



Statement Regarding the Safety of our Products

First of all, we would like to thank you for the continuous support extended to KOSÉ Corporation and our products.

We would like to inform our stakeholders that the cosmetic products manufactured by our company have no concerns of exceeding (annual) natural background radiation levels. Therefore, we can assure that the use of our products will not result in any health damage, and can be continuously sold and used.

As a result of the earthquake which occurred on the Pacific Ocean offshore of Northeastern Japan on March 11, there was release of radioactive substances into the atmosphere due to damage of the Fukushima Daiichi Nuclear Power Plant.

Currently, the plant is undergoing recovery efforts and we have been informed that the radiation levels other than the restricted access areas will not have an immediate impact on health.

Additionally, our products are produced in factories located in areas over 200km beyond the restricted limits of the Fukushima Daiichi Nuclear Power Plant (Sayama City in Saitama Prefecture, Isezaki City in Gunma Prefecture). We neither produce nor store any products within the evacuation areas.

Therefore, we can assure that our products have no concerns of being contaminated by radioactive substances due to this incident and can be safely used.

We will continue to closely monitor the situation, ensure the security of our employees and work to maintain manufacturing a reliable product. We appreciate your continuous understanding and support.

March 28, 2011

KOSÉ Singapore Pte Ltd.