

May 18, 2021

## “Clear Strong Shot α,” a Medicated Skin Disinfectant that Kills Bacteria Deep Inside the Nail Relaunched as (Medicated) Quasi-drug

Kitanotatsujin Corporation (the “Company”) hereby announces the launch of sales of “Clear Strong Shot α,” a medicated skin disinfectant that kills bacteria deep inside the nail, on May 18, 2021.

“Clear Strong Shot α” is a renewed version of “Clear Nail Shot α,” one of the Company’s mainstay products, which has received so many orders that recent waiting times are months long. Thanks to its approval as a (medicated) quasi-drug, the Company can now directly express its effects with terms such as “disinfect” and “sterilize.” This will allow the Company to create commercials that are easier to understand for customers struggling with nail issues such as spots or discoloration, which can be expected to make new customer acquisition even more efficient, resulting in more customers and increased sales.



### Approximately eight times the antibacterial power of the old product

“Clear Nail Shot,” a gel product “specialized for penetrating power” was created in 2016. It has proven popular with many customers struggling with issues related to their nails as a high-quality nailcare product, resulting in it becoming the market leader in terms of sales in Japan.\* Subsequently, the Company released a reformulated version called “Clear Nail Shot α” in 2018, and now it has renewed the product as a quasi-drug (skin disinfectant) capable of killing bacteria deep inside the nail.



### Product details

Product name	Clear Strong Shot α	
Launch date	Tuesday, May 18, 2021	
Active ingredient	Benzalkonium chloride	
Classification	Quasi-drug	
Size	15g (approx. one month’s worth)	* An appropriate amount is applied or rubbed onto the fingers and skin twice a day
Unit price (after tax)	Regular price	3,630 yen
	Regular tester course	3,267 yen (10% off~)
	Three-month basic delivery course	3,086 yen (15% off~)
	Annual purchase course	2,904 yen (20% off)
Sales website	<a href="https://www.cs-shot.com/">https://www.cs-shot.com/</a>	

\* Source: TOKYO SHOKO RESEARCH, August 2018. April 2017 to March 2018 sales of toenail care products (toenail cosmetic products, quasi-drugs, and penetrative repair-type products (those that contribute to users’ health when applied to toenails by protecting coated toenails and providing moisture) sold in Japan at stores and by mail order, excluding products only sold in stores). Applies to the “CLEAR NAIL SHOT” series as a whole.