

January 25, 2022

< Press Release >

**Aderans**

**Super-easy solution to secure your wig!**  
**Aderans' new wig clip/stopper Smart Touch**  
Its TV commercials start airing on January 25,  
featuring Chikako Kaku and Shinnosuke Ikehata

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, will start offering Smart Touch, our newly developed wig clip (stopper) providing an extra-easy way to secure a wig, on Tuesday, January 25, 2022. Along with the product launch, its TV commercial will also start airing on the same day, featuring Ms. Chikako Kaku (an actress) and Mr. Shinnosuke Ikehata (an actor and singer).

Smart Touch is a stopper that provides an extra-easy way to secure a wig with one press\*1. The surface is made with silicone, and cross-shaped teeth catch and hold the hair firmly. Since it only takes one press to secure a wig, the product is also gentle on your hair and scalp. With Smart Touch, you can enjoy your day without worrying about the wig falling off or slipping even in strong winds or while exercising\*1.

\*1 Individual results may vary.

In its new TV commercials, starting to air on the same day, Mr. Shinnosuke Ikehata makes his first appearance for Aderans along with Ms. Chikako Kaku, the brand ambassador of Ladies' Aderans. Mr. Ikehata, a frequent user of wigs not only on stage but also offstage as fashion items, wears a gray wig in the commercials. With a catchline "Pon! Kyu! Fuwah!" (meaning "put a wig, press it, and you get fluffy/voluminous hair!"), Ms. Kaku and Mr. Ikehata beautifully introduce Smart Touch through wonderful teamwork. The commercials are also available on our official YouTube channel "Aderans TV."

- **Aderans official YouTube channel "Aderans TV" (to be released at 9:30 am on January 25)**  
<https://www.youtube.com/channel/UCyYkWDnEWQQvDfr2-7A-PFw> (in Japanese)



## ■ TV Commercial Shooting: Behind the Scenes

We shot the commercials both in a studio and outside. Despite the rescheduling of the shooting due to weather conditions, we were able to finish it successfully. Ms. Kaku and Mr. Ikehata performed beautifully from day one, showing wonderful teamwork and making everyone smile throughout the shooting.

## ■ New TV Commercials: Overview

To be aired from Tuesday, January 25, 2022

Titles: “Enjoy outing!” and “Chatting in the studio: What makes Smart Touch special?”

### ➤ Enjoy outing!

It features Mr. Ikehata and Ms. Kaku enjoying a long-awaited outing. Ms. Kaku comes a little late because she struggled with styling her wig, and Mr. Ikehata introduces Smart Touch as an extra-easy solution. Later, they both enjoy outing, wearing beautiful wigs with Smart Touch.



### ➤ Chatting in the studio: What makes Smart Touch special?

It highlights the special features of Smart Touch. While taking a break from the shooting, Mr. Ikehata introduces the product to Ms. Kaku, who seems suspicious at first. Then, Mr. Ikehata shows how it works by actually wearing the wig and shaking his head.



## < Shinnosuke Ikehata: Profile >



Date of birth: August 8, 1952

Home town: Osaka, Japan

In 1969, he made his sensational film debut in *Funeral Parade of Roses*, captivating viewers with his exceptional beauty.

He also made his debut as a singer in the same year, releasing *Between Night and Morning*, and won the Japan Record Award for Best New Artist and the Golden Arrow Newcomer Award.

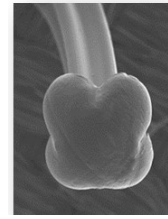
Since then, he has built his career as a singer “Peter” and as an actor “Shinnosuke Ikehata” with his unique charm and talent.

He has expanded his presence nationally and internationally as an actor since he played in Akira Kurosawa's movie *Ran* in 1985, and keeps playing key roles in the entertainment industry as a singer, actor, and many more.

## ■ Smart Touch: Product Features

### ➤ Pressing the wig lightly is all it takes.

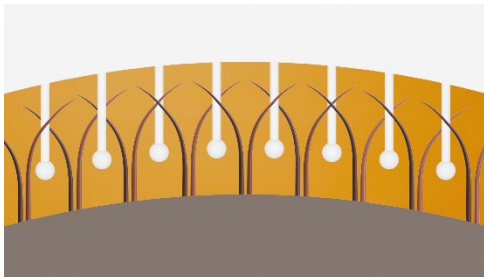
With Smart Touch, you can easily secure the wig just by pressing it, for cross-shaped teeth catch your hair and hold it firmly\*1. While wearing a wig can be a lot of work for some people, Smart Touch offers a super-easy solution to secure the wig: All you need to do is press it.



Enlarged image  
of a tooth

### ➤ The material is gentle on your skin.

The surface of the cross-shaped teeth (polyester) is coated with silicone. Unlike most of the conventional metal wig clips, Smart Touch does not pull your hair and therefore is gentle on your hair and scalp.



How Smart Touch catches hair (image)



Cross-shaped teeth

## ■ Smart Touch: Comments from Product Developers

### < Lead Developer >

Jookyung Lee

Product Planning Development Department

Aderans Co., Ltd.



The development of Smart Touch started with customers' requests for stoppers that would ensure better stability of the wig. As we explored ways to develop products, I invented the idea of using silicone, inspired by slime toys my child was playing with. Since we offer the best stopper tailored to each customer's needs and preferences, I hope you enjoy your wig for a long time, feeling comfortable and confident.

### < Development Manager >

Mutsumi Kawasaki

Senior Manager, Product Planning and Development Department

Aderans Co., Ltd.



The biggest challenge was finding the optimal amount of silicone, the key point in the product development. If the material is too hard, it cannot hold hair firmly enough. If it is too soft, it sticks to hair too much, making it difficult to remove. We also tested different lengths, numbers, and shapes of the teeth to select the best design for the silicone material. After numerous tests, we have finally created the best product.

<Reference: More Information on Our Stoppers>

➤ **We offer around 45 types of stoppers**

We offer a wide range of stoppers, around 45 types\*2, in different sizes, colors, and strengths. Our staff will introduce the best product for each customer according to the size of their wig and the condition of their own hair.

\*2 As of December 2021

➤ **History of Aderans' stoppers**

Until the mid-1970s, people mainly used adhesive to put on wigs. With the ambition to further benefit customers by making wigs easier to wear and remove, we created the first prototype stopper in 1975. In 1976, Aderans became the first company in the industry to develop stoppers exclusively for securing wigs, and we have made numerous improvements since then. We developed the first stopper "AQ-15," enabling the user to easily remove the wig only in 15 seconds through its innovative attachment method. In the same year, we launched our first adhesive-free wig, taking the first step of our wig revolution.



Examples of our stoppers, evolving over time through product development efforts

<Overview of the New Stopper>

Name : Smart Touch  
Date of launch : Tuesday, January 25, 2022  
Available at : Ladies' Aderans salons nationwide  
Fontaine shops nationwide (directly operated shops and department stores)  
ANY D'AVRAY  
Swanee by Fontaine  
René of Paris by Fontaine  
Target products : Custom-made wigs, semi-custom made wigs, and ready-made wigs\*3 for women

\*3 An attachment fee applies for ready-made wigs.

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Fontaine website: <https://www.fontaine.jp> (in Japanese)

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