

For Everyone's Smile

Aderans' work until now, and our future

Aderans

6th Edition

Filling the World with Smiles

Since the company's founding, we have dedicated ourselves to providing product excellence and technological expertise to customers through sincere service, aiming to achieve our vision of becoming the Global Brand Aderans. We promote a variety of initiatives across the world in the field of hair, with our greatest mission to help more people attain physical and emotional well-being and to bring smiles to their faces so they can fulfill their dreams and live full, happy lives. As our business grew, we have also expanded the scope of our CSR activities to help create a world that enables everyone to keep on smiling. To build a foundation for the next generation, we will continue and further deepen our Group-wide efforts to promote our value co-creation-oriented CSR by integrating with core business, striving to achieve healthy and lasting corporate growth. We will appreciate your continued support and encouragement for Aderans. Thank you.

Founder,
Representative Director,
Chairman
Nobuo Nemoto



Group CEO,
Representative Director,
President
Hiromasa Suzuki

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Don't let illness keep you from being who you are. We will be with you every step of your journey with sincere service.

In-hospital hair salon
Komorebi



Expanding the Network of In-Hospital Hair Salons



Mobile salon chair

Since 2002, we have been developing barrier-free hair salons in hospitals across Japan to make our services more accessible to everyone, including people using inpatient and outpatient services, their families, as well as healthcare workers. In particular, we work to ensure that patients going through cancer chemotherapy feel comfortable visiting these salons for consultation on appearance care, such as hair loss and wigs. For example, the salons are equipped with mobile salon chairs that allow patients to remain seated, without moving to another chair, as they receive haircut and shampoo services. The salons also provide semi-private booths with curtains and other tools to protect customer privacy. In-hospital salons have also expanded internationally; we are now operating at eight locations in Europe, providing services to enhance people's quality of life (QOL) across the world.

Standardizing Medical Wigs with JIS*



No definitions of medical wigs had existed before the JIS national standard was established, resulting in quite a few poor quality products available on the market. To address this problem, the Japan Hair Association started promoting their standardization in 2013, and Aderans offered full support for this effort. On April 20, 2015, the world's first medical wig standard JIS S 9623 was publicly announced. On July 2, Aderans declared that all of its 20 medical wigs met the standard, and was authorized by the Japan Hair Association to use the "Med wig" mark. The JIS standardization has been helping local municipalities expand their subsidies and financial support for purchasing medical wigs.

* JIS stands for Japanese Industrial Standards, the national standards used in Japan for industrial activities based on the Industrial Standardization Act.

Striving to keep offering excellent products, we will continue our endeavor to develop unrivalled artificial hair for the next generation.



Developing Artificial Hair Fibers with the Human-Hair Quality



Natural hair



CYBER X

Aderans started research on artificial hair in 1983 to ensure the stable procurement of hair materials and to address social issues. This effort has led to the launch of “Cyberhair” in 1991, offering the strength and usability of artificial hair as well as the feel and look of human hair. In 2006, we launched “Vital Hair,” with the dual structure of sheath and core to make it even closer to human hair. In 2022, after 15 years of efforts, we completed the development of functional artificial hair “CYBER X,” recreating the shine just like natural hair. By advancing the technology to create the surface of CYBER X, we have also successfully reduced waste generated in the manufacturing process.

Developing New Hair Materials for a Sustainable Society



In September 2018, Aderans launched a joint research and development effort with Spiber*, the company endeavoring to unlock the potential of structural protein materials for industrial use. It started with Spiber’s strong support for our CSR activities. Looking ahead to the next 100 years and aiming to help achieve the SDGs, we have been working to develop new alternatives that are not dependent on depletable resources. These new hair materials, that are neither human nor synthetic hair, will also cost less to make and have a lower environmental impact. We will continue to work together with Spiber, who shares the same aspiration, to make the new materials available on the market as soon as possible while optimizing the hair materials according to increasingly diverse customer needs.

* Spiber Inc. (Director and Representative Executive Officer : Kazuhide Sekiyama) is a biotech startup endeavoring to unlock the potential of protein materials for industrial use as sustainable, next-generation core materials.

With spirit and pride as professionals, we spare no effort to further enhance our technology, techniques and knowledge.



Working with Academic and Other Partners to Develop Solutions



Dr. Ken Washenik

As a leading provider of total hair solutions, we strive to put smiles on the faces of people with hair problems across the world. To achieve this, we promote industry-academia collaboration with universities and other research institutions to help solve health problems through hair. In February 2024, we signed an exclusive intellectual property license agreement on hair regeneration with Stemson to help make advanced solutions available across the world. Stemson, based in the United States, conducts research to cure hair loss by using Induced Pluripotent Stem Cells (iPSC) while Aderans Research Institute (ARI), a member of the Aderans Group, has hair regeneration cell therapy technology. Through this agreement, ARI's technology can be integrated with the work by the Stemson team, thereby accelerating efforts to successfully develop and commercialize hair regeneration therapeutic products for millions of people suffering from hair loss and seeking hair regeneration.

Offering Technological and Technical Expertise



55th FY Aderans All-Japan Skills Competition

We would like customers to use wigs with smiles. To make it happen, Aderans has qualified hairstylists and barbers at directly operated salons and in-hospital salons, as well as excellent sales professionals at Fontaine shops in department stores and other locations, to offer services tailored to each customer. We also offer numerous opportunities to enhance staff members' service and technical skills through training, our unique technical certificate examinations, and internal skills competitions. In addition, we encourage employees to obtain the Hair Advisor, JHSA qualification to ensure customer service with accurate knowledge on hair.

* Hair Advisor, JHSA is a trademark of the Japan Hair Science Association.

Creating harmony with customers, employees, and local communities: Aderans spreads smiles for the next generation and a sustainable future.



Expanding the Circle of Fontaine Green Forest



The Fontaine Green Forest, a campaign started in 2009, aims to create an eco-friendly cycle by bringing together proper wig disposal and environmental protection. Fontaine shops across Japan give coupons to customers who bring wigs they no longer use to the shops. Each coupon can be used for the purchase of a new wig, and a portion of the sales using these coupons is donated to tree-planting activities. Started in a forest in Yamanashi Prefecture, this program has expanded to the Tohoku (northeastern) region since 2017, supporting an organization that plants cherry trees in the areas hit by the tsunami in the 2011 Great East Japan Earthquake, as well as to Shizuoka Prefecture since 2019. To date, we have planted a total of over 1,800 trees through this program. Local employees of Aderans participate in the actual tree planting, recognizing the importance of first-hand experience in environmental protection.

Reducing Environmental Impact at Salons and Shops



We strive to create a sustainable society, ensuring a balance between economic success and environmental sustainability. To help achieve this goal, we also promote various initiatives at our salons and shops. At Fontaine shops in Japan, we collect disused wigs from customers and properly dispose of them by collaborating with a comprehensive recycling business. The disposal process is also environmentally friendly, including measures to lower CO₂ emissions. Aderans salons in Japan also take action to lower their environmental footprint by, for example, switching to LED lighting to reduce power consumption. Another eco-friendly initiative at the salons is the introduction of more efficient showerheads, reducing water consumption and CO₂ emissions to heat water.

Offering worker-friendly environments and delivering reliable products, Aderans' wig factories are bases to create a smile for everyone.



Promoting Environmental Activities at Production Sites



Solar-powered circulator
It is put in place to keep the water fresh in the pond on the premises (water for firefighting).



We have production bases in Thailand, the Philippines, and Laos, enabling the integrated production and marketing structure. These bases focus on an eco-friendly production system while maintaining product quality. Aderans Thai, Ltd., which is our main production base, obtained the ISO 9001 (the international standard for quality management) and ISO 14001 (the international standard for environmental management systems) certifications in 1999. The company also started donating quality wig prototypes to local hospitals in 2012. Even waste materials generated from the wig manufacturing process are not wasted at all. The company sells them to a recycling service provider and uses the proceeds to plant trees. Employees of the company also use these materials to create a variety of goods, including bouquets to be presented to retiring employees.



Creating a Rewarding Work Environment



Wig hair ventilation skills training has been introduced at a vocational school in Laos.

Our production bases are strengthening relationships and interactions with their communities. In 2013, Aderans Philippines, Inc. received an award from the MDG Achievement Fund, a program administered by the country's Department of Labor and Employment. The award recognized the company's excellent work environment for its employees, efforts to enhance their benefits, and consideration for their families. Also, Lao Quality Sole Co., Ltd. has provided a wig hair ventilation skills training program at a vocational school since 2018 in cooperation with the Lao government. The program is highly regarded also by the country's Ministry of Labor and Social Welfare as an initiative to expand vocational opportunities for Lao workers, many of whom would otherwise have had to migrate to neighboring countries to find jobs.

Through the infinite potential of wigs' power, we will help build a future filled with smiles and joy.



Love Charity, the Origin of Our CSR Activities



We use a portion of sales to provide wigs to children who have lost their hair due to illness, injury, or other reasons. The underlying concept of this program is to prevent the physical trauma of hair loss from becoming an emotional scar. The program started in 1978, our 10th anniversary, to give back to society. It symbolizes our CSR activities, integrating our value and strengths with our business activities. We take full advantage of our expertise to ensure the wig is tailored to each child and fits perfectly as part of their body by adjusting its size, style, color, etc. Since children's wigs tend to be more difficult to handle than those for adults, the program also helps our employees improve their skills, such as measuring and cutting.

Studio AD: Magicians of Wigs, Hair, and Makeup



[Photo by Katsuhiko Hori]

In 1983, the Shiki Theatre Company brought the musical Cats to the stage in Japan. Aderans and the theater company worked together to develop wigs that could withstand the vigorous dancing in Cats, which led to the establishment of Studio AD. The wigs made by Studio AD are designed not only to look beautiful and natural but also to reflect the background and characteristics of each role. These wigs also use more elastic and breathable net foundations to ensure they fit naturally and comfortably. Today, our expertise is utilized in many fields in addition to major stage productions in Japan.

The Aderans Group works as one under Sanpo-Yoshi, our shared CSR vision, spreading smiles across the world.



HairClub for Kids



“HairClub for Kids” has provided non-surgical hair replacement accompanied with services such as haircut and hair-styling to children aged 6 to 17 who have concerns about hair for some 30 years. More than 2,000 children have received hair replacements and services as of May 2024.

As we believe in “Helping Children with Hair Loss Feel Comfortable and Confident”, “Hair Loss Specialists” who have received a technical training provide heartfelt services to the children and satisfy their needs.



Support Leveraging Our Group Synergy



Our Group companies have been promoting collaboration with local charity organizations to fight cancer together. A prime example is collaboration with The Little Princess Trust (LPT), a charity providing wigs to children and supporting childhood cancer research. Since 2011, Aderans UK Limited has provided full support for LPT’s activities, including shipping hair materials to the factory and delivering wigs at the Aderans salons. In 2020, Aderans Sweden AB and Aderans Germany GmbH also started the support for LPT, leveraging the Group synergy to expand the initiative that makes everyday life brighter and more comfortable for children.

With our customers, business partners, communities, and everyone across the world. Let us work together for a better future.



Supporting People with Disabilities through Art



We support ParaArt, the artistic activity of people with disabilities aiming to build an inclusive society that embraces and empowers diversity. Since 2021, we have been participating in PARAART TOKYO* as an official supporter, selecting an Aderans Award winner every year from many artworks submitted from across the world. We have been expanding the scope of collaboration with ParaArt, featuring their works on the cover of our CSR Communication Report as well as our free gifts for customers and our corporate calendars. We will continue to help enrich society, where no one is left behind.

* Hosted by Nippon Charity Kyokai



The Spirit of the Aderans Family's Credos



Each Aderans Family member has its own credo.

Aderans was founded with passion for customers. The founder's dedication, with a focus on after-sales services, has built the foundation of the Aderans Group and its sincere services to customers. We have also strived to go beyond selling items by adding techniques and technologies, as well as by providing services that enable customers to use the items with peace of mind after the purchase. This founding vision has been passed down through generations. To translate it into beliefs and promises that guide decisions and actions, the company's credo was created by its editorial group, consisting of members selected from employees across the country. All Aderans employees always carry this with them, striving to turn our management philosophy and credo into reality through ideas and actions.

For everyone to
keep on smiling.
We aim for sustainable growth
by promoting CSR-based
management.



Aderans' SDGs



Aderans Co., Ltd. supports
the Sustainable Development
Goals (SDGs).

As a global company, the Aderans Group has offered total hair solutions to customers in line with the spirit of "leveraging our strengths in society." We are also committed to addressing various issues mentioned in the Sustainable Development Goals (SDGs), the global goals to be achieved by 2030. By solving social problems through business activities based on the idea of CSR-based management we have practiced, we strive to help build a sustainable society and to achieve sustainable growth.



Bosley's Initiatives with a Focus on DEIB"J"



The Aderans Group strives to create work environments where people with different values and ideas, regardless of their backgrounds such as nationality and gender, can fully utilize their uniqueness and potential. Bosley, Inc. has taken active steps to further advance Diversity and Inclusion (D&I) by adopting the concept of "DEIB" with Equity and Belonging, and then by introducing "DEIB"J" with Justice, restricting barriers to promote equal rights and equitable opportunities. Their strong efforts have helped improve customer and employee satisfaction, proving that embracing diversity also benefits the business.

* DEIBJ stands for diversity, equity, inclusion, belonging, and justice.

Aderans

Aderans CSR



<https://www.aderans.co.jp/corporate/english/csr/>

