

< Press Release >

Aderans

Offering lipopolysaccharide (LPS) in all beauty treatments

Beauty salon/spa LPS ESTHETIQUE I & I*₁
opens in Ginza, the heart of Tokyo, on Friday, June 10

Various services are available using unique LPS cosmetics and machines

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 opening a beauty salon/spa “LPS ESTHETIQUE I & I*₁” (Chuo-ku, Tokyo) on Friday, June 10. The salon is operated by LPS Beauty, Co., Ltd. (Head Office: Chuo-ku, Tokyo, Japan; Representative Director and President: Hiroyuki Inagawa), a joint venture established with Macrophi Inc. (Head Office: Takamatsu City, Kagawa, Japan; Representative Director and COO: Chie Kohchi), Biomedical Research Group Inc. (Head Office: Setagaya-ku, Tokyo, Japan; Representative Director: Gen-Ichiro Soma), and other partners. Products containing lipopolysaccharide (LPS)*₂ are used in all beauty treatments at the salon.

*1 LPS ESTHETIQUE I & I is a registered trademark of Biomedical Research Group Inc. *2 As a skin-conditioning ingredient.

Since Aderans celebrated its 50th anniversary in 2018, we have been expanding our business scope beyond the hair industry, to beauty and health fields. To leverage our experience and expertise we have built since the establishment, not only in hair but also in the beauty field, we have been enhancing services to support total beauty, such as skin care and scalp care. As part of these efforts, we started offering dietary supplements in 2020, including products containing LPS.

LPS is a substance that exists in nature, such as soil, trees, plants, food, and air. Since the body is not capable of producing it, and modern lifestyles make it difficult to ensure the adequate daily intake of LPS, we tend to be deficient in this substance if we rely solely on daily diet. In addition, there seems to be a decline in LPS intake in recent years due to changes in the natural environment, including deforestation and urban development, as well as better environmental hygiene.

We have established the joint venture and are opening LPS ESTHETIQUE I & I, aiming to contribute to health maintenance and beauty by providing LPS to many people through the beauty salon. This LPS salon offers innovative beauty treatments with a focus on the innate power of your body and skin. At the salon, you can experience the LPS products and supplements firsthand while also receiving proper advice. A variety of beauty treatments are available for your face and body, using the salon’s unique cosmetic products containing LPS and other ingredients to help maintain healthy skin, as well as machines to leverage the strengths of LPS. A retail shop in the salon also offers LPS supplements, which are recommended to be used along with the cosmetic products.



Consultation room



Publications by Dr. Soma, Representative Director, Biomedical Research Group Inc.

■ About LPS ESTHETIQUE I & I *₁

LPS ESTHETIQUE I & I*₁ is a beauty salon offering a variety of beauty treatments with products containing LPS*₂. “I & I” in the name symbolizes “Innate Immunity” and “I = myself.” The salon offers a range of beauty treatments using its unique LPS cosmetic products and aesthetic machines. The retail shop in the salon also offers a variety of salon’s unique LPS cosmetic products and supplements as well.

■ LPS ESTHETIQUE I & I: Main Beauty Treatments *Prices include tax.

< Facial >

The salon offers two courses to help address various skin problems. Its unique LPS cosmetic products are used in both courses.

• LPS Clear Skin Course

An all-hand oil treatment course.

(60 minutes; special price for first-time customers: 5,390 yen; regular price: 10,780 yen)

• LPS “Incure” Facial

The Incurativer PRO*₃ machine is used in this course to leverage and support the strengths of LPS for greater satisfaction and silkier, smoother skin.

(90 minutes; special price for first-time customers: 8,250 yen; regular price: 16,500 yen)

*₃ Incurativer PRO: a machine that directly generates heat in deep tissues/muscles for skin and body care

< Body >

The salon uses two types of machines that leverage the strengths of LPS. A collagen machine and Incurativer PRO*₃ will support your health and help you relax.

• “Incure” Body Course

➤ Lower body (legs, hips, and abdomen) or upper body (back, upper arms, and waist)
(90 minutes, 12,980 yen)

➤ Full body
(180 minutes, 21,000 yen)

■ Overview of LPS ESTHETIQUE I & I

Opening date : Friday, June 10, 2022
Address : Sugiyama Bldg., 9F, 7-14-15 Ginza, Chuo-ku, Tokyo
Access : 4-minute walk from Higashi-ginza Station (Tokyo Metro Subway)
5-minute walk from Tsukijishijo Station (Toei Subway Oedo Line)
Phone : +81-3-6260-6795
Business hours : 1:00 p.m. - 8:00 p.m.
Closed : Irregularly
Website : <https://lpsbeauty.co.jp/> (in Japanese)
HOT PEPPER*₄ : <https://beauty.hotpepper.jp/kr/slnH000563981/> (in Japanese)

*₄ HOT PEPPER: A website providing online search and booking services.

< Media Inquiries >

Group CSR and Corporate Communications Office, Aderans Co., Ltd.

TEL: +81-3-3350-3268 E-mail: pr@aderans.com

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