

HOTEL THE MITSUI

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Press Release

October 5, 2023

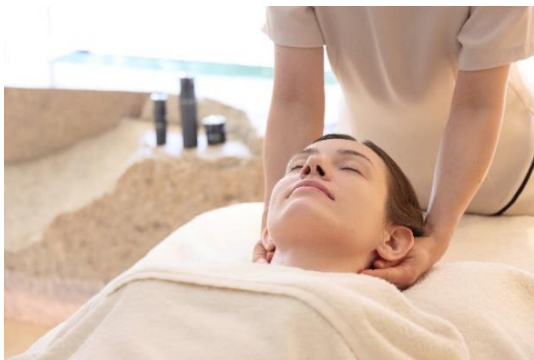
HOTEL THE MITSUI KYOTO Elevates SPA Experience with MIKIMOTO COSMETICS *Awarded Spa Introduces Exclusive Pearl-Infused Treatments*

Kyoto, Japan – The SPA at HOTEL THE MITSUI KYOTO introduces a new treatment menu featuring MIKIMOTO COSMETICS – a renowned skincare brand known for infusing the highest quality products with rare pearl ingredients – available to guests beginning October 1.

Since ancient times, pearls have been revered in Japanese culture, symbolizing beauty, nobility and protection from evil spirits. Four new treatments invite guests to have their own experience with Japan’s unique beauty and refinement.

The new treatments include:

- **TSUKI Radiant Pearl Hydration Facial** (60 mins/27,000 JPY or 90 mins/37,000 JPY): This treatment addresses facial muscles and the lymphatic system. Ideal for those with dry and lackluster skin, a medley of pearl ingredients reinvigorate a tired complexion, leaving behind translucent radiance reminiscent of the moon.
- **SHIZUKU Black Pearl Rejuvenation Facial** (60 mins/40,000 JPY or 90 mins/50,000 JPY): Tailored to guests seeking to restore skin firmness and elasticity while combatting signs of aging, Black Pearl Conchiolin® is enriched with amino acids, peptides, and hydrolyzed conchiolin derived from black-lip pearl oysters, providing exceptional moisturizing benefits.
- **MIZU Qi Circulation Body Therapy** (60 mins/26,000 JPY or 90 mins/36,000 JPY or 120 mins/45,000 JPY): This treatment harmonizes the flow of energy, blood, and fluids by targeting the meridians and acupuncture points, while effectively alleviating tension and fatigue and invigorating stagnant circulation. This is accompanied by the woody aroma of the exclusive MIKIMOTO COSMETICS massage oil inspired by HOTEL THE MITSUI KYOTO.
- **TOKI Pearl Serenity Ritual** (90 mins/39,500 JPY or 120 mins/49,000 JPY for Radiant Pearl or 90 mins/52,500 JPY or 120 mins/62,000 JPY for Black Pearl): This holistic body and facial package promises the ultimate spa experience, harmonizing the body and mind by focusing oriental meridians and acupuncture points. The facial treatment is enriched with luxurious pearl ingredients, with a choice of Radiant or Black Pearl.



HOTEL THE MITSUI KYOTO’s experiences and programming are driven by the philosophy to bring joy through the harmony between the natural environment, scenery and history guides. Consistent with these values, the Forbes Travel Guide four-star rated SPA also features a private onsen and Thermal Spring experience. All treatments will be available from October 1, 2023, through 2024. The SPA is open 10:00am to 10:00pm.

For the list of MIKIMOTO COSMETICS treatments and to book reservations, please visit:
https://www.hotelthemitsui.com/en/kyoto/news/mikimoto_en

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ABOUT HOTEL THE MITSUI KYOTO:

HOTEL THE MITSUI KYOTO is the first of the HOTEL THE MITSUI brand of iconic, ultra-luxury properties, designed to embody and reflect the harmony between the natural environment, the four seasons and the five senses. Located in the heart of Kyoto, adjacent to the legendary Nijo-jo Castle, a UNESCO world heritage site, the hotel is an idyllic sanctuary honoring ancient Japanese traditions and embodying the legacy and spirit of Kyoto. The hotel is built on a 250-year-old historic site that was once the home of the executive branch of the Mitsui Family, carefully designed to reflect a luxurious ambiance of refined sophistication. The first hotel in Japan to receive a five-star rating in the first year of operation, HOTEL THE MITSUI KYOTO is an awe-inspiring feast for the spirit and the senses and a cultural gateway to discover everything Kyoto has to offer.

ABOUT MIKIMOTO COSMETICS:

Forced to halt production and sale of pearls in 1940 due to a ban on luxury products during World War II, founder Kokichi Mikimoto focused on an edict of traditional Chinese medicine, “drinking pearls gives perpetual youth and longevity, and endows beauty and health.” Extensive research resulted in the successful production of a calcium substance that contained pearl protein

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and the establishment of Mikimoto Pharmaceutical Co., Ltd. Subsequent research led to the discovery that pearl protein conchiolin is a highly effective beauty agent and the birth of Mikimoto Cosmetics, with the aim of creating skin that is as beautiful as pearls. As a MIKIMOTO Group company, Mikimoto Pharmaceutical inherits founder Kokichi Mikimoto's passion for research, adopting a scientific approach to pearls and cosmetics. Believing that the key to beauty is the beauty of actual skin cells, we focus on fundamental research such as biotechnology and dermatology, aiming to create high quality basic cosmetics that offer an optimum balance of effectiveness, utility, and safety in our ongoing pursuit of beauty.