



June 14, 2021

## Anti-Aging Cream Exclusively for Under the Eyes

### Notice on Relaunch of “EYE KIRARA II”

Kitanotatsujin Corporation (the “Company”) hereby announces the launch of sales of “EYE KIRARA II,” an anti-aging cream specialized for treating issue areas under the eyes, on June 14, 2021.

“EYE KIRARA II” is an enhanced version of the Company’s mainstay product “EYE KIRARA,” which has sold more than 2.50 million units in total. On top of further strengthening the Company’s current product’s commitment to “address dark circles and lack of firmness under the eyes,” the new product also contains new ingredients that are essential for treating dry, fine wrinkles under the eyes. The packaging has also been redesigned from the former pale blue to feature a new color palette with a gradient from gorgeous pink to shining polarized pearl.



#### An enhanced version of the formula

“EYE KIRARA,” an eye shot cream “specialized for under the eyes” which was launched in 2015, has become a favorite for many people as a genuine and effective skincare product for the areas under the eyes, winning the Monde Selection Gold Award for six consecutive years since 2016.

In this relaunch, the Company has added two new ingredients for treating dark circles, lack of firmness, and dry, fine wrinkles under the eyes: a derivative of retinol that supports new firmness and elasticity, and an “MGA booster” that enhances the function of MGA, an ingredient for supporting collagen production which is essential for stimulating the thin skin under the eyes. Through adding these ingredients, the Company is offering a solution that is more effective than ever

before in addressing skincare issues. “EYE KIRARA II” thoroughly addresses issues related to dark circles, lack of firmness, and dry, fine wrinkles under the eyes, leading to a brighter and more glamorous complexion with each use.



#### Product details

Product name	EYE KIRARA II	
Launch date	Monday, June 14, 2021	
Main ingredients	Derivative of retinol, potassium cocoyl hydrolyzed collagen, derivative of vitamin C, ingredients derived from palm oil, five different ingredients derived from plants	
Size	10g (approx. one month’s worth)	* For use twice per day in the morning/evening
Unit price (after tax)	Regular price	3,278 yen
	Regular tester course	2,950 yen (10% off~)
	Three-month basic delivery course	2,786 yen (15% off~)
	Annual purchase course	2,622 yen (20% off)
Sales website	<a href="https://www.eyekirara.com">https://www.eyekirara.com</a>	

#### (Notes)

- “Anti-aging” as referenced in the text refers to age-appropriate skincare.
- “2.50 million units in total” as referenced in the text refers to the number of units of “EYE KIRARA” sold as of October 19, 2020.
- “Dark circles” as referenced in the text refers to dullness and lack of firmness under the eyes due to dryness or buildup of old cuticles.
- “Treating dry, fine wrinkles under the eyes” as referenced in the text refers to making fine wrinkles resulting from dryness less conspicuous (efficacy assessment completed).
- “Dullness” as referenced in the text refers to dullness due to dryness or buildup of old cuticles.