

X-bal Co., Ltd.

CEO Kusumi OKUDA (Ms.)

Okuda Bldg. 3134 Fukai Higashi-machi, Naka-ku, Sakai city,
Osaka, JAPAN

599-8235

Phone : +81-72-278-1833

Fax : +81-72-278-1835

E-mail: info@x-bal.jp

http://www.x-bal.jp



June 7, 2013

Announcement of the launch of "Joli Cadeau Body Mist" in Summer 2013 and "Joli Cadeau Eau de Parfum" in new package design

"What sort of scent that is favored by both men and women, acceptable as a gift and suitable for both genders?" - Joli Cadeau, which expresses a beautiful gift in French, was born of our freewheeling thinking, and not affected by conventional style as we are a new entry from outside cosmetics industry.

Joli Cadeau started in February 2013 from Eau De Parfum, which is most common yet authentic scent product. Thankfully numbers of fans are increasing steadily, and its characteristic "floral-fruity note for adults based on fresh blooming flower accentuated with fruity, green and woody scent, and turns deeper and sweeter with time" receives a high evaluation from men and women as we have planned.

And in the summer of 2013, we launch Joli Cadeau Body Mist, a light-fragrance-like body lotion mist delightful to the skin with a moisturizing effect. This is the item that meets and even exceeds the expectation from the users to add a light fragrance of the same scent for entire body that can be used casually every day.

Equipped with two kinds of items, Eau de Parfum and Body Mist which have moisturizing effect and differed in their fragrance concentration and lastability, make it possible to choose one depend on the situation or enjoy deeper scent by using both. Simultaneously, we re-launch Eau de Parfum in fresh look with new package design.

Both are designed for unisex use, and recommended to anyone who wants to wear the same scent with his/her loved one, or as a self-reward or a hearty gift for someone special. Please enjoy a pair of Joli Cadeau products.



Joli Cadeau Eau de Parfum
30mL

Formulated Aloe Vera Leaf Extract
(Moisturizing agent)



Joli Cadeau Body Mist
<skin lotion for body>
100mL

Formulated Chamomile Flower Extract
(Moisturizing agent)

NOTE: Floral-fruity fragrance is common to Eau de Parfum and Body Mist