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February 20, 2025

## 1,000 Bottles Sold in One Minute and 51 Seconds After Launch

### Extremely popular placenta<sup>\*1</sup> essence upgraded: “SARABRICH” now on sale

Kitano Tatsujin Corporation (the “Company”) has launched placenta<sup>\*1</sup> essence “SARABRICH,” taken from thoroughbred Hokkaido horses, on February 19, 2025 and received orders for more than 1,000 bottles in one minute and 51 seconds after the start of sales in a new launch campaign.



Since the production volume of “SARABRICH,” an upgraded version of our best-selling placenta<sup>\*1</sup> essence, is limited due to the rare raw material, the new launch campaign was only targeted to subscription customers of the Company. However, in one minute and 51 seconds after launch, orders for more than 1,000 bottles were received, which has led to higher expectations for future growth.

### Background of development

THE PLACENTA QUEEN, the previous version, used horse placenta extract<sup>\*1</sup>, which is difficult to secure in large quantities as the number of births per horse and the number of horses born are limited. However, due to its rarity, it became difficult to supply the previous version in a continuous and stable manner. The Company thus made the decision to discontinue production.

Nevertheless, the Company received numerous comments from customers calling for the re-release of the product, prompting it to start exploring options from various angles with the aim of resuming sales. Amid this situation, the Company discovered a new ingredient, umbilical cord extract<sup>\*2</sup>, and secured raw materials that could be supplied in a continuous and stable manner. Thus, the Company decided to launch “SARABRICH,” an upgraded version of its predecessor.



## Product characteristics

### [1] Placenta extract\*<sup>1</sup> from thoroughbred Hokkaido horses (with pedigrees)

From among horse placenta extract\*<sup>1</sup>, which is difficult to secure in large quantities as the number of births per horse and the number of horses born are limited, placenta extract\*<sup>1</sup> taken from thoroughbreds is so rare that it is referred to as the “legendary placenta extract.” A veterinarian attends the birth, and individually harvests the placenta as a raw material from each horse in a safe and standardized process. Cell degradation is minimized by accelerated vacuum freezing in a specialized freezer, part of the thorough management implemented to preserve freshness. “SARABRICH” uses horse placentas\*<sup>1</sup> taken only from thoroughbred Hokkaido horses (with pedigrees) that have been raised stress-free in spacious fields.

Placenta extract\*<sup>1</sup>, an ingredient extracted from the placenta of pigs and horses, is used in many cosmetics for the purpose of addressing aging signs and skin troubles. It includes rich amino acids which lead to beautiful smooth skin.

### [2] Newly added umbilical cord extract\*<sup>2</sup>

Umbilical cord extract\*<sup>2</sup> extracted from umbilical cords (navel strings) connected to the placenta also includes rich amino acids, just like placenta extract\*<sup>1</sup>. No extra ingredients are added. Due to its simplicity, the Company thoroughly considered the ingredient proportions to achieve the perfect balance. It gives skin a silky texture and a youthful appearance.

### [3] Cold press production method

Placenta materials are usually harvested from several horses together, and freshness varies depending on the timing of the harvest. In addition, many nutrients are lost in the extraction process due to high-temperature processing and boiling. On the contrary, for “SARABRICH,” the placenta is harvested from one horse at a time and quick-frozen and then, the extract is extracted by the cold press production method using super high-pressure processing equipment. It does not require high-temperature processing, and extra time and care is taken in the extraction process, enabling optimum extraction of placenta\*<sup>1</sup> nutrients. Furthermore, since the molecular weight of the ingredients are reduced via super high-pressure processing, it has high skin penetration\*<sup>3</sup> and is absorbed smoothly to the skin from the moment it is applied. It also reduces the unpleasant smell and muddiness specific to placenta\*<sup>1</sup> cosmetics, making it comfortable to use as part of your daily skincare routine.

## Product information

Product name	SARABRICH
Category	Cosmetics
Price	5,478 yen, after tax (4,980 yen, before tax)
Net volume	18 ml (about one-month supply with once-daily use)
Launch date	February 19, 2025
Product website	<a href="https://www.sarabrich.com">https://www.sarabrich.com</a>



## Inquiries

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URL: <https://soudan.in>

\*1. Skin smoothing and moisturizing ingredient

\*2. Moisturizing ingredient

\*3. To the stratum corneum