

ESPRIQUE

MAKEUP

Launch Sep'21

| Comfort Makeup Cream
| Chiffon Matte Rouge

Effortless Elegant

To feel like myself, every day.

Even more than with no makeup at all.

That's the kind of makeup I want.

Makeup that fits the way you feel,

like wearing comfortable clothes.

Your natural look shines

when you don't try too hard to be perfect.

You are you, always and forever.

ESPRIQUE is there to support you,

to feel more beautiful with each day.

ESPRIQUE



A new possibility for
foundation-free days.

Tinted makeup cream
that feels like skincare.

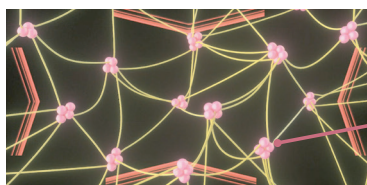
[Reference material]



Emulsion, sunscreen, and light makeup all in one product. New base makeup for easy, beautiful skin without foundation.

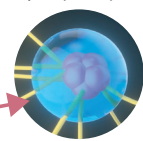
A new genre of stress-free base makeup with outstanding application and superb hold under a mask, with KOSÉ's unique "Treatment Shield Ingredient".

Treatment Shield Ingredient molecular structure



Illustration

Enlarged image of hydrophilic part



Absorbs water into hydrophilic part of molecular structure

Treatment Shield Ingredient is a polyurethane gel designed to strengthen the makeup layer with water, uniquely developed by KOSÉ to withstand high humidity under a mask.

The gel's structure strengthens as water is taken into the hydrophilic parts of its molecular structure.

- **Outstanding application:** Seals to skin well no matter what condition. It melts like emulsion and blends comfortably.
- **Stress-free:** Unlike typical makeup hold ingredients, it forms a highly flexible film for a pleasant finish without tightness or dryness.
- **Superb hold under a mask:** Resists water, sweat, and smudging even in high humidity under a mask. Resists transfer onto masks for lasting comfort.



Normal BB cream



Comfort Makeup Cream

Test method:
Comparison of transfer
after applying and
wearing a mask for
5 hours.

Point 01 Emulsion effect helps it glide on and protect skin with moisture.

It delivers deep hydration, plumping and smoothing even dry skin as if it were skincare.

Baby Moist Complex

Contains ingredients with molecules smaller than normal hyaluronic acid or collagen, specially selected for skin affinity to leave skin deeply hydrated and plump.

Moisture Stock Ingredient

An ingredient with naturally high water retention. It holds onto water along with Baby Moist Complex and wraps around skin, leaving even dry skin bright and hydrated.

Point 02 Light makeup effect for lasting poreless, radiant skin even with no foundation.

Pore Care Complex

Different sizes of spherical particles are fused together and coated in natural mineral alum to adhere to and cover different size pores.



Dark Pore Coverage Powder

Adhering strongly to skin, it seals to the complex shape of pores and reflects bright white light from inside and outside of darkened pores.



Super Sebum Solidifying Complex

Controls shine for lasting moisture and radiance. It captures sebum to prevent it turning into shine.

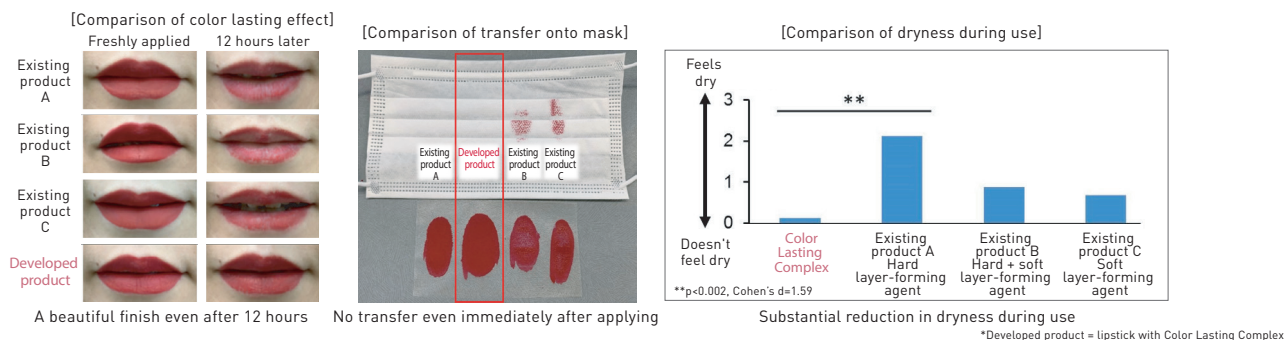
[Reference material]



Matte liquid rouge that provides incredible lasting color without stressing lips.

A high-performance lipstick that's long-lasting, transfer-proof, and non-drying, achieved with patented new ingredient "Color Lasting Complex".

At the 31st IFSCC Congress 2020 Yokohama, the world's largest cosmetic technology congress, we presented a lipstick technology that resists transfer onto masks for a long-lasting beautiful finish. New ingredient Color Lasting Complex is gentle on lips yet has the hardness of a layer that resists transfer and smudging, and the flexibility to follow lip movement.



Point 01 Fits the movement of lips for incredible lasting color.

New ingredient Color Lasting Complex forms a strong yet flexible layer to adhere firmly to lips. Leaving much less fluid oil on lips, it prevents transfer onto masks and cups.

Point 02 A finish without tightness, dryness, or stress.

New ingredient Color Lasting Complex has the flexibility to follow lip movements, reducing stress on lips. Paste oil with strong moisture-locking properties and powerful water-retaining oil stay on lips to trap hydration and reduce dryness. The oil combination has been adjusted to reduce shrinkage when the layer sticks to lips, resulting in a stress-free finish.

Point 03 Chiffon matte texture with a light application and firm adhesion.

With lighter, larger particles than standard powder, it feels soft and elastic to apply but creates a finish that adheres firmly to lips. The powder also has high translucency, providing a creamy chiffon matte texture without dulling the color."



Lasts
13 hours^{*1}

A new possibility for foundation-free days.
Makeup cream for lasting poreless* and radiantly hydrated skin.

*From the effects of makeup.

Launch Sep'21

ESPRIQUE Comfort Makeup Cream

35g, SGD36
SPF50+/PA++++



Natural beige color

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Product features

- Emulsion, sunscreen, and light makeup effect.
Goes on gently and easily to protect skin from environmental factors*² while providing poreless and natural coverage.
*2 UV rays, dryness, and airborne particles (dust, dirt), etc.
- Contains KOSÉ-developed **Treatment Shield Ingredient** for outstanding application and superb hold under a mask without stress on skin.
 - Applies well to any skin condition, melting on effortlessly.
 - Provides lasting hold without immobilizing skin so there is no tightness or other stress.
 - Water vapor strengthens the makeup layer so it resists water and sweat, preventing smudging and transfer even in high humidity under a mask.
- **Comfort Formula** for moisture, shine prevention, and coverage of pores and uneven color.
 - Baby Moist Complex contains ingredients with molecules smaller than normal hyaluronic acid or collagen, selected for skin affinity.
It leaves skin bright, radiant and hydrated.
 - Super Sebum Solidifying Complex captures sebum to prevent shine.
 - Pore Care Complex and Dark Pore Coverage Powder cover visible pores and uneven color, for a lasting natural finish that looks like your own skin, but more beautiful.
- Designed to resist transfer onto masks.
- Can also be used as a primer.
- SPF50+/ PA++++
Protects skin from harsh UV rays, preventing dark spots and freckles caused by sun damage.
- Lasts 13 hours according to collected data
*1 Internal study. Individual results may vary.
- Patch tested
(Does not guarantee all skin will be free from irritation).
- For use in any season
- No artificial fragrances

Ingredients

- Treatment Shield Ingredient
- Baby Moist Complex (hydrolyzed collagen, hydrolyzed hyaluronic acid, squalane) (moisturizers)

Directions

- After applying lotion, take an appropriate amount of product onto fingers and spread evenly over entire face.
- Layer for more coverage.

Light makeup effect



No makeup



With product

*Illustration



Lasts
8 hours*

Get beautiful matte color that lasts.
Rouge with a soft, chiffon-like texture.

Launch Sep'21

ESPRIQUE Chiffon Matte Rouge

8 shades
6g, SGD\$30 each



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Product features

- Liquid rouge with chiffon matte texture for incredible lasting color without stressing lips.
- Contains newly developed **Color Lasting Complex**.
This new ingredient is less drying, with the hardness of a layer that resists transfer and smudging, and the flexibility to follow lip movement.
- Resists transfer onto masks for beautiful freshly-applied color that lasts.
Color Lasting Complex adheres firmly to lips. Leaving much less fluid oil on lips, it prevents transfer onto masks and cups.
- A finish without tightness or stress.
A good balance of paste oil with strong moisture-locking properties and powerful water-retaining oil keeps hydration on lips to reduce dryness, and prevents shrinkage when the rouge sticks to lips.
- Applies smoothly for a light and airy fit.
- Provides intense true color and a creamy chiffon matte texture.
- Contains moisturizers to keep even dry lips hydrated, caring for irritation and chapping.
- Lasts 8 hours according to collected data
* Internal study. Individual results may vary.
- Includes KOSÉ's original applicator.
The small tip allows precise application of intense color even to the corners of lips.
- No artificial fragrances

Ingredients

- *Hyaluronic acid, collagen, argan oil, avocado oil, sweet almond oil, squalane (moisturizers)
- *Color Lasting Complex

Directions

- Apply an appropriate amount directly to lips using the enclosed applicator.



Makeup Pattern

Urban Romantic

My soft, chiffon matte lips feel as good as the romantic autumn breeze caressing my cheeks.
Their beautiful color brings out my softer, elegant side and make me excited to be myself.



Blue base

Sweet Classics

~Glamorous charm with sweetness hidden in an elegant look~

<small>NEW</small>		
Chiffon Matte Rouge	PK812	
Mellow Feeling Eyes	BR370	
Beautiful Stay Liquid Liner	BR302	
Purely Veil Blush	PK-3c	



Neutral

Relax Feminine

~Effortlessly casual with a softness that feels like my own~

<small>NEW</small>		
Chiffon Matte Rouge	PK810	
Mellow Feeling Eyes	BR371	
Beautiful Stay Liquid Liner	BR301	
Purely Veil Blush	PK-2c	



Yellow base

Deep Purity

~Positive allure with a touch of sophistication~

<small>NEW</small>		
Chiffon Matte Rouge	RD410	
Mellow Feeling Eyes	BR372	
Beautiful Stay Liquid Liner	BR300	
Purely Veil Blush	OR-4c	

[Used in all looks] W Eyebrow [Slim Pencil & Powder] BR300, Full Impression Mascara BK001



Get beautiful
matte color that lasts.
Rouge with a soft,
chiffon-like texture.

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