

**Aderans**

< A new eye care series from BeauStage! >

Part 1: **Medicated eyebrow growth serum** for thinning eyebrows

## **BeauStage Eyebrow Essence Medicated**

Available from September 22 at BeauStage Eyebrow Salons, official online store, etc.

Aderans Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Group CEO, Representative Director, and President: Yoshihiro Tsumura), promoting the wellness industry of hair, beauty, and health on a global scale, is launching a medicated eyebrow growth serum “BeauStage Eyebrow Essence Medicated” (quasi-drug)\*1. This is the first product in BeauStage’s new series focusing on the area around the eyes. It will be available from Thursday, September 22, at BeauStage Eyebrow Salons across Japan, BeauStage Ginza, Aderans and Ladies’ Aderans salons, the Aderans official online store (<http://www.aderans-shop.jp>, in Japanese), the BeauStage official online store (<https://www.beaustage.com/webstore>, in Japanese), and more.

\*1 The product cannot be used for eyelashes.

In response to a growing interest in beauty around eyes\*2 along with the new norm of mask-wearing, we have been expanding the BeauStage Eyebrow Salon network, specializing in eyebrow-shaping services. Since the first salon opened in November 2020, we have served over 65,000 new customers\*3 and expanded to a total of 55 locations across Japan. We have received extremely positive reviews from customers nationwide, with some salons increasing the number of available booths to serve more customers.

\*2 More details are available in page 2. \*3 As of September 14, 2022.

Many salon customers have various concerns about their eyebrows and the area around their eyes. Some of the problems cannot be solved by the customers on their own, such as eyebrows being thin, sparse and/or not growing. Thin eyebrows can also lead to more concerns, such as longer time required for makeup, difficulty in shaping eyebrows, and a tendency to make the face look dull. To help address these problems, we have decided to introduce the new eye care series for people who are concerned about their eyebrows and the area around their eyes.

BeauStage Eyebrow Essence Medicated, the first product launched in this series, is a medicated eyebrow growth serum. It can be widely used by both men and women, including those who are concerned about thinning eyebrows and those with overplucked/overworked eyebrows. With three active ingredients (calcium pantothenate, salicylic acid, and resorcin), the product prevents the thinning and loss of eyebrow hair, protects hair roots, and helps to grow beautiful eyebrows. We are planning to develop more products in this eye care series to further address various concerns about eyebrows and the area around the eyes.



**BeauStage Eyebrow Essence Medicated (quasi-drug)**

## ■ BeauStage Eyebrow Essence Medicated: Product Features

### Three active ingredients for beautiful and healthy eyebrows

With three active ingredients (calcium pantothenate, salicylic acid, and resorcin), the product prevents the thinning and loss of eyebrow hair, protects hair roots, and helps to grow eyebrows. Four moisturizing ingredients (extracts of Swertia japonica, horse chestnut, sage, and linden) also help your eyebrows stay healthy.

### ■ How to Use

We recommend using the product twice a day, at night before going to bed and in the morning after washing your face, applying it along the eyebrows with the attached brush. When you apply makeup, such as an eyebrow pencil, use the Eyebrow Essence first and make sure the product is dry.

### ■ Product Overview

Name : BeauStage Eyebrow Essence Medicated (quasi-drug)

Date of launch: Thursday, September 22, 2022

Price (inc. tax): 4,950 yen

Available at : BeauStage Eyebrow Salons

BeauStage Ginza

Aderans, Ladies' Aderans, and in-hospital salons nationwide

Aderans official online store (<http://www.aderans-shop.jp>, in Japanese)

BeauStage official online store (<http://www.beaustage.com/webstore>, in Japanese)

BeauStage official app online store, etc.

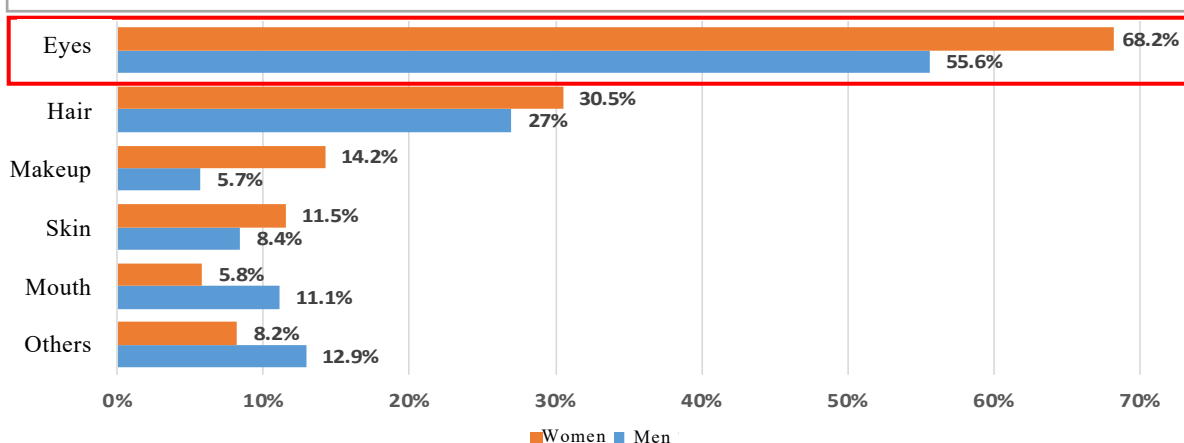


< For Your Reference >

### ◆ The upper half of the face becoming the focus feature: eyes and hair are attracting the attention of both men and women

As mask-wearing has become part of our daily routine and people see others on the screen more often through online meetings, we asked if these changes had made them pay attention to particular parts of other people's faces. Both men and women reported that they tended to pay more attention to eyes (68.2% for women and 55.6% for men), followed by hair (30.5% for women and 27.0% for men). It seems that parts of the face not covered by a mask, such as eyes and hair, naturally draw people's attention.

Q. Mask-wearing and online meetings have become more common since the COVID-19 pandemic started. Considering these changes, have any particular parts of other people's faces come to draw more attention compared with the pre-pandemic period? (multiple responses, n=4,888)



< Outline of the survey >

- Respondents: 4,888 men and women in their 20s through 60s in Japan (number of valid responses), 104 (52 women and 52 men) from each of all 47 prefectures
- Survey period: from Friday, February 5, 2021, to Sunday, February 7 (3 days in total)
- Survey method: online questionnaires

Press release on the survey: <https://pdf.irpocket.com/C8170/HRxf/EZ6t/r4rn.pdf> (in Japanese)

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