Cosmetic Product

Kitanotatsujin Corporation (Head office: Sapporo City, Hokkaido; Representative Director & President: Katsuhisa Kinoshita; hereinafter “the Company”) hereby announces that one of its brand, “DEEP PATCH Series,” which is sold through its house brand J NORTH FARM, was recognized by the Guinness World Records as the world’s best-selling\*1 product in the microneedle cosmetics market. The certification ceremony was held on September 10, 2020.

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

Going forward, the Company will strive to improve customer satisfaction and further expand the market as a top brand that leads the global microneedle cosmetics market, under its policy of “We only sell once we’ve created something that’s shockingly good.”



Right: Mr. Kirimura, Official Guinness World Records™ Judge

Left: Kitanotatsujin’s Representative Director & President Katsuhisa Kinoshita,

### J NORTH FARM, the Creator of the World’s Best-selling \*1 “DEEP PATCH Series”

#### Thorough-going quality checks and a simple development rule

There is an overflowing number of ingredients that are said to be theoretically effective in the world. However, placing top priority on customer satisfaction, the Company conducts rigorous research into not only the theoretical effectiveness of an ingredient, but also whether users feel positive changes when they actually use the product containing the ingredient, and confirms that the ingredient passes the standards established by the Company. In addition, the Company conducts its unique quality checks that cover 750 check items. Since only those that passed all these quality checks and fulfilled the simple development rule of “We only sell once we’ve created something that’s shockingly good” are brought to the market, merely 2% of the development projects are successfully launched in the market as actual products. J NORTH FARM’s products, including products of the microneedle cosmetic “DEEP PATCH Series” which received recognition by the Guinness World Records, were created under such a stringent development process.

## What are Microneedle Cosmetics?

Microneedle cosmetics apply the microneedle technology, which is also used in medical treatments, to arrange needle-shaped beauty ingredients, including hyaluronic acid, on the sheet. While regular hyaluronic acid cream contains hyaluronic acid in large molecules that are not easily absorbed into the skin, needle-shaped beauty ingredients of microneedle cosmetics penetrate the skin while keeping its high concentration by injecting hyaluronic acid needles directly into the skin. Microneedle cosmetics are innovative skin care cosmetics in the way that the beauty ingredients are delivered directly and deeply into the skin while users are asleep at night by just sticking the sheets to where they want.



## J NORTH FARM's Microneedle Cosmetics, "DEEP PATCH Series" Products

The causes of users' problems differ depending on the part of the face. The Company's microneedle cosmetics, "DEEP PATCH Series" products, contain concentrated hyaluronic acid as the main ingredient and supplementary ingredients that effectively functions according to the skin condition and user's concerns. The products from the Series are offered with different needle lengths and in different sheet shapes so as to fit the shape of different parts of the face and skin characteristics. The Series offers the following lineup of DEEP PATCH.

### ODEKO DEEP PATCH

For wrinkles appearing extensively on the forehead due to sagging scalp skin and upper eyelids. List price: ¥5,533 (excl. tax); 1 sheet/package x 8 packages (for about 1 month)

### MIKEN DEEP PATCH

For deep, hard folding lines carved between the eyebrows due to repeated facial expressions. List price: ¥4,422 (excl. tax); 1 sheet/package x 8 packages (for about 1 month)

### HYALO DEEP PATCH

For the area under the eyes and smile lines that become bothering with aging. List price: ¥4,422 (excl. tax); 2 sheets/package x 4 packages (for about 1 month)

### CHEEK PORE PATCH

Minimizes pores on the cheeks that become bothering with aging, and restores smoothness to cheeks. List price: ¥4,422 (excl. tax); 2 sheets/package x 4 packages (for about 1 month)



## Product Inquiries

Kitanotatsujin Corporation J NORTH FARM Healthcare/skincare 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 The largest micro-needle cosmetic skin patch brand, with aggregated sales amount of \$45,082,226 for the one-year period from March 2019 to February 2020 (including HYALO DEEP PATCH, MIKEN DEEP PATCH, and ODEKO DEEP PATCH)

\*2 The extent meant by the words "penetrate," "inject," "into the skin," "deeply into the skin," and "deliver" is up to the cuticle.