

< Press Release >

Aderans

Aderans' first easy-to-use at-home hair removal cream launched for the summer!
With medicinal charcoal and 14 plant extracts & moisturizing/cosmetic ingredients
BeauStage Medicated Hair Removal Cream
Available from July 7 at the Aderans official online store, BeauStage Ginza, etc.

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 BeauStage Medicated Hair Removal Cream, making it easy to take care of your unwanted hair at home. The product will be available from Thursday, July 7, at the Aderans official online store (<http://www.aderans-shop.jp>, in Japanese), BeauStage Ginza, and the BeauStage online store (<https://www.beaustage.com/webstore>, in Japanese). This is the first time for Aderans to launch a hair removal cream.

There is a growing interest in solutions for unwanted hair in recent years, regardless of age and gender. While various options are available, from hair removal services at salons to self-care at home, we are launching BeauStage Medicated Hair Removal Cream in Japan as an easy solution for everyone, including people trying for the first-time, to take care of unwanted hair at home.

With this cream, you can easily remove unwanted hair on such areas as underarms, arms, legs, and bikini lines* just by applying, leaving for a few minutes, wiping, and rinsing it. It is made from 82% natural ingredients, containing 14 active substances such as plant extracts and moisturizing/cosmetic ingredients.

* The product cannot be used on sensitive areas including your face and neck.

As you prepare for the summer, BeauStage Medicated Hair Removal Cream offers a great solution, especially if going to a salon is too much for you, if you don't want razor burn, or if you like a simple solution.

薬用炭 × 美容保湿成分

肌きれい

最短 5分

Before After

厳選された美容保湿成分を14種類配合

ツンとしない！特有のニオイを抑えたマイルド処方

薬用炭のリムーバークリーム

医薬部外品
MEDICATED HAIR REMOVAL CREAM

除毛クリーム

BeauStage Medicated Removal Cream: to help you create silky smooth skin with medicinal charcoal, 14 active substances, and a gentle scent

■ BeauStage Medicated Removal Cream: Product Features

➤ **Made from 82% natural ingredients: taking care of your skin as well as unwanted hair**

BeauStage Medicated Removal Cream is made from special ingredients, 82% of which are natural. The product contains as many as 14 active substances, including plant extracts to prevent skin damage and ingredients to moisturize your skin, such as aloe vera extract, soybean extract, vitamin C derivatives, and placenta extract.

➤ **Containing medicinal charcoal to ensure thorough hair removal**

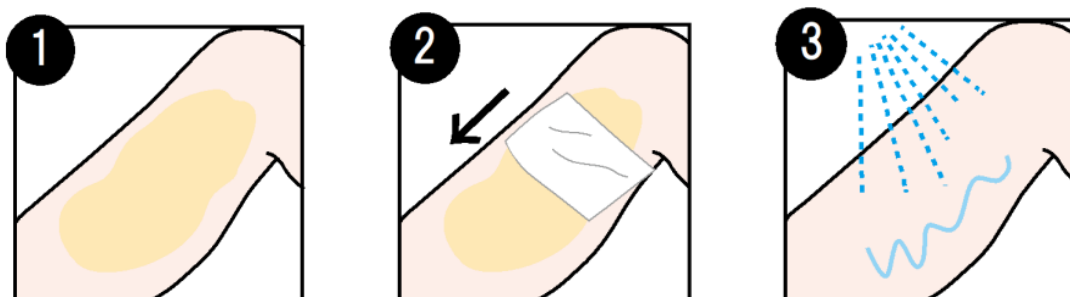
The product also contains medicinal charcoal. Its black color also helps you easily find uncovered or uneven areas, ensuring thorough hair removal.

➤ **Clean floral scent**

The cold process method used for the product reduces the distinctive smell of many hair removal creams. Instead, BeauStage Medicated Removal Cream offers a gentle, clean, floral scent that is great for both male and female users.

■ How to Use BeauStage Medicated Removal Cream

Use the product on clean skin (e.g., after bathing).



1. Gently apply a thick (1 to 3 mm, enough to cover the hair), even layer of the cream over the hair you would like to remove.
2. After leaving it for about 5 to 10 minutes, gently wipe the cream off (e.g., with tissue paper).
3. Thoroughly rinse the product (e.g., in the shower) to make sure the cream is completely removed from your skin.

■ Product Overview

Name	: BeauStage Medicated Removal Cream
Date of launch	: Thursday, July 7, 2022
Available at	: Aderans official online store (http://www.aderans-shop.jp , in Japanese) BeauStage Ginza BeauStage online store (http://www.beaustage.com/webstore , in Japanese)
Price (inc. tax)	: 2,750 yen
Size	: 120 g

■ About the BeauStage Brand

As hair specialists, Aderans has been supporting customers with hair problems since it was established. To apply our experience and expertise to more fundamental and comprehensive beauty care, including not only hair care but also skin, scalp, body, and health care, we launched BeauStage in April 2016. As a brand, we provide cutting-edge beauty care through sales of hair care products and beauty devices. The brand name BeauStage is a coined term that combines “beauty” and “stage,” reflecting our commitment to “guiding customers to the stage of beauty.”



In September 2020, we opened BeauStage Ginza, the flagship store of the BeauStage brand offering various products and services, including a touch-and-try corner for beauty devices and dry head spa services. In December 2021, we also opened “Bigami Esthe Shinjuku” (*Bigami* means “beautiful hair” and *Esthe* means “beauty salon”), which specializes in tailored hair treatment services.

BeauStage brand website: <https://www.beaustage.com> (in Japanese)

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