

KOSÉ Develops the “Nano Concealer Sheet” to Deliver Natural High-Coverage for Deep-Seated Skin Concerns

KOSÉ Corporation (Tokyo, Japan), in joint development with Panasonic Industry Co., Ltd. (Tokyo, Japan), has created the “Nano Concealer Sheet.” This technology is designed to address the deep-seated desire to naturally conceal skin concerns like dark spots and birthmarks—needs that traditional cosmetics have often struggled to fully satisfy—by utilizing concealer layers stacked at the nanometer scale.



Before Application



After Application with the “Nano Concealer Sheet”

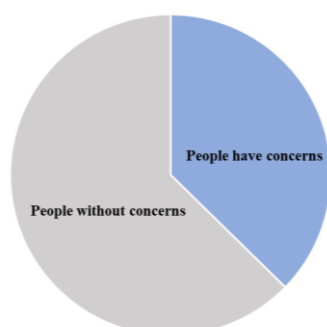
Background

Deep-seated skin concerns such as spots and birthmarks can significantly impact an individual’s Quality of Life (QOL). To better understand this, we conducted a large-scale internet survey of 4,140 Japanese men and women (ages 15-69).

- Percentage of People with Concerns: 37% of respondents reported having pigmentary concerns.
- The Need for Concealing: within that group, 67% expressed a strong desire to conceal these concerns (“Strongly Agree” + “Agree”).

People with pigmentary concerns

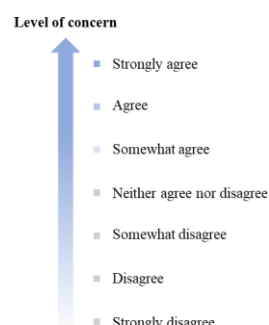
▶ 37%



(Source: KOSÉ Survey, 2023, n=4,140, single choice)

People who want to conceal pigmentary conditions (Top 2 Responses)

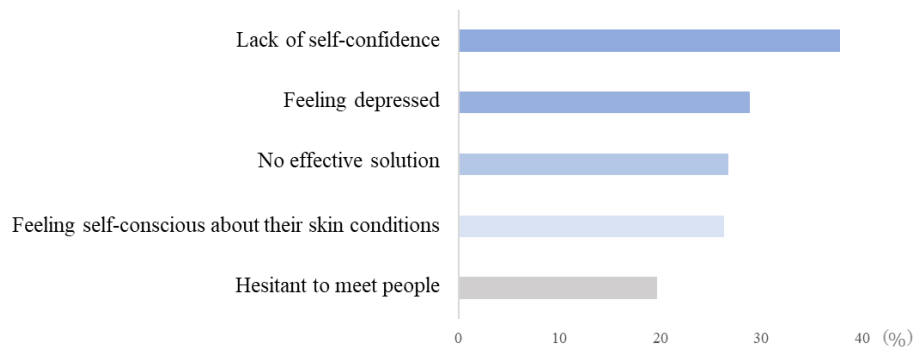
▶ 67%



(Source: KOSÉ Survey, 2023, n=4,140, single choice)

•Psychological Impact: Respondents noted that these concerns lead to a loss of self-confidence, feelings of depression, and heightened self-conscious about their skin conditions. Lack of Effective Solutions: Many participants highlighted that there is currently “no effective solution,” suggesting that existing cosmetics are not enough to provide the relief they need.

Concerns related to skin conditions



(Source: KOSÉ Survey, 2023, n=315, multiple choices)

A Revolutionary Approach: Achieving the “Nano Concealer Sheet”

Traditionally, concealing deep skin concerns involved a difficult trade-off: increasing coverage resulted in a heavy, “cakey” appearance, while prioritizing a natural look meant sacrificing coverage. Our “Nano Concealer Sheet” solves this through a unique technological approach:

- Ultra-Thin Film Technology: While standard cosmetics and stickers typically have a thickness of at least 1/1,000th of a millimeter, these nanosheets are approximately 1/1,000,000th of a millimeter thick.
- Precision Printing: Utilizing specialized printing technology from Panasonic Industry Co., Ltd., KOSÉ has integrated its proprietary “Concealer Veil Theory” onto these ultra-thin films.

The Concealer Veil Theory

This theory consists of two core principles derived from the analysis of various pigmentary conditions: Gradient Blending Theory: By applying a delicate color gradient, the sheet seamlessly blends into the natural skin tone, creating a soft transition that makes the boundaries invisible. Skin Mimicry Theory: Micro-analysis of human skin reveals it is not a perfectly even color but possesses minute irregularities. By intentionally recreating this natural unevenness, the sheet eliminates the artificial “pasted-on” look and achieves a real skin-like finish.

By stacking high-density coverage components on a nano-scale film with precise design, we have successfully reconciled high coverage with a natural finish. In prototype monitor tests, users reported:

- Physical Benefits: Natural coverage of dark spots and vitiligo, and a perfect, comfortable fit on the skin.
- Emotional Benefits: A reduction in anxiety regarding their skin and a newfound sense of confidence and peace of mind.

Future Outlook

KOSÉ will continue to listen to the voices of those with deep-seated skin concerns and pursue research that provides solutions for both social and individual challenges, empowering everyone to live a more enriched and confident life.