

Press Release

GISELLE of aespa named SENKA's Global Ambassador

FineToday Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President and CEO: Tetsuo Komori) announces that the skincare brand "SENKA", the No.1 self-cream facial cleanser market share in Japan for three consecutive years*¹, will welcome GISELLE from the four-member global group aespa as its global ambassador starting on February 28th, 2025.

The promotion of SENKA Perfect Whip with GISELLE will be released sequentially in Japan, Korea, and other countries/regions where SENKA products are available, mainly in Thailand, Vietnam, Singapore, and other Asian countries/regions.

In Japan, the promotion will be launched from May onward in preparation for the summer season, when the need for facial cleanser is expected to increase even more. You can enjoy the collaboration between GISELLE and SENKA along with original Japanese assets.

< GISELLE's profile >

Born on October 30, 2000, she is a member of the four-member global group aespa, which debuted in Korea in November 2020 with "Black Mamba" and made its official debut in Japan in July 2024 with the original Japanese song "Hot Mess". Trilingual in Korean, Japanese, and English, she attracts fans not only in Korea but also in countries around the world with her outstanding proportions and rapping ability.

**< Comment from GISELLE >**

Hello, this is GISELLE from aespa.

I'm happy to announce that I have been appointed as the global ambassador for SENKA.

I'll be revealing the secrets to achieving clear, beautiful skin with SENKA. So show us some love along the way!

*1 INTAGE SRI+ 21/10-24/9 Self Face Wash Cream Category exclude Double Wash Unit Share in Brand series ranking