



## Notice of Awards Granted in Monde Selection 2022

Kitanotatsujin Corporation (the “Company”) hereby announces that 21 of our products received awards in Monde Selection 2022. This year, five products were awarded for the first time, including two Grand Gold Awards. In addition, four products were awarded the “International High Quality Trophy,” given to products that have been granted Gold or Grand Gold Awards for three consecutive years.

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>“SHINPIST”</b> (Awarded for the first time)</p> <p>Japan’s first<sup>1</sup> all-in-one dermis care gel (quasi-drug) with an active ingredient that penetrates to the dermis, enabling it both to reduce wrinkles and prevent discoloration. The active ingredient niacinamide makes age-appropriate skincare possible by supporting the formation of collagen to reduce deep wrinkles, as well as limiting the formation of melanin and preventing discoloration. It offers eight skincare functions, including face serum, skin lotion, and milky lotion.</p> <p>URL: <a href="https://www.shinpist.com/">https://www.shinpist.com/</a></p>	
	<p><b>“MOUDAS Medicinal Hair Regrowth Stimulant”</b> (Awarded for the first time)</p> <p>A hair regrowth stimulant (quasi-drug) which offers all of the 13 actions that have officially been confirmed in Japan to have a hair regrowth stimulating effect and the only one of its kind in Japan.<sup>2</sup> Five active ingredients stimulate hair growth, protect hair growth, support hair follicles, provide nutrients for promoting blood circulation, and reduce the secretion of sebum, addressing a broad range of problems with hair growth, such as thinning hair and hair loss.</p> <p>URL: <a href="https://www.moudas.com/">https://www.moudas.com/</a></p>	
	<p><b>“MINNA NO HADAJUNTO ~ATO CARE TYPE~”</b> (Awarded for 10 consecutive years)</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 approaches problem areas 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>“MINNA NO HADAJUNTO ~CLEAR TYPE~”</b> (Awarded for eight consecutive years)</p> <p>A “moisture-retention” acne-care product with sugar as the main ingredient similar to “MINNA NO HADAJUNTO ~ATO CARE TYPE~.” This product moisturizes the cuticle with specially processed sugar particles that have been finely ground and then coated with plant oils. Containing special ingredients, it treats acne and prevents skin issues.</p> <p>URL: <a href="https://www.hadajuntou-clear.com/">https://www.hadajuntou-clear.com/</a></p>	

## Gold Award



### “MOUDAS medicated shampoo”

(Awarded for the first time)

An all-in-one shampoo (quasi-drug) that does not require conditioner, which contains the five hair regrowth stimulating active ingredients found in MOUDAS Medicinal Hair Regrowth Stimulant. It is formulated without silicones, and the cleaning ingredients have been adjusted to remove dirt while leaving necessary moisture. In addition, ingredients to aid in bounce and resilience are contained to help hair stand up from the roots and create volume.

URL: <https://www.kaitekikobo.jp/moudas-s/>



### “EYE KIRARA II”

(Awarded for the first time)

An enhanced version of the older “EYE KIRARA” eye shot cream specialized for under the eyes. Two new ingredients have been added, offering a solution that is more effective than ever before in addressing skincare issues. The product 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.

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



### “KAITEKI OLIGO”

(Awarded for 11 consecutive years)

Boasting the highest sales record in Japan as an oligosaccharide food<sup>3</sup>, this product is Japan’s first<sup>4</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)

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



### “20NEN HOIPPU”

(Awarded for 10 consecutive years)

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, promoting brighter skin.

URL: <https://www.20nenhoippu.com/>



### “HYALO DEEP PATCH”

(Awarded for six consecutive years, awarded High Quality Trophy<sup>5</sup>)

A microneedle cosmetic product for wrinkles under the eyes and around the mouth, the first release in the “DEEP PATCH Series” of injectable cosmetics which were twice recognized by the Guinness World Records™ as the world’s best-selling<sup>6</sup> products. This product applies microneedle technology to moisturize the cuticle and give the skin a feeling of true firmness and fullness by directly injecting needle-shaped beauty ingredients into the skin, leading to a youthful impression.

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



### “MIKEN DEEP PATCH”

(Awarded for three consecutive years, awarded High Quality Trophy<sup>5</sup>)

A microneedle cosmetic product for the area between the eyebrows, the second release in the “DEEP PATCH Series.” 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/>



## Gold Award



### “ODEKO DEEP PATCH”

(Awarded for three consecutive years, awarded High Quality Award5)

A microneedle cosmetic product for the forehead, and the third release in the “DEEP PATCH Series.” 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 add firmness and moisture to fine lines from aging that appear on the forehead.

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



### “CHEEK PORE PATCH”

(Awarded for two consecutive years)

A microneedle cosmetic product for cheek pore zones (areas where cheek pores are concentrated), the fourth release in the “DEEP PATCH Series.” 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/>



### “HANDPURENA”

(Awarded for four consecutive years)

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: <https://www.handpurena.com/>



### “OKOSAMAYOU KAITEKI OLIGO”

(Awarded for the second time)

An oligosaccharide food adjusted for the internal environment of bodies for children ages 0 to 12, part of the “KAITEKI OLIGO Series.” It contains oligosaccharides that act as food for Bifidobacterium offering overall support and aiding in natural relief.

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



### “CLEAR STRONG SHOT α”

(Awarded for three consecutive years, awarded High Quality Award5)

A skin disinfectant (quasi-drug) “specialized for penetrating power”, developed for customers struggling with issues related to their nails. It has approximately eight times the antibacterial power of the old product “Clear Nail Shot α” and can kill bacteria deep inside the nail which is composed of hard proteins. In addition, it aids in creating an environment with less bacteria for new nails to grow.

URL: <https://www.cs-shot.com/>



### “MEN’s EYE KIRARA”

(Awarded for four consecutive years)

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/>



<p style="text-align: center;"><b>Silver Award</b></p> 	<p><b>“HARISHU”</b> (Awarded for two consecutive years)</p> <p>An aging-care mist lotion designed specifically for men with sagging skin. 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 caring for the skin through continuous use. This product provides quick care for any troubles and promotes youthfulness for the entire face.</p> <p>URL: <a href="https://www.hari-shu.com/">https://www.hari-shu.com/</a></p>	
	<p><b>“LID KIRARA”</b> (Awarded for the third time)</p> <p>A lift-up gel exclusively for the upper eyelids, developed for customers struggling with eyelid issues. Lifting and increased firmness of the eyelid can be anticipated immediately by the fast-acting ingredients that have a firming effect. In addition, it also contains ingredients that tighten the skin, and approaches any troubles with continued use.</p> <p>URL: <a href="https://www.lidkirara.com/">https://www.lidkirara.com/</a></p>	
	<p><b>“KITANO DAICHINO YUMESHIZUKU”</b> (Awarded for the second time)</p> <p>A food with functional claims that improves sleep quality geared towards customers struggling with their quality of sleep. The Luobuma-based functional ingredient increases serotonin which leads to increased melatonin production, improving sleep quality. In addition, it contains several ingredients that support rest, and is a product recommended by a Board Certified Physician of the Japanese Society of Sleep Research.</p> <p>URL: <a href="https://www.ys-suimin.com/">https://www.ys-suimin.com/</a></p>	
<p style="text-align: center;"><b>Bronze Award</b></p> 	<p><b>“MOUDAS SUPPLEMENT”</b> (Awarded for the first time)</p> <p>Part of the “MOUDAS” series that was developed for those worried about their hair, it is a specialized supplement that provides support from within the body. 15 selective ingredients are contained and will offer support both from inside and outside the body when used along with “MOUDAS Medicinal Hair Regrowth Stimulant” and “MOUDAS Medicated Shampoo.”</p> <p>URL: <a href="https://www.kaitekikobo.jp/moudas-k/">https://www.kaitekikobo.jp/moudas-k/</a></p>	
	<p><b>“PEEL SHOT”</b> (Awarded for two consecutive years)</p> <p>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 men's persistent spots by suppressing the production of melanin, a source of many spots.</p> <p>URL: <a href="https://www.peelshot.com/">https://www.peelshot.com/</a></p>	

<sup>1</sup> First sale in Japan of a quasi-drug all-in-one gel with the active ingredient niacinamide that uses three-phase emulsification and shape-restoration gel to reduce wrinkles and reduce skin darkening (limit the formation of melanin and prevent discoloration and freckles). (As of March 2021; Source: Toyo Shinyaku research)

<sup>2</sup> Based on the results of a survey by TFCO Co., Ltd. as of October 2021 on hair growth products (quasi-drugs), including OEM products, sold in Japan by 67 companies engaged in the manufacture and sale of hair growth products (quasi-drugs).

<sup>3</sup> 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.

<sup>4</sup> “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.

<sup>5</sup> The “International High Quality Trophy” is given to products that have been granted Gold Awards or higher for three consecutive years.

<sup>6</sup> According to a global survey by TFCO Co., Ltd. “The largest micro-needle cosmetic skin patch brand (DEEP PATCH series)”, with aggregated sales amount of \$45,082,226 for the one-year period from March 2019 to February 2020, and aggregated sales amount of \$43,127,256 for the one-year period from March 2020 to February 2021.

■ Product Inquiries

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