

# Japanese beauty brand Sensai in Cannes to share global ambitions



The new Sensai micro lotion is designed to combat the signs of ageing caused by time and external factors

Sensai, a super-prestige Japanese beauty brand, is presenting its new globalization strategy during the Cannes show this October.

The brand concept highlights Sensai as a skincare expert that combines the philosophy, sensibility and aesthetic of Japan. At the core of the brand is the rare Japanese ingredient Koishimaru Silk, a type of indigenous Japanese silk once reserved for the imperial family.

The concept is supported by Saho, a skincare ritual inspired by the etiquette of the Japanese tea ceremony, guided by a careful process, to reach a flawless complexion.

Sold in more than 40 countries with a focus on Europe, Sensai has enjoyed dynamic development throughout Europe, the Middle East and Asia.

In autumn 2019, Sensai will debut in Tokyo, as well as expanding to Tokyo Narita Airport and Korean duty free stores.

Sensai has also introduced its new brand concept "The Sense and Science of Japan" and released a signature line: Absolute Silk.

Introduced in over 19 airports and on 27 ferries, the brand is focused on developing its travel retail business.

Sensai believes the channel is perfect, as the brand's awareness as an authentic, luxurious Japanese

company benefits from increasing demand from European, Middle Eastern and Asian travelers. This will enable a focus on top door visibility, customer care and innovation through cutting-edge technology.

Targeting sensitive, sophisticated customers who appreciate Japanese culture and favor luxury items, Sensai released its super-prestige line, Ultimate, in 2013.

Three additional items will extend the premium anti-ageing range. The novelties consist of a luxurious cleansing oil and a creamy soap to achieve a clear complexion by following the Sensai Saho Double Cleansing skincare ritual.

A micro lotion has been designed to combat the signs of ageing caused by time and external factors.

In Ultimate, the brand's core ingredient Koishimaru Silk is combined with the Japanese treasure Sakura (cherry blossom), to produce a flawless complexion.

These novelties will be released in Spring 2020 in Europe and other regions.

Sensai will showcase its range at the Hotel Majestic in Cannes.