

## Press Information

### **Kyocera and SHISEIDO Develop the World's First-Ever<sup>1</sup> Cosmetic Face Powder Using Kyocera's "Kyoto Opal"**

**"The Luminizing Face Enhancer" uses powdered nature-identical opal for a 360-degree glow, incorporating over 10 years of joint research.**

**Kyoto/London, 19. July 2022.** KYOCERA Corporation and SHISEIDO Company announced development of the "Precious Opal Powder" for use in "The Luminizing Face Enhancer" to be released by Shiseido Co., Ltd.'s global luxury brand Clé de Peau Beauté in July 2022. Precious Opal Powder uses Kyocera's "Kyoto Opal" and this is the first time the artificial gemstones will be used in a cosmetic solution.



"The Luminizing Face Enhancer" has 360-degree radiance due to the unique play of color of Kyocera's Kyoto Opal technology<sup>2</sup>, giving wearers a lustrous shine as if wearing jewels on their face. It is the result of over 10 years of joint research between Kyocera and Clé de Peau Beauté to develop a new fine powder Kyoto Opal suitable for cosmetics called "Precious Opal Powder."

#### **The Luminizing Face Enhancer**

The Clé de Peau Beauté brand will introduce a new face color, "The Luminizing Face Enhancer", which will be updated with Precious Opal Powder, starting in July.

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<sup>1</sup> As a case, Kyoto Opal is used as a face powder. (As of 15<sup>th</sup> July, 2022, Kyocera's research)

<sup>2</sup> An optical effect characteristic of opals in which the color of a patch changes depending on the viewing angle.

### **Development of Kyoto Opal for Cosmetic Use**

Developed in 1990, Kyoto Opal is a synthetic opal material created by Kyocera using the company's unique gemstone synthesis technology on silica particles identical to natural opal. The internal structure is the same as that of natural opal, but it enables processing into various shapes by overcoming natural gems' inherent fragility and brittleness, which tend to split and crack. As a result, Kyoto Opal gems can be cut into diverse shapes.



**Kyoto Opal Rough Stone**

This time, SHISEIDO recognized the brilliance of the Kyoto Opal without precedent in its global luxury brand Clé de Peau Beauté which is constantly evolving by incorporating the latest research results, and has been conducting R & D with the company for 10 years with the aim of adopting it in the product. In the process, Kyoto Opal, which is the most suitable for cosmetics, was newly developed. By pulverizing the powder and using it as fine particles, we succeeded in developing Precious Opal Powder, which has a variety of sparkle brought about by opal's unique structural color effect.

Kyocera will continue to develop and manufacture “jewels that enrich the heart of humanity,” based on the vision of Kyocera's founder, Kazuo Inamori, and add color to people's lives through its unique, eco-friendly gemstone synthesis technology.

### **About Clé de Peau Beauté**

Clé de Peau Beauté, the global luxury brand from Shiseido Co., Ltd., was founded in 1982 as the ultimate expression of elegance and science. Clé de Peau Beauté means the key to skin's beauty. The philosophy of the brand is to unlock the power of a woman's radiance by harnessing makeup technologies and advanced skincare from around the world. Forever guided by an exquisite aesthetic sensibility and intelligence, Clé de Peau Beauté has instilled its products with modernity, enchantment, and dynamism to emerge as an industry leader in delivering radiance so remarkable, it emanates from within. Available in 23 countries and regions worldwide.\*

\*As of July 2022.



For more information on Kyocera: [www.kyocera.co.uk](http://www.kyocera.co.uk)

## About Kyocera

Headquartered in Kyoto, Japan, KYOCERA Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the KYOCERA Group, which is comprised of 298 subsidiaries (as of March 31, 2022), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 45 years of know-how in the industry. The company is ranked #603 on Forbes magazine's 2021 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 83,000 employees, Kyocera posted sales revenue of approximately €13,42 billion in fiscal year 2021/2022. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (approximately €763,000\* per prize category).

\*Date of Survey: June 18<sup>th</sup>, 2021

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