

< Press Release >

Aderans

< An international competition to showcase hairdressing techniques >
The First HAIR WORLD Japan Cup Open 2022
Ryuutarou Niimoto from Aderans wins third place among
international competitors in the Gents Hair Replacement category

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 pleased to announce that Ryuutarou Niimoto, from the Partnership Business Department (CS Education Department) of Aderans, won third place in the Gents Hair Replacement category of the First HAIR WORLD Japan Cup Open 2022 (Host: Hairdressing Federation of Japan). Six employees of the Aderans Group participated in the event, which was held at the Zenriren Building on Tuesday, February 22, 2022.

The First HAIR WORLD Japan Cup Open 2022 was organized as a global skills competition, with the aims of increasing the motivation of barbers and hairdressers as well as revitalizing the hairdressing industry. The competition was held as a hybrid event in order to prevent COVID-19 infections. While the physical event took place at the Zenriren Building as the main venue, several competitors from Japan and other countries participated online. The competition consisted of three categories: Gents Classic Cut, Ladies Technical Free Style, and Gents Hair Replacement. A total of 63 competitors participated in the event.

The Aderans employees competed in the Gents Hair Replacement category, where 14 competitors (10 from Japan and four from other countries) demonstrated their techniques to create unique hair colors and styles. After careful consideration, the judges selected Niimoto from Aderans as the category's third place winner. Also, the Creative Design Award was presented to Kevin Barnes from HairClub, a U.S. subsidiary of Aderans. All the wigs used in the Gents Hair Replacement category were provided by Aderans.



Ryuutarou Niimoto from the Partnership Business Department (CS Education Department) of Aderans, winning third place in the Gents Hair Replacement category

■ Gents Hair Replacement Category: Third Place

Ryuutarou Niimoto from Partnership Business Department (CS Education Department), Aderans

[Comment about the result]

It is a great honor to win third place at the event. I would like to thank everyone who has encouraged and supported me. I was very nervous at the competition since it was my first time to compete outside the company. The biggest challenge was to finish within 35 minutes, but I enjoyed every minute of it. The event was a wonderful reminder that I truly love technical work.

[About the work]

I put a strong focus on creating an attractive hair color that would draw people's attention. It was not easy, and I failed over and over when practicing. As for the style, I couldn't make up my mind until the last minute. In particular, I couldn't decide whether to cut the bangs or not even during the competition. I hope my decision to cut them made a positive contribution.



■ Profile of the Event Host: Toshio Omori (President, Hairdressing Federation of Japan)



He became a board member of the Federation in May 1988 and has been the president since May 2006, currently serving his sixth consecutive term. He has also served as the president of the Federation of Environmental Hygiene Trade Associations and of the National Business Guidance Center. In 2016, he became the OMC Master Stylist Winner at the OMC World Cup (world hairdressing championships) in South Korea.

Some of his achievements include the Minister of Health and Welfare Award, Nippon Kenshokai Foundation Award, Minister of the Environment Award, Medal with Blue Ribbon, OMC Hall of Fame Award, Award for Outstandingly Skilled Workers (Contemporary Master Craftsman), OMC Global Ambassador, and OMC Environmental Awareness Award.

<Comment from Mr. Omori>

As we saw numerous competitions being cancelled, including the OMC World Cup last September, we have organized this pioneering international competition, while leveraging online tools, to keep competitors motivated as well as to help social and economic activities. This international event has successfully demonstrated the transformation of competitions, with lots of suggestions for the future. I would like to congratulate all the winners and look forward to seeing all of the participants flourish further. Thank you very much.

■ Overview of the First HAIR WORLD Japan Cup Open 2022

Date: Tuesday, February 22, 2022
Venues: Zenriren Building (Yoyogi, Tokyo) and online (across Japan and the world)
Categories: 1. Gents Classic Cut (35 minutes)
2. Ladies Technical Free Style (35 minutes)
3. Gents Hair Replacement (35 minutes)
Video URL: https://www.youtube.com/watch?v=0YM7N7wiL_E (in Japanese)

< Gents Hair Replacement Category: Competition Rules >

1. Two hairpieces (18 cm x 16 cm each) will be provided to each competitor, one for the practice and the other for the competition. Those using any other hairpieces will be disqualified.
2. The hair must be colored but must not be pre-cut. The hair length must be 15 cm (6 in.) or longer.
3. The mannequin heads must be pre-shaved from the front side (frontal hairline).
4. The competitors may use any tools.
5. After the competition, the competitors will have three minutes to dress their mannequin appropriately for its hair style. (A jacket and a face mask are required.)

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