






April 26, 2024

Notice of Awards Granted in Monde Selection 2024

Kitanotatsujin Corporation (the “Company”) hereby announces that 12 of our products received awards in Monde Selection 2024. This year, one product was awarded for the first time. In addition, three 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 under the policy “A product will only be commercialized when an astonishingly fine product is created.”

<p>Grand Gold Award</p> 	<p>“SHINPIST” (Awarded for three consecutive years, awarded High Quality Trophy¹)</p> <p>An all-in-one moisture cream (quasi drug) that improves wrinkles by allowing active ingredients to penetrate to the dermis. The active ingredient, niacinamide, improves deep wrinkles through collagen generation.</p> <p>It also has a discoloration prevention² effect that limits the formation of melanin. As it contains more water than oil, it has a fresh, smooth texture.</p> <p>URL: https://www.shinpist.com/</p>	
	<p>“HACKTICK” (Awarded for the first time)</p> <p>A single stick foundation that serves five functions; to prevent sunburns, base for makeup, foundation, concealer, and face powder. A balm melts and forms a flat skin surface upon application, and changes to a powdery texture after instantly adhering to the skin. In just ten seconds, get a professional-grade finish with less noticeable pores³.</p> <p>URL : https://www.hack-tick.com/</p>	
<p>Gold Award</p> 	<p>“KAITEKI OLIGO” (Awarded for 13 consecutive years)</p> <p>This product is Japan’s first⁴ 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)</p> <p>URL: https://www.origotou.com/</p>	
	<p>“HYALO DEEP PATCH” (Awarded for eight consecutive years)</p> <p>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 four times recognized by the Guinness World Records™ as the world’s best-selling⁵ 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.</p> <p>URL: https://www.hyalodeep.com/</p>	

Gold Award



“MIKEN DEEP PATCH”

(Awarded for five consecutive years)

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



“ODEKO DEEP PATCH”

(Awarded for five consecutive years)

A microneedle cosmetic product for the forehead, and the third release in the “DEEP PATCH Series.” This product firms and moisturizes 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 noticeable signs of aging that appear on the forehead.

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



“CHEEK PORE PATCH”

(Awarded for four 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 skin 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/>



“Clear Strong Shot α”

(Awarded for five consecutive years)

A skin disinfectant (designated quasi-drug) “specialized for penetrating power,” developed for customers struggling with issues related to their nails. It can kill bacteria deep inside the nail which is composed of hard proteins.

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



“MEN’s EYE KIRARA”

(Awarded for six consecutive years, awarded High Quality Trophy¹)

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 firmness, shine, and moisture for a youthful look to skin under men’s eyes that is showing signs of aging.

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






“EYE KIRARA II”

(Awarded for three consecutive years, awarded High Quality Trophy¹)

The second in the “EYE KIRARA” series, an anti-aging care⁶ cream specialized for firmness and moisture 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 circles⁷ and dry, fine wrinkles⁸ under the eyes, leading to a brighter and more glamorous complexion that is firm and moist with each use.

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



<p>Silver Award</p> 	<p>“HYALO AID” (Awarded for two consecutive years)</p> <p>A hyaluronic acid gel sheet⁹ that was developed for people with knee issues. It adopts a new approach in which hyaluronic acid is applied directly to the knee and is a simple application to an affected area.</p> <p>URL : https://www.hyaloaaid.com/</p>	
	<p>“LID KIRARA” (Awarded for the fourth time)</p> <p>A lift-up gel exclusively for the upper eyelids, developed for customers struggling with eyelid issues. Lifting of the eyelid¹⁰ can be anticipated immediately by the fast-acting lift-up ingredients¹⁰. In addition, it also contains ingredients that tighten and add firmness to the skin, and approaches any troubles with continued use.</p> <p>URL : https://www.lidkirara.com/</p>	

¹ The “International High Quality Trophy” is given to products that have been granted Gold Awards or higher for three consecutive years.

² Limit the formation of melanin and prevent discoloration and freckle

³ Time from application to finished make-up.

⁴ “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.

⁵ “DEEP PATCH Series” as the world’s best-selling: Based on results of a survey by TFCO Co., Ltd.
The largest micro-needle cosmetic skin patch brand from March 2019 to February 2023

⁶ Age-appropriate care

⁷ Darkness under eyes with dullness and lack of firmness due to dryness and dead skin cells

⁸ Less noticeable dry, fine wrinkles. Efficiency evaluation trials completed.

⁹ Moisturizing ingredients

¹⁰ Physical film effect

■Product Inquiries

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URL: <https://otoiawase.in>