



May 6, 2021

## Notice of Awards Granted in Monde Selection 2021

Kitanotatsujin Corporation (the “Company”) hereby announces that 13 of our products received awards in Monde Selection 2021. In addition, our long-selling oligosaccharide food “KAITEKI OLIGO” has received awards for 10 consecutive years, and as a result, the Company was awarded the “Crystal Prestige Trophy” in recognition of our continued efforts to provide safe, secure, and high-quality products.

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 based on our motto of “satisfaction quality in craftsmanship.”

<p><b>Grand Gold Award</b></p> 	<p><b>“MINNA NO HADAJUNTO ~ATO CARE TYPE~”</b> (Awarded for nine consecutive years, awarded High Quality Trophy*<sup>1</sup>)</p> <p>A moisturizing-care product with sugar as the main ingredient which provides cuticle penetration in addition to excellent water absorption and moisturization. This product moisturizes the cuticle and supports the skin’s barrier function with specially processed sugar particles that have been ground as fine as possible and then coated with plant oils.</p> <p>URL: <a href="https://www.hadajuntou.com/">https://www.hadajuntou.com/</a></p> 
<p><b>Gold Award</b></p> 	<p><b>“MINNA NO HADAJUNTO ~CLEAR TYPE~”</b> (Awarded for seven consecutive years)</p> <p>A “moisture-retention” acne-care product with sugar as the main ingredient similar to “MINNA NO HADAJUNTO ~ATO CARE TYPE~.” Based on the concept of “protecting and nurturing” the skin’s natural features, this product supports the skin’s natural barrier function by moisturizing the cuticle and promotes skin that is less prone to acne.</p> <p>URL: <a href="https://www.hadajuntou-clear.com/">https://www.hadajuntou-clear.com/</a></p> 
	<p><b>“KAITEKI OLIGO”</b> (Awarded for 10 consecutive years)</p> <p>Boasting the highest sales record in Japan as an oligosaccharide food*<sup>2</sup>, this product is Japan’s first*<sup>3</sup> 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: <a href="https://www.origotou.com/">https://www.origotou.com/</a></p> 
	<p><b>“20NEN HOIPPU”</b> (Awarded for nine consecutive years, awarded High Quality Trophy*<sup>1</sup>)</p> <p>A facial cleanser that is made using a manufacturing method called “pot kneading” invented by a soap artisan in Hokkaido through 20 years of research. Ultra-miniature elastic bubbles gently remove skin dullness (old cuticle and dirt) and whey from Hokkaido moisturizes the cuticle, preventing skin dullness and promoting brighter skin.</p> <p>URL: <a href="https://www.20nenhoippu.com/">https://www.20nenhoippu.com/</a></p> 

## Gold Award



### “EYE KIRARA”

(Awarded for six consecutive years, awarded High Quality Trophy\*<sup>1</sup>)

A specialized eye shot cream for under the eyes. Ingredients for firmness and radiance promote brighter skin around the eyes. The special one-push, one-use packaging is easy to use, looks glamorous, and is particularly popular with women.

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



### “MEN’S EYE KIRARA”

(Awarded for three consecutive years, awarded High Quality Trophy\*<sup>1</sup>)

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/>



### “HYALO DEEP PATCH” (Awarded for five consecutive years)

A microneedle cosmetic product for wrinkles under the eyes and smile lines, the first release in the “DEEP PATCH Series” of injectable cosmetics which were recognized by the Guinness World Records™ as the world’s best-selling\*<sup>4</sup> products. This product applies microneedle technology which is also used in medical treatments to moisturize the cuticle and give the skin a feeling of true firmness and youthful fullness by directly injecting needle-shaped beauty ingredients into the skin.

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



### “MIKEN DEEP PATCH” (Awarded for two consecutive years)

A microneedle cosmetic product for the area between the eyebrows, the second release in the “DEEP PATCH Series” of injectable cosmetics. This product approaches deep folding lines and promotes a flattened area between the eyebrows 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 two consecutive years)

A microneedle cosmetic product for the forehead, the third release in the “DEEP PATCH Series” of injectable cosmetics. 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 relax deep folds that make people appear older with those that enhance skin firmness.

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



### “CHEEK PORE PATCH” (Awarded for the first time)

A microneedle cosmetic product for cheek pore zones (areas where cheek pores are concentrated), the fourth release in the “DEEP PATCH Series” of injectable cosmetics. The needles contain ingredients that tighten open pores 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/>



<p><b>Gold Award</b></p> 	<p><b>“HANDPURENA”</b>  (Awarded for three consecutive years, awarded High Quality Trophy*<sup>1</sup>)  A hand cream for the backs of thin hands with veins that stand out. This product restores a startling youthfulness to aging hands, where the skin lacks firmness and veins tend to stand out, by combining a 3D volumizer that makes the backs of thin hands soft and full together with ingredients that help raised portions look less conspicuous.  URL: <a href="https://www.handpurena.com/">https://www.handpurena.com/</a></p>	
<p><b>Silver Award</b></p> 	<p><b>“HARISHU”</b> (Awarded for the first time)  An aging-care mist lotion designed specifically for men with sagging skin that is suitable for continuous use. Focusing on the causes of sagging skin characteristic to men, this product has made it possible to take two different approaches by providing an immediate tightening effect with a physical film together with basic care through continuous use. This product provides quick and fundamental care for the worries that accumulate with the aging process and promotes youthfulness for the entire face.  URL: <a href="https://www.hari-shu.com/">https://www.hari-shu.com/</a></p>	
<p><b>Bronze Award</b></p> 	<p><b>“PEEL SHOT”</b> (Awarded for the first time)  A spot-preventing medicated peeling gel (quasi-drug) made for men's skin types. Two major active ingredients which are necessary to prevent spots penetrate directly into the cuticle of skin that has been softened through the peeling process. This product prevents spots and blemishes and provides an approach for the persistent spots men accumulate through daily damage by suppressing the production of melanin, a source of many spots.  URL: <a href="https://www.peelshot.com/">https://www.peelshot.com/</a></p>	

\*1 The “International High Quality Trophy” is given to products that have been granted Gold Awards or higher for three consecutive years.

\*2 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.

\*3 “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.

\*4 According to a global survey by TFCO Co., Ltd. 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).

■ Product Inquiries

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