

July 14, 2022

< Press Release >

Aderans

< The launch of Aderans' finest luxury hair & scalp care brand >
Realizing sustainable luxury

L'HOMME ADERANS

Available from July 15 at Aderans official online stores and more

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 shampoo and conditioner*¹ under L'HOMME ADERANS, the finest luxury brand in the company's history. The products will be available from Friday, July 15, mainly at the Aderans official online store (<http://www.aderans-shop.jp>, in Japanese) and Aderans salons across Japan.



Since Aderans celebrated its 50th anniversary, we have been expanding our business scope beyond the hair industry to beauty and health fields. To embody our commitment to the next 50 years, we have developed our finest luxury hair care series L'HOMME ADERANS, leveraging the expertise we had built up over the years and the latest technologies developed through collaboration with our research partners. The name “L'HOMME” comes from a French word meaning “the man,” and we interpret it as “the gentleman.” It reflects our wishes to offer the ultimate bath-time experience every day to those of you who seek finest products and beauty.

L'HOMME ADERANS focuses on the two major causes of skin aging: oxidation and glycation. For the first time in the history of Aderans, we have also introduced a refillable container made from environmentally friendly materials to realize sustainable luxury. The container is designed by Mr. Aoshi Kudo, a leading Japanese designer who has won numerous awards. Since the container is available in four colors (white, gray, navy, and dark brown), you can mix and match your favorite colors for the shampoo and conditioner to decorate your bathroom.

*¹ The container is sold separately from the shampoo and conditioner so that the customer can choose their favorite color(s).

■ Background: Development of L'HOMME ADERANS

Since the COVID-19 pandemic began in 2020, people have had more opportunities to see themselves on the screen on various occasions, including online meetings, resulting in a growing attention to hair care and skin care among both men and women. In response to this trend, a number of more functional and expensive products have been introduced, and high-end shampoos and hair treatments have been showing strong sales^{*2}. More and more people are now willing to pay extra for high-quality products.

For these people seeking beauty and high-quality products, we have developed our finest hair care series L'HOMME ADERANS, leveraging the expertise we had built up over the years and the latest technologies developed through collaboration with our research partners.

*2 Source: FUJI KEIZAI CO., LTD. *Marketing Handbook of Cosmetics 2022 No.2: Shampoo and Hair Treatment*.

■ Four Strengths of L'HOMME ADERANS

< Strength 1: Ingredients >

Focusing on the two major causes of skin aging, oxidation and glycation, with two unique ingredients

L'HOMME ADERANS focuses on oxidation and glycation, the two major causes of skin aging identified in dermatology. Our unique ingredients, including the α -lipoic acid derivative sodium zinc dihydrolipoylhistidinate^{*3} and the CR2 complex^{*4} for scalp conditioning, work on your scalp to help build a foundation to nurture healthy hair^{*5}.

*3 Sodium zinc histidine dithiooctanamide (an ingredient for the maintenance of healthy skin)

*4 Celery stalk extract and rutin (moisturizing ingredients focusing on glycation)

*5 By maintaining healthy scalp and hair

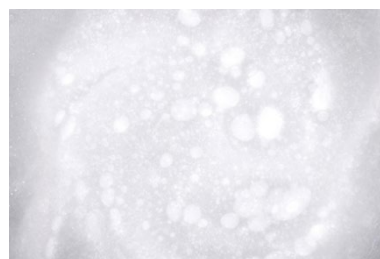


Image of the Scalp Shampoo

< Strength 2: Comfort >

Introducing the Microprotein complex^{*6} for the ideal finish

Just a small amount of the shampoo gives a rich lather, helping to make your shampooing stress-free by wrapping, nourishing, and gently cleansing the scalp and every strand of hair. The shampoo and conditioner also contain the Microprotein complex,^{*6} that has been developed based on Aderans' unique hair composition theory. It repairs hair by packing the scalp and hair, giving an excellent finish with suppleness, bounce, strength, and shine.

*6 Acetyl decapeptide-3, oligopeptide-20, oligopeptide-2, hydrolyzed collagen, elastin hydrolysate, soluble proteoglycan, and hydrolyzed keratin (ingredients for hair [skin] conditioning); caprooyl tetrapeptide-3 (an ingredient for skin barrier protection); and hydroxypropyltrimonium hyaluronate (an ingredient for skin barrier formation and moisture retention)

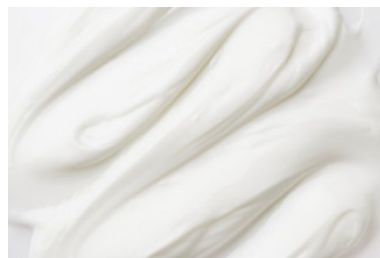


Image of the Scalp Pack Conditioner

< Strength 3: Container >

The sustainable container pursuing a simple and high-quality design

L'HOMME ADERANS is designed by Mr. Aoshi Kudo, a leading Japanese designer from Communication Design Laboratory. When you put the two bottle containers together, they form one symmetrical beautiful shape. We focus on a high-quality design while also giving consideration to the environment and reducing plastic use to contribute to the SDGs. The bottle container is made from strong ABS resin so that you can enjoy the product for a long time. For refill pouches, we use sugarcane-based bioplastics.

Since the container is available in four colors (white, gray, navy, and dark brown), you can choose from 16 different color combinations for your shampoo and conditioner.

[Aoshi Kudo profile]



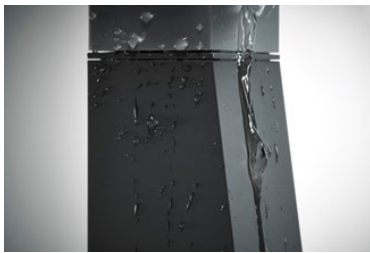
Designer / Creative Director /
President, Communication Design Laboratory

Mr. Kudo graduated from Tokyo University of the Arts and joined Shiseido in 1988. He worked at Shiseido Paris for four years starting in 1992. He co-founded Communication Design Laboratory (CDL) with Ms. Keiko Hirano in 2005. Mr. Kudo engages in designing, directing, and producing across different fields including products, packaging, space, and communication. He has received numerous awards within and outside Japan.

<https://www.cdlab.jp/english/index.html>

Incorporating the technique of *Yamanaka-nuri* lacquerware in surface coating, pursuing excellence in design and function

The linear and solid form is designed with a focus on functionality, including the large pump head and the wide mouth for better usability. The coating of the container incorporates the technique of Japanese traditional *Yamanaka-nuri* lacquerware to make it water repellent and non-slip. The paint has been proven to be antibacterial to keep the product clean in the bathroom. Each container is hand-painted by a craftsman, giving the special texture of a handmade product.



The container uses the water-repellent and non-slip coating made with dry lacquer powder. It is weatherproof and antibacterial to keep the product clean in the bathroom.



The wide-mouth container allows refilling without spilling and helps you clean the inside, giving consideration to sanitation as well.



The unique, large, easy-press pump head has been developed for easy volume adjustment.



You can choose from 16 different color combinations for your shampoo and conditioner.

< Strength 4: Scents >

Wellness green: enjoy a range of notes over time

We requested Argeville, a French manufacturer specializing in fragrances and aromas, to create the fragrance of L'HOMME ADERANS. It contains 14 essential oils, including bergamot fruit, mint, and jasmine flower. Enjoy the layers of the specially blended natural, soothing scents over time .

[Fragrance notes]

1. Top notes : bergamot, mandarin, orange, lime, neroli, etc.
(initial scents)
2. Middle notes : mint, lavender, eucalyptus, cardamom, etc.
(scents during the rinse)
3. Base notes : jasmine, vetiver, cedarwood, etc.
(scents after washing)
4. Last notes : musk
(lingering scents)

■ Product list

Item	Product Name	Volume/size	Price (incl. tax)
Shampoo	L'HOMME ADERANS Scalp Shampoo (cosmetic product)	300 ml	7,700 yen
Conditioner	L'HOMME ADERANS Scalp Pack Conditioner (cosmetic product)	300 ml	7,700 yen
Refill container	L'HOMME ADERANS exclusive dispenser (available in four colors: white, gray, navy, and dark brown)	300 ml	3,300 yen

* The shampoo, conditioner, and refill container are sold separately. When purchasing the shampoo and conditioner for the first time, please also buy the containers as well.



Shampoo



Conditioner



Exclusive dispensers

■ Product Overview

Name : L'HOMME ADERANS
Date of launch : Friday, July 15, 2022
Available at : Aderans salons across Japan
Aderans official online store (<http://www.aderans-shop.jp>, in Japanese), etc.
Product website : <https://www.lhomme-aderans.com> (in Japanese)
(released at 10:00 on July 15)



■ Aderans' Initiatives for the SDGs

As a global company, the Aderans Group is committed to actively addressing various global issues mentioned in the SDGs and to solving social problems through its business activities, striving to help build a sustainable society and to achieve sustainable growth.



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

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Brand Movie : <https://www.youtube.com/watch?v=c6Xkodyjxkk>



L'HOMME ADERANS