

Defying the Law of Aging: DECORTÉ Launches AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM, Its Pinnacle^{*1} High-Performance Essence Cream for “100 Years of Beautiful Skin”

Tokyo, Japan – DECORTÉ, a high-prestige brand of KOSÉ Corporation, will launch **AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM** (JPY 99,000–198,000 including tax), the ultimate high-performance anti-aging^{*2} essence cream. Combining cutting-edge dermatological science, unique sensory quality, and outstanding technology cultivated since the brand's inception, it will be available at department stores, specialty cosmetics stores, and the official online boutique across Japan from September 16, 2026.

^{*1} Within the DECORTÉ product line ^{*2} Age-appropriate skincare



DECORTÉ will also release **AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM (Baccarat Edition)** (264,000 JPY including tax), a collaboration between Baccarat, the crystal brand known for its exceptional mastery, DECORTÉ, and the brand's art director, Marcel Wanders. This product uses highly rare Baccarat crystal glass and will be offered on a made-to-order basis^{*3} with advance reservations accepted, rather than as a limited-edition release. In addition, both products will be available in global formulations tailored to overseas consumer preferences, and will be rolled out in phases across 13 countries and regions: China, Hong Kong, Taiwan^{*4}, South Korea, Singapore, Thailand, Malaysia, the United Kingdom, Italy, France, Spain, the United States, and Canada.



^{*3} In Japan, reservations and sales will be conducted only at stores, excluding the e-commerce site. Advance reservations will be offered to DIAMOND MEMBERS of CLUB DECORTÉ, DECORTÉ's membership program. ^{*4} Products sold in Taiwan will use the Japanese formulation.

Born in 2000 as the culmination of the finest technologies and ultimate quality, AQ MELIORITY is DECORTÉ's pinnacle line. Since its debut, it has stood as a symbol of the brand's uncompromising craftsmanship, delivering unprecedented satisfaction and a new sense of wonder through its dermatological research, beauty ingredients, skin benefits, formulation, sensory experience, fragrance, and design. Under the tagline "100 Years of Beautiful Skin" — beautiful skin you can take pride in for a lifetime — this new cream incorporates 40 carefully selected beauty ingredients, including key components from DECORTÉ's renowned anti-aging portfolio. Powered by a next-generation messenger technology inspired by intercellular communication, the cream delivers intense hydration and active ingredients deep within the stratum corneum. This comprehensive approach addresses a wide range of skin concerns and signs of aging—such as loss of firmness and elasticity, visible pores^{*5}, dryness-induced fine lines^{*6}, and dullness^{*7}—revealing a bright, smooth, and revitalized complexion.

^{*5} Pores appear less visible due to hydration ^{*6} Makes fine lines caused by dryness less visible (efficacy tested) ^{*7} Dullness caused by dryness

About AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM (Baccarat Edition)

Baccarat's crystal glass, born of its unique, exceptional mastery and rigorous quality standards, has been sculpted into an iconic vessel where refined, radiant facets seamlessly echo elegant curves. The highly pure crystal captures light beautifully, sparkling like a diamond.

The lid is adorned with a butterfly motif in Baccarat RED. This vivid crimson, known as *Rouge à l'or* (red gold), is highly prized and achieved through Baccarat's unique process of mixing pure gold powder into the raw materials, followed by a delicate reheating phase strictly monitored by the keen eye of master artisans.



Previously, DECORTÉ released a limited-edition AQ MELIORITY INTENSIVE REGENERATING MULTI CREAM (Baccarat Edition) featuring Baccarat crystal on February 16, 2021, to commemorate the brand's 50th anniversary. Unlike that limited release, this new edition will not be limited in quantity; instead, it will be offered on a made-to-order basis^{*3} with advance reservations accepted.



^{*3} In Japan, reservations and sales will be conducted only at stores, excluding the e-commerce site. Advance reservations will be offered to DIAMOND MEMBERS of CLUB DECORTÉ, DECORTÉ's membership program.

About AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM

● Fusion of Advanced Dermatological Science and Formulation Technology

We have newly developed poEXO Messengersome™, a next-generation messenger technology designed to deliver moisture, inspired by the mechanisms of intercellular communication. Furthermore,

we have incorporated AQM Multilayer Bio-liposome, a specialized version of our ultra-fine, multi-layered capsule technology, multilamellar bio-liposomes, developed exclusively for AQ MELIORITY. Together, these advanced technologies deliver carefully selected beauty ingredients thoroughly to the deepest layers of the stratum corneum.

- **Comprehensive Beauty Ingredients**

Formulated with 40 comprehensive beauty ingredients, including Longenex*8—newly developed through proprietary research to guide skin's future toward a continuous cycle of beauty through hydration—as well as key components from our anti-aging portfolio. It delivers a bright, supple, and finely textured complexion overflowing with deep-welling firmness and elasticity.

*8 Rosa multiflora fruit extract (Moisturizing)

- **A Design with the Refined Presence of Fine Art**

Designed by Marcel Wanders, it is a profound luxury design that expresses the radiance of life. It also incorporates the butterfly — a symbol of happiness — as a shared motif.

For AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM, the entire glass jar is adorned with an intricately engraved original pattern inspired by two flowers, called the Blooming Skin Pattern. The design evokes skin that is continuously renewed, radiating like flowers in full bloom. Elegant champagne gold accents further enhance its refined appearance.

The jar is also designed with ease of use in mind, featuring a shape that fits comfortably in the hand and a magnetically attached spatula. Its refillable design allows the glass container to be used and enjoyed for years to come.



- **Skincare Approach Through Scent**

"Luxe Floral Musky" elegantly harmonizes luxurious, rich sweetness with refreshing clarity to beautifully restore the mind. We have crafted a fresh yet luxurious scent centered around refreshing Daphne odora—symbolizing “immortality” in the language of flowers—and sweet, rich white floral notes featuring Michelia Longiflora Flower Extract, Champaca Flower Extract, Wintersweet, Queen of the Night, and Sandalwood Extract. With every breath, the fragrance gently envelops and balances the mind. Attuned to the subtle emotional shifts of daily life, it elevates the beauty that overflows from a positive mindset.



(Image is for illustrative purposes only)

● Formulations Tailored to Texture Preferences

Because consumers have different texture preferences in creams, separate formulations were developed for Japan and global markets. The formulation for Japan is designed to blend seamlessly with the skin without leaving a sticky or heavy feel, while achieving a lightweight, serum-like texture that imparts firmness and radiance through deep hydration. The global formulation emphasizes a firm and lifted sensation preferred in overseas markets. With frequent morning use in mind, it absorbs smoothly into the skin, allowing for immediate makeup application while leaving a refined, non-sticky finish.



Key Beauty Ingredients (Moisturizing) (Image is for illustrative purposes only)

● Key Ingredients Newly Developed Through the Brand's Proprietary Research

DECORTÉ has newly developed Longenex^{*8}, a beauty ingredient containing flavonoids, a type of polyphenol. By targeting the continuous cascade of beauty that shapes the skin's future through hydration, it helps lead to healthy, youthful-looking skin.

The formula also contains Acetyl Hexapeptide-8, PDRN^{*9}, 5'-CMP^{*10}, 3D Matrix Peptide^{*11}, ATP and AMP^{*12}, Glutathione, NMN^{*13}, and Bacillus Ferment^{*14}.

*8 Rosa multiflora fruit extract *9 DNA (Sodium DNA) *10 Disodium cytidine phosphate *11 Palmitoyl tetrapeptide-7, Palmitoyl tripeptide-1, Hydrolyzed collagen *12 ATP (Disodium adenosine triphosphate), AMP (Adenosine phosphate) *13 Nicotinamide mononucleotide *14 Bacillus/rice bran extract/soybean extract ferment filtrate

● Key Ingredients from Previously Launched Anti-Aging Skincare Products

YOUTH POWER COMPLEX^{*15}

An ingredient blend included in YOUTH POWER ADVANCED ESSENCE. It helps create youthful-looking skin with a sense of firmness and elasticity that seems to rise from within.

Black Koji Ferment Filtrate (KUROKOJI®)^{*16}

Included in YOUTH POWER ADVANCED ESSENCE. A naturally derived ingredient produced by fermenting and extracting the white brown rice Awayuki Komachi using black koji mold ACT D1597. It contains more than 470 components, including amino acids, peptides, and vitamins, to help maintain skin's natural healthy appearance with abundant moisture.

Champaca Flower Extract

Included in AQ skincare products and others. An extract from the flowers of champaca, developed through joint research with one of the world's leading botanical research facilities. Inspired by the relationship between feelings of happiness and the skin, it helps create skin with firmness and elasticity.



Michelia Longiflora Flower Extract

Derived from a plant in the magnolia family whose flowers are sometimes used in wedding garlands and which is also known as the "celebration tree." It helps condition skin for a hydrated, radiant, and translucent appearance.



Sandalwood Extract

Included in AQ skincare products and others. This ingredient focuses on the soothing effect that fulfills the mind. Extracted from precious sandalwood trees that can grow only in limited environments, it helps deliver fresh hydration to the skin.



Glucosyl Naringin

Included in the anti-aging serum LIFT DIMENSION SERUM. This citrus-derived ingredient, whose benefits were identified through DECORTÉ's research, helps restore the foundation of skin's beauty.

iP-Solution PY^{*17}

Included in the wrinkle-improving serum iP.Shot PLURIPOTENT YOUTH CONCENTRATE. It helps lead to skin that feels hydrated, supple, and youthful-looking.

iP-Solution^{*18}

A complex ingredient blend included in the anti-aging serum iP.Shot. It helps lead to skin that feels hydrated, supple, and youthful-looking.

^{*15} Lactobacillus/Soy Milk Ferment Filtrate, Oryza Sativa (Rice) Bran Extract, Camellia Sinensis Leaf Extract ^{*16} Aspergillus Ferment ^{*17} Hydrolyzed Yeast Protein, Resveratrol ^{*18} Isodon Japonicus Leaf/Stem Extract, Tocotrienols, Jania Rubens Extract

● Signature Beauty Ingredients Inherited by AQ MELIORITY

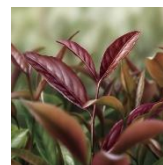
Benifuki Extract^{*19}

An extract obtained from tea leaves grown in the abundant water and fertile soil of Yakushima. The leaves are cultivated organically without pesticides or chemical fertilizers and carefully hand-picked one by one. The extract contains high levels of methylated catechins and polyphenols.



Murasaki-cha Extract^{*19}

An extract obtained from the carefully hand-picked "one bud and two leaves," the rarest part of the tea plant. Grown at an altitude of around 2,000 meters near the equator, purple tea develops under strong ultraviolet rays, resulting in a high polyphenol content and the presence of anthocyanins.



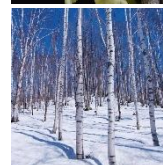
White Mucuna Extract^{*20}

A selected botanical ingredient rooted in ancient tradition. Focusing on skin's inherent "power to regenerate" and the mechanisms of the mind that awaken beauty, it is a foundational ingredient designed to refine the skin's responsiveness.



White Birch Water^{*21}

A complex ingredient combining rare birch sap, which can be collected only during a brief four-week period at the time of the spring thaw, with an extract concentrated from birch bark. It is rich in natural minerals and amino acids.



Hydrolyzed Soybean Extract^{*22}

Extracted from premium-quality black soybeans from Tamba. It contains high levels of anthocyanins.



StemRise iPG^{*23}

An original ingredient composed of Japanese and Chinese botanical extracts. It helps lead to skin full of moisture, firmness, and elasticity.

^{*19} Camellia Sinensis Leaf Extract ^{*20} Mucuna Birdwoodiana Stem Extract ^{*21} Betula Platyphylla Japonica Juice, Betula Platyphylla Japonica Bark Extract ^{*22} Hydrolyzed Soybean Extract ^{*23} Ziziphus Jujuba Fruit Extract, Eugenia Caryophyllus (Clove) Flower Extract, Pyrus Malus (Apple) Fruit Extract

About DECORTÉ

Since its debut in 1970, DECORTÉ has brought together the full breadth of KOSÉ's advanced technologies as a high-prestige brand. Grounded in dermatological research, DECORTÉ creates products that offer a sense of comfort and well-being by harmonizing skin benefits, texture, and

fragrance in ways that appeal to both the skin and the mind. Today, as one of KOSE's global brands, DECORTÉ is available in 15 countries and regions worldwide.

◇DECORTÉ Official Online Boutique: <https://www.decorte.com/>

◇Maison DECORTÉ: <https://www.cosmedecorte.com/maison/>

About AQ MELIORITY

AQ MELIORITY is DECORTÉ's highest-end line, built on a philosophy of bringing together cutting-edge dermatological science, carefully selected ingredients, and exceptional technology, with an uncompromising focus on skin results. Its

DECORTÉ
AQ MELIORITY

name reflects the meanings of AQ, for Absolute Quality, and MELIORITY, expressing the idea of delivering excellence through outstanding technology. In 2000, DECORTÉ launched AQ CREAM MELIORITY (JPY 90,000, excluding tax), a cream created under the concept of bringing together the brand's finest technologies in every aspect at the highest grade. Beginning the following year, the line expanded to include emulsions, lotions, and foundations, with each product positioned as the highest quality within the brand. In 2009, the line was established around cutting-edge dermatological science inspired by the skin's renewal mechanisms and the vital power found in plants, marked by the launch of AQ MELIORITY INTENSIVE REGENERATING MULTI CREAM (JPY 120,000, excluding tax). In 2019, the line was renewed under the concept of Drastic Regeneration, focusing on the skin's innate power to renew itself and become more beautiful.

About Baccarat

Founded in 1764, Baccarat is a crystal house beloved around the world for its elegance and exceptional mastery. Balancing tradition and modernity, it stands as a symbol of the French art de vivre. Baccarat's uncompromising approach to mastery is a heritage passed down through generations of artisans. Across every stage of production — including molding, cutting, engraving, and gilding — its craftsmen bring their talents fully to life to create extraordinary works. Today, Baccarat is home to 12 artisans who have earned the title of M.O.F. (Meilleur Ouvrier de France). Through more than 260 years of inherited expertise and refined sensibility, Baccarat continues to create exceptional crystal that captivates people around the world.

Profile of Marcel Wanders

Born in the Netherlands in 1963, Marcel Wanders is an internationally active product and interior designer based in Amsterdam. His work spans from private clients to leading global brands such as Alessi, Baccarat, bisazza, Christofle, KLM Royal Dutch Airlines, and Hyatt Hotels Corporation.

Since 2010, he has served as art director for DECORTÉ AQMW. In 2016, the brand's skincare product won the Gold Award at the Pentawards 2016's 10th



Anniversary Special Competition, which is an international competition of package designs^{*24}. He also designed Maison DECORTÉ^{*25}, which opened in 2017.

^{*24} [News release issued on September 26, 2016](#) ^{*25} [News release issued on March 31, 2017](#)

Product Overview: DECORTÉ AQ MELIORITY (Launching September 16, 2026)



	Product Name	Features	Volume	MSRP
1	DECORTÉ AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM	Advanced anti-aging ^{*2} skincare for radiance and a feeling of firmness and elasticity that seems to rise from within. The ultimate comfort, melting into the skin with rich yet fresh hydration. The pinnacle ^{*1} of both serum and cream.	20g	90,000 JPY excluding tax 99,000 JPY incl. tax
2		- Bringing together advanced dermatological science and exceptional technology, it addresses a wide range of skin concerns, including firmness, elasticity, visible pores ^{*5} , dryness-induced fine lines ^{*6} , dullness ^{*7} , loss of clarity, barrier function, skin texture, and the prevention of skin roughness, for skin that feels renewed and filled with a deep sense of well-being. - Featuring the newly developed next-generation messenger technology, poEXO Messengersome™, and AQM Multilayer Bio-liposome, a liposome specially designed for AQ MELIORITY, it helps deliver carefully selected ingredients throughout the skin. - Formulated with 40 advanced moisturizing beauty ingredients, including Longenex ^{*8} , a beauty ingredient whose benefits were identified through DECORTÉ's proprietary research.	60g	180,000 JPY excluding tax 198,000 JPY incl. tax
3		- Its supreme texture combines fresh richness with a seamless feel, blending into the skin instantly upon contact. - A Luxe Floral Musky fragrance, where rich sweetness and refreshing notes are elegantly balanced, helps relax the mind and evoke a profound sense of happiness. - A design by Marcel Wanders with a profound sense of luxury, expressing the ultimate in luxury and the radiance of life.	60g REFILL	160,000 JPY excluding tax 176,000 JPY incl. tax
4	DECORTÉ AQ MELIORITY INTENSIVE REJUVENATING ESSENCE CREAM (Baccarat Edition)	Advanced anti-aging ^{*2} skincare for radiance and a feeling of firmness and elasticity that seems to rise from within. The ultimate comfort, melting into the skin with rich yet fresh hydration. The pinnacle ^{*1} of both serum and cream. - A collaborative design by Baccarat, Marcel Wanders, and DECORTÉ. - The dazzling Baccarat crystal showcases an iconic design where refined, radiant facets seamlessly echo elegant curves. A graceful butterfly in Baccarat Red shines at the top. - Bringing together advanced dermatological science and exceptional technology, it addresses a wide range of skin	60g	240,000 JPY excluding tax 264,000 JPY incl. tax

		concerns, including firmness, elasticity, visible pores^{*5}, dryness-induced fine lines^{*6}, dullness^{*7}, loss of clarity, barrier function, skin texture, and the prevention of skin roughness, for skin that feels renewed and filled with a deep sense of well-being. - Featuring the newly developed next-generation messenger technology, poEXO Messengersome™, and AQM Multilayer Bio-liposome, a liposome specially designed for AQ MELIORITY, it helps deliver carefully selected ingredients throughout the skin. - Formulated with 40 advanced moisturizing beauty ingredients, including Longenex^{*8}, a beauty ingredient whose benefits were identified through DECORTÉ's proprietary research. - Its supreme texture combines fresh richness with a seamless feel, blending into the skin instantly upon contact. - A Luxe Floral Musky fragrance, where rich sweetness and refreshing notes are elegantly balanced, helps relax the mind and evoke a profound sense of happiness.		
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*1 Within the DECORTÉ product line *2 Age-appropriate skincare *5 Pores appear less visible due to hydration *6 Makes fine lines caused by dryness less visible (efficacy tested) *7 Dullness caused by dryness *8 Rosa multiflora fruit extract