

**< BOSLEY, the brand exclusively for hair professionals >
A high-performance, compact, and folding hair dryer
to meet the needs of professionals for a small, quick-drying, and quiet product**

BOSLEY JET/EX

Available from September 1 at hair salons and barbershops nationwide

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 compact folding hair dryer for professionals “BOSLEY JET/EX” from BOSLEY, the Aderans brand exclusively for hair salons and barbershops. The product will be available from Thursday, September 1, at hair salons and barbershops across Japan.

Aderans has been developing the BOSLEY brand for hairstylists and barbers, who are beauty professionals, leveraging its research findings and expertise on hair and scalps it has built for over 50 years since its foundation. We launched a hair dryer “Bosley LEXT Professional” for hair salons and barbershops in May 2021, and the product has been well-received by hair professionals. In one year, we have sold around 14,000 units, introduced at over 10,000 hair salons and barbershops across the country.

BOSLEY JET/EX is the second hair dryer we are launching under the BOSLEY brand name, focusing on creating a lightweight, quick-drying, and quiet hair dryer from the standpoint of hairstylists and barbers who use the product every day. It only weighs around 390 g (excluding the cord), designed to prevent arm fatigue. BOSLEY JET/EX has also successfully made blow drying quicker and quieter than our existing product (Bosley LEXT Professional) by adopting the “JET TURBINE FAN” design, equipped with a brushless DC motor operating at 110,000 rpm (at the high airflow setting) and a CNC machined*₁ aluminum fan blade. This quick-drying and quiet hair dryer can help you improve operational efficiency while also enabling you to enjoy conversation with the customer during blow drying.

The product also has a mechanism to generate “Extra Ions*₂,” emitting tens of millions of positive and negative ions per second to protect hair by reducing static electricity*₃. BOSLEY JET/EX is available in two simple yet stylish colors, black and white, to blend nicely with various salon designs.



さあ、次世代へ。
ヘアドライを変える
速乾性と機動性を、
コンパクトなボディに。

**Quick-drying and compact
innovative hair dryer**



約 **97%** の静電気を除去。

研究と技術の融合により生まれた
エクストライオンで、ツヤ髪へ。



プラスとマイナスの電気を得るイオン発生装置。
摩擦と熱を発生して静電化したイオンを中和させ、
髪表面が潤滑になり静電気が抑えられます。
その結果、髪が静電気を帯びにくくなり、
静電気を抑え、ツヤ髪を実現します。

**Reducing static electricity by
approx. 97%*₃ through Extra Ions**

■ BOSLEY JET/EX: Product Features

➤ Minimizing the size and weight to prevent arm fatigue

BOSLEY JET/EX is an easy-to-carry foldable hair dryer with an innovative design to minimize the size and weight. The product only weighs around 390 g (excluding the cord), designed to prevent arm fatigue. It can be as small as around 200 mm x 57 mm x 90 mm (W/D/H, excluding the cord) when completely folded.



➤ Making quick and quiet blow drying possible: great for hairstylists

BOSLEY JET/EX has successfully made it possible to maintain powerful airflow while minimizing the size and weight by adopting the JET TURBINE FAN design, equipped with a brushless DC motor operating at 110,000 rpm (at the high airflow setting) and a CNC machined*₁ aluminum fan blade.

➤ The Heat Control System to start at the optimal temperature and airflow for hair

The product has three airflow settings (low, medium, and high), three heat settings (low, medium, and high), as well as a cool setting. Also, when you turn the product on, it is set to start at the medium temperature (75°C) through the “Heat Control System” to ensure the optimum condition for the hair and scalp.

➤ A mechanism to generate Extra Ions*₂, containing both positive and negative ions

BOSLEY JET/EX has a mechanism, which is also used in our hair dryer Bosley LEXT Professional, to generate Extra Ions*₂. Tens of millions of positive and negative ions are emitted per second from the tip of the dryer, wrapping around hair and reducing static electricity*₃ that causes split ends.



➤ Proprietary magnet attachment structure for easy installation of nozzles

With our unique magnet attachment structure “Ejoint” (pronounced as “E-joint,” Patent No. 6944607), BOSLEY JET/EX is easy to handle and enables you to smoothly install and remove nozzles. The dryer comes with two nozzles: a special nozzle (set nozzle) to create a broad range of hairstyles and a diffuser to enable the even and gentle airflow despite the small size of the product.



Special nozzle (set nozzle)



Diffuser

➤ The latest AI to ensure product safety

To ensure product safety, BOSLEY JET/EX is also equipped with the latest AI system. When the product detects risk, it automatically shuts off and informs you with LEDs on the handle.

(Examples of when the product automatically shuts off)

1. When it detects a drastic increase in temperature
2. When it detects a foreign object in the motor
3. After 30 minutes of consecutive use

➤ **The auto-cleaning function*₄ (patent pending) cleans the product during every operating hour**

The auto-cleaning function*₄ is automatically activated during every operating hour, blowing out dust in the air inlet by rotating the motor in reverse for around five seconds. Keeping the product clean also helps increase the longevity of the motor.

*1 CNC machining: a manufacturing process through computer numerical control.

*2 Extra Ions: negative and positive ions that are generated simultaneously.

*3 ● Test method: Human hair bundles were brushed to create static electricity. Then the static charge was measured three times before and after the use of BOSLEY JET/EX. ■ Test result: While the static charge after brushing was initially measured at an average of 8.3 kV, after the usage of the hair dryer, it was measured at an average of 0.1 kV, confirming a reduction. ◆ Tested by Industrial Research Institute of Niigata Prefecture.

*4 The auto-cleaning function cannot remove all the dust and lint. Use a vacuum cleaner or cotton swab to clear the remaining dust. The filter should be cleaned at least once a month.

■ **Product Overview**

Name : BOSLEY JET/EX
Date of launch : Thursday, September 1, 2022
Colors: : Black and White
Price (inc. tax) : 29,920 yen
Available at : Hair salons and barbershops nationwide



BOSLEY JET/EX

➤ **Specifications**

Product number : AD-BL01
Rated power : AC100V 50-60Hz (available only in Japan)
Wattage : 1,500 W (at the maximum airflow and temperature)
 * ≤ 0.5 W in standby mode
Heat settings : High (approx. 115°C), Medium (approx. 75°C), and Low (approx. 45°C)
 * Measured 3 cm from the air outlet (based on the JIS [Japanese Industrial Standards] criterion) for each setting
Product dimensions : Approx. 200 mm x 57 mm x 200 mm (W/D/H, excluding the cord)
 * When folded, approx. 200 mm x 57 mm x 90 mm (W/D/H)
Cord length : Approx. 2.5 m
Weight : Approx. 390 g (excluding the cord)
Accessories : Set nozzle, diffuser, cleaning brush, special pouch,
 user guides for the dryer (including warranty) and the pouch

BOSLEY brand website: <https://bosleysalon.jp/> (in Japanese)

■ **About Bosley, Inc.**

Bosley, the brand name of this product, is the name of an Aderans group company. Bosley is a pioneer in medical hair restoration with a history of about 50 years (established in 1974). Operating mainly in North America, the company is a world leader in medical science of hair. Aderans has also been deepening collaboration with Bosley in scientific hair research.

BOSLEY®

< 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/>