



News Release

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FOR IMMEDIATE RELEASE

Premier Anti-Aging Co., Ltd.

[15th Anniversary Renewal New Release] DUO “The Cleansing Balm”
5 types of series will be released with power-up renewal from January 2025
~Cleansing that brings out the best in skin condition*¹, not just removes and moisturizes~

Premier Anti-Aging Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Kiyoshi Matsuura; hereinafter referred to as “the Company”) will be relaunching five types of “The Cleansing Balm” series from its flagship aging skincare*² brand “DUO” from January 8, 2025 sequentially.

The DUO “The Cleansing Balm” series has been supported by many customers for a long time, including being No. 1 in cleansing category sales for five consecutive years*³, and will celebrate its 15th anniversary in February 2025. Returning to the original idea behind the brand's launch - to “accommodate our customers' concerns and deliver the joy of transforming their skin” - we have taken on the challenge to further evolution.



■ Background to the renewal of “DUO”

The Cleansing Balm series was born as a product that simultaneously provides high cleansing and excellent skin care functions. In 15 years since the brand was launched, the environment surrounding our customers' skin has been changed dramatically due to changes in society, lifestyles following the COVID-19 pandemic, and the environment caused by climate changes. As a pioneer of cleansing balms, we are committed to providing “skin care effects that go beyond just removing makeup” and are renewing and enhancing the formula to meet the diverse needs of our customers. We will continue to develop products with the



aim of creating a world where everyone can live a bright life regardless of age, by providing the “unique value” that we cherish.




■ **Key points of the renewal**

While retaining DUO's unique features such as its “high cleansing power with little stress on the skin” and its “melting soothing texture” that 99% of users responded that they were satisfied with*4, main renewal points achieved through the new formula are as follows.

1. The “skin care effect” has been evolved. The cleansing balm containing carefully selected beauty ingredients that not only removes makeup but brings out the best in skin condition*1
2. The “important moisture retention power of the skin” has been evolved. It adopts a formula that maintains necessary moisture while having high cleaning power
3. The “healing scent” has been evolved. It is verified by a third-party institution and using selected ingredients based on the effective results (excluding The Cleansing Balm Clear)
4. The “combinations of essential oils useful for beauty” have been evolved. It is verified by a third-party institution and is using selected combinations of essential oils based on the effective results

■ **Product overview**

 <p>DUO The Cleansing Balm Black Repair (Citrus scent) Scheduled release date: January 8, 2025 (Wed)</p>	<p>[Darkened Pore Care]</p> <p><u>Easily and thoroughly removes stubborn dirt from pores</u></p> <p>Contains 7 types of fruit extracts*5, new keratin dissolving oil*6, adsorbed charcoal ingredients, and beauty ingredients that address pores and shine problems. Effectively enhances the conventional 4 steps of loosening, dissolving, adsorbing, and treating. For smooth, healthy skin condition*1 without recurring pore problems</p>
 <p>DUO The Cleansing Balm White (Chamomile flower scent) Scheduled release date: March 5, 2025 (Wed)</p>	<p>[Dullness*7 Care]</p> <p><u>Removes dullness*7 and restores skin clarity*8 from the roots</u></p> <p>Contains 4 types of clay*9 in the golden ratio, and adds beauty moisturizing ingredients such as prune decomposition products and 7 types of fruit extracts. Furthermore, by adding carefully selected moisturizing ingredients, it thoroughly removes dullness caused by old dead skin cells and dirt in three steps: “absorbs dullness*7,” “treats the source of dullness*10,” and “supports light reflectance.” For clear, healthy skin condition*1 that is less prone to recurring dullness</p>

 <p>DUO The Cleansing Balm (Rose scent) Scheduled release date: March 5, 2025 (Wed)</p>	<p>[Aging Care*²] <u>Updated to give a firmer upward impression</u> Contains carefully selected beauty ingredients that care for moisture retention and firmness, including new two types of extracts*¹¹ containing AHA, retinol derivatives*¹², and peptides*¹³. It completely addresses the overall appearance, stiffness, hardness, loss of firmness, and disordered pores*¹⁴. For moisturized, firm, and toned skin*¹ that is less prone to recurring dryness issues</p>
 <p>DUO The Cleansing Balm Barrier [Quasi-drug] Sales name: DUO The Medicinal Cleansing Balm Barrier EX (Herbal scent) Scheduled release date: March 5, 2025 (Wed)</p>	<p>[Unstable and Sensitive Skin *¹⁵ Care] <u>Prevents the rough skin spiral</u> Achieves both a low irritation formula*¹⁶ and reliable dirt removal. Contains the effective ingredient stearyl glycyrrhetinate to prevent rough skin, as well as CICA*¹⁷, Houttuynia cordata*¹⁸, allantoin*¹⁸, and inositol*¹⁸. It also contains a luxurious blend of carefully selected moisturizing ingredients such as 3 types of ceramide*¹⁹. Prevent skin roughness and prevent it from recurring, creating healthy and toned skin*¹</p>
 <p>DUO The Cleansing Balm Clear (Grapefruit scent) Scheduled release date: April 23, 2025 (Wed)</p>	<p>[Care for Irregular Skin Texture] <u>Prevents irregular skin texture due to dryness</u> Contains four new beauty ingredients, including Amachazuru extract*¹⁸, saccharomyces lysate extract*¹⁸, and a skin-beautifying bacteria-derived ingredient*²⁰, which deliver moisture to every corner of the stratum corneum and lead to smooth skin texture. Adds fullerene*¹⁸ and bergamot fruit extract*¹⁸, which also help treat visible pores caused by dryness. For smooth, healthy skin*¹ without recurring unevenness problems*¹⁴</p>

Capacity and price including tax (common to all 5 types):

90g 3,960 yen (regular size) / 66g 2,970 yen / 18g 836 yen

*66g is only available at stores (drug stores, variety shops, GMS, shopping malls, etc.)

■ About "DUO"

DUO's policy is to develop highly effective products by combining natural ingredients that are kind to the skin and body (=nature) using advanced science based on dermatology (=science). It is an aging care*² brand with the concept of "nourishing the skin from its foundation*²¹."

<https://www.p-antiaging.com/duo/>

*1 Firmness and luster

*2 Care according to age

*3 Survey on cleansing products by brand conducted by TPC Marketing Research Co., Ltd. (Survey period: April 2019 to March 2024 / Survey time: April 2024)

*4 Calculated based on the total of very satisfied, satisfied, and somewhat satisfied responses based on an email survey regarding DUO The Cleansing Balm series.

(n=1,153) Survey period: October 20, 2023 to October 23, 2023/

Target: Members (female) who purchased DUO The Cleansing Balm after April 2023 (According to a survey by Premier Anti-Aging Co., Ltd.)

*5 Lime juice, orange juice, lemon juice, grapefruit extract, hawthorn extract, jujube fruit extract, apple extract (keratin softening ingredient)

*6 Argania spinosa kernel oil, Candida bombykol/(glucose/rapeseed oil fatty acid methyl) fermentation product and 4 other types (emollient ingredients)

*7 Due to dirt

*8 Due to removing dirt

*9 Moroccan lava clay, Tanakura clay, sea silt, bentonite (cleaning ingredient)

*10 Due to moisture

*11 Apricot juice, sweet cherry fruit extract (moisturizing ingredient)

*12 Retinol palmitate (moisturizing ingredient)

*13 Dipeptide diaminobutyroyl benzylamide diacetate (moisturizing ingredient)

*14 Due to drying

*15 Caring for sensitive skin

*16 This does not mean that skin irritation will not occur for all people.

*17 Centella asiatica extract (moisturizing ingredient)

*18 Moisturizing ingredients

*19 N-stearoyl phytosphingosine, N-stearoyl dihydrosphingosine, hydroxystearyl phytosphingosine

*20 Bifidobacteria culture lysate (moisturizing ingredient)

*21 Moisturizing the stratum corneum