



FOR IMMEDIATE RELEASE

TOKIWA COSMETICS TO OPEN A MAJOR NEW COSMETIC MANUFACTURING FACILITY IN THE U.S.

Monroe Township, New Jersey, October 2018: Tokiwa Corp., the largest OEM/ODM contract manufacturer of color cosmetics in Japan, announced the establishment of its first cosmetic manufacturing facility in the U.S. Tokiwa, will be the first Japanese cosmetic contract manufacturer to establish a wholly owned cosmetic manufacturing facility in the United States.

The new facility, located in Monroe Township, New Jersey, encompasses a 153,000+ square foot standalone building, located on 12+ acres. The facility will be an FDA Registered facility, capable of producing OTC and SPF rated products and will operate under cGMP Certification. Included will be a fully operational and developmental R&D laboratory, staffed with both Japanese and locally based formulators and chemists.

Mr. Naoyuki (Jeff) Soga, CEO/owner, stated, "This new U.S. facility will allow for our continued growth and expansion internationally. We are poised to better meet and serve the needs and expectations of our U.S. and European based customers by providing real-time responses, increased speed to market, reduced expenses/costs and face to face dialog and collaboration. Plus, it will allow us to reach new customers, with our U.S. made products."

Renovations and construction work are well underway, with a planned completion date in the second quarter of 2019. The manufacturing operation will be supported with brand new production machines and equipment, designed and built in Japan, USA, Italy and elsewhere. The majority of the machines and equipment will be in the facility by year's end.

The products that will be produced in the U.S. facility will be many of the same items as currently produced in Japan. They will include: mechanical pencils for eyes/lips/brows/face; lipsticks/glosses/stains; powders: loose/pressed/dry/wet/cream; eyeliners: liquid/gel/lead; mascaras, eye shadow, foundations, and many others.

The executive responsible for managing and directing the total operation of the U.S. facility will be Mr. Robert Congionti, a Tokiwa VP with extensive operations experience who has worked for numerous domestic and foreign cosmetic manufacturers.

Mr. Congionti stated that "Tokiwa will spend in excess of \$30 million on this new facility, for construction, machinery/equipment and working capital. This will be a first class manufacturing facility, raising the bar on quality, service and efficient cosmetic manufacturing in the U.S. By utilizing the latest technologies to produce the highest quality products with the right people and the right processes in place, it will be very impressive. Our Team's objective is to deliver Japanese quality and standards at a competitive price for all our customers through our strategic global partners and alliances, through our investments in technology, and most important, through our well trained, dedicated and experienced staff".

About Tokiwa

Tokiwa, which celebrates 70 years in business this year, has been and continues to be one of the most influential and innovative companies in the world of cosmetics. Established in 1948, Tokiwa remains a family owned and managed enterprise. Tokiwa is a full-service provider, currently supplying over 90% of their products on a total turn-key basis, utilizing both their original formulations and patented componentry.

Tokiwa's innovations in cosmetic formulations and componentry are the fruits of its Global Technology and Research Center located in Tokyo. Over 100 specialized and experienced Chemists, Formulators, Engineers, Designers and Trend Specialists work side by side and collaborate to develop Tokiwa's newest breakthrough formulas, delivery systems, components and packaging. Tokiwa is the owner of over 440 worldwide patents for its unique formulations and componentry.

Tokiwa currently owns and operates 5 cosmetic manufacturing sites in Japan, plus others in China and the Philippines. It maintains sales offices in Tokyo, Paris, New York and Shanghai, to serve the needs of cosmetic companies and brands around the world. For more information, visit the Tokiwa Cosmetics corporate website: www.TokiwaCosmetics.com

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