

< Press Release >

**Aderans**

< Aderans' activities for CSR and the SDGs >  
**Hair Salon Komorebi**  
**Fujita Health University Hospital**  
**opens on May 9, 2022, at the largest hospital in Japan**

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 Hair Salon Komorebi Fujita Health University Hospital on Monday, May 9, 2022, in Fujita Health University Hospital (in Toyoake City, Aichi). This is our fourth in-hospital salon in Aichi Prefecture and 35th across Japan.

< Aderans' Initiatives on In-Hospital Hair Salons >

■ **Semi-Private Booths to Ensure Privacy**

Our in-hospital hair salons provide semi-private booths with curtains and other tools, ensuring customer privacy during treatment and consultation. For patients with difficulty coming to the salons, we visit their hospital rooms to provide services including cut, styling, and wig consultation. To enhance customer accessibility, we also have mobile salon chairs that enable customers to receive a haircut and shampoo without moving from one chair to another.



■ **JIS-Compliant Medical Wigs Including “Raфра®”**

For customers who immediately need a wig because of medical reasons, our in-hospital hair salons offer a wide range of wigs they can take home on the same day. Many of the products offered at these salons meet the JIS (Japanese Industrial Standard) requirements (JIS S9623) as medical wigs, including “Raфра®,” our new medical wig brand launched in 2005, ensuring product safety and comfort also for patients with sensitive skin.

■ **One-Stop Service for Appearance Care**

Our in-hospital hair salons provide comprehensive appearance care to improve the quality of life (QOL) of people who are troubled with changes in appearance (e.g., hair loss, changes in nail color) as side effects of chemotherapy and radiation therapy. We provide general hair salon services such as shampoo and cut, as well as consultation on hair loss, makeup, and nail care. In addition to medical wigs, a variety of other products are also available including partial wigs and fashion wigs.



## ■ About Fujita Health University Hospital

Fujita Health University Hospital is the largest hospital in Japan, with 1,376 beds, located in Toyoake City, Aichi Prefecture. The hospital is highly rated by external evaluation bodies and has received a number of accreditations and recommendations, including the accreditation as a special functioning hospital (in May 1994 by the Ministry of Health, Labour and Welfare), the accreditation as an academic medical center (by Joint Commission International [JCI], an international evaluation and accreditation body for healthcare facilities), the recommendation as one of the Japan International Hospitals, and the Japan Medical Service Accreditation for International Patients (JMIP).

## ■ Overview of Hair Salon Komorebi Fujita Health University Hospital

- Address : Fujita Mall 2nd fl., Fujita Health University Hospital  
1-98 Dengakugakubo, Kutsukake-cho, Toyoake, Aichi
- Directions : < By the Meitetsu Nagoya Main Line >
- 15 minutes from Zengo Station by taking a bus bound for Fujita Health University Hospital, or Akaike Station (via Fujita Health University Hospital / Tokushige Subway Station)
- < By the Nagoya Municipal Subway >
- 16 minutes from Tokushige Station on the Sakura-dori Line by Nagoya Municipal Bus Tokushige 13 Line, or Meitetsu Bus
  - 26 minutes from Naruko-Kita Station on the Sakura-dori Line by Nagoya Municipal Bus Naruko 16 Line
  - 33 minutes from Hara Station on the Tsurumai Line by Nagoya Municipal Bus Tokushige 13 Line
  - 38 minutes from Akaike Station on the Tsurumai Line by Meitetsu Bus
- Phone : +81-562-91-0955
- Business hours : 9:00 - 18:00
- Closed : Sundays and New Year holidays (scheduled to be from December 29 to January 3)
- Opening day : Monday, May 9, 2022
- Available products: Medical wigs, chemo caps/hats, eyelash and eyebrow serum, scalp and hair care products and devices, etc.
- Available services: General hair salon services (cut, color, shampoo, etc.)  
Wig services (maintenance, etc.)  
Consultation on makeup and nail care  
Mobile hair services in patient rooms
- \* The services are available to families, visitors, and hospital staff as well as patients.

## < Aderans' Initiatives for Patient-Centered Products and Services >

### ■ Launch of the Medical Wigs Online Consultation

We have been providing the Medical Wigs Online Consultation since March 19 (Wig Day), 2021. It enables customers to easily access informative video consultation at home, even during the COVID-19 pandemic, and helps them learn about medical wigs and related services.



## ■ Launch of the Medical Wig Brand “Raфра®” and Its Conformity to JIS

Raфра® offers products for women with delicate hair problems, with a strong focus on Raфра’s Three Promises: gentle products, gentle customer service, and gentle environment. In 2015, we declared the conformity of all Raфра® products to JIS S9623 (a national standard for medical wigs) based on JIS Q 1000.

Raфра® has obtained the JIS mark for medical wigs (the image on the right), certified by Japan Hair Association.



## ■ Requirement for Service Staff to Take Medical Care Seminars by External Instructors

Since the launch of Raфра®, we have been requiring all service staff members to take training on customer service in medical care, provided by external instructors, aiming to build a system that enables patients to use medical wigs safely and comfortably. As of the end of December 2021, a total of 1,407 employees have taken the training and now leverage the accurate knowledge, including various health conditions and causes of hair loss, to provide support to patients with sensitive issues.

## ■ Love Charity: Presenting Wigs to Children

We have been committed to the Love Charity program for over 40 years since 1978, providing wigs free of charge to children aged 4 to 15 who have lost their hair due to illness or injury. The underlying concept of this program is to prevent the physical trauma of hair loss from becoming an emotional scar. Since March 2014, we have also been providing ready-made wigs, as well as custom-made ones, for children who need wigs immediately.



## ■ About Japan Hair Donation & Charity (JHD&C)

JHD&C (Representative Director: Kiichi Watanabe) is a nonprofit organization that provides custom-made full wigs free of charge to children requiring wigs due to illness or other reasons. The wigs are made of 100% donated human hair. Since its establishment in September 2009, JHD&C has delivered 573 wigs to children (as of April 25, 2022).



**JHD&C**  
Japan Hair  
Donation & Charity  
Nonprofit Organization

We started supporting JHD&C in March 2015, and we have helped the production of their wigs (onewig) since 2016. In August 2018, we installed special vending machines in the head office and several shops to donate a portion of the sales to JHD&C. In October 2018, we also registered our in-hospital hair salons as JHD&C supporters, which would enable us to receive hair donations and to cut donors’ hair.



## ■ Support for People with Alopecia Areata

We have been a supporter of a nonprofit organization Japan Alopecia Areata Foundation since December 2017, aiming to assist people who have concerns about their hair. As part of the efforts to fulfill our corporate social responsibility, we first started supporting patients with breast and other types of cancer who had lost their hair due to chemotherapy. We have expanded our efforts to support more people with hair-related problems by starting the cooperation with the Japan Alopecia Areata Foundation. In April 2018, we held a press seminar to promote the understanding of alopecia areata.

### < Media Inquiries >

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