

< Press Release >

Aderans

<High-performance, compact, folding, easy-to-carry hair dryer>

Small, lightweight, and powerful!

BeauStage ELEGANJET

Class-5 Vital Ions*₂ reducing static electricity by approx. 97%*₃

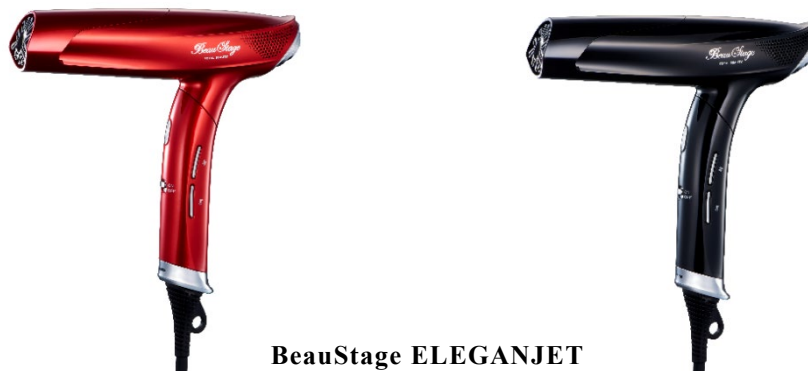
Available from June 1 at Aderans salons nationwide & official online stores

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 “BeauStage ELEGANJET” under BeauStage, the Aderans brand offering beauty devices and hair care goods. The product will be available from Wednesday, June 1, at Aderans and Ladies' Aderans salons nationwide, BeauStage Ginza, the Aderans official online store (<http://www.aderans-shop.jp>, in Japanese), and the BeauStage online store (<https://www.beaustage.com/webstore>, in Japanese).

BeauStage ELEGANJET is an easy-to-carry, compact, and folding hair dryer with an innovative design to maximize the beauty of your hair and scalp, maintaining powerful airflow while minimizing the size and weight.

The more airflow and speed required from a hair dryer, the larger and heavier the product would need to be. Not anymore! The compact hair dryer BeauStage ELEGANJET has successfully made it possible to maintain powerful airflow by adopting the “Jengine” (pronounced as “J-engine”) design, equipped with a brushless DC motor operating at approximately 110,000 rpm (at the high airflow setting) and an CNC machined*₁ aluminum fan blade. Since the product only weighs around 390 g (excluding the cord), your arms will not easily tire.

BeauStage ELEGANJET also has a mechanism to generate “Vital Ions*₂,” which consist of negative and positive ions to reduce static electricity by around 97%*₃. The product has our unique, proprietary magnet attachment structure (Patent No. 6944607) “Ejoint” (pronounced as “E-joint”), enabling you to easily switch between the two types of nozzles that come with the product to create your desired hairstyles. In addition to power, the product also focuses on safety through the latest AI to ensure safe use. BeauStage ELEGANJET is available in two colors, Italian Red and Midnight Black, using our coating method called *Abbie*, meaning “vivid and beautiful colors.”



BeauStage ELEGANJET

■ BeauStage ELEGANJET: Product Features

➤ **Lightweight, compact, foldable, and easy to carry**

BeauStage ELEGANJET 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. Since the product can be as small as around 200 mm x 57 mm x 90 mm (W/D/H, when completely folded, excluding the cord), you can easily store it and carry it around in a bag.



➤ **Small, lightweight, yet powerful**

BeauStage ELEGANJET has successfully made it possible to maintain powerful airflow by adopting the “Jengine” design, equipped with a brushless DC motor operating at 110,000 rpm (at the high airflow setting) and an CNC machined*₁ aluminum fan blade. The product has three airflow settings (low, medium, and high), three heat settings (low, medium, and high), as well as a cool setting.

➤ **Vital Ions *₂ to reduce static electricity by around 97%*₃ with JIS Class-5 ion density**

BeauStage ELEGANJET has a mechanism to generate “Vital Ions*₂,” which consist of negative and positive ions and reduce static electricity in your hair and brush by around 97% *₃, thereby assisting to make your hair smoother and easier to style. The product is also certified as Class 5*₄ in ion density, the second highest class in the measurement based on the criteria set by Japanese Industrial Standards (JIS). (Certification No.166-B043; date of certification: March 18, 2022)

➤ **Proprietary magnet attachments for easy installation of special nozzles**

With our unique magnet attachment structure “Ejoint” (Patent No. 6944607), BeauStage ELEGANJET is easy to handle and enables you to smoothly install and remove nozzles. The dryer comes with two special nozzles to create the hairstyles you like: “Set Nozzle” for a broad range of styles and “Styling Nozzle” for stylish hair.



➤ **The latest AI to ensure product safety**

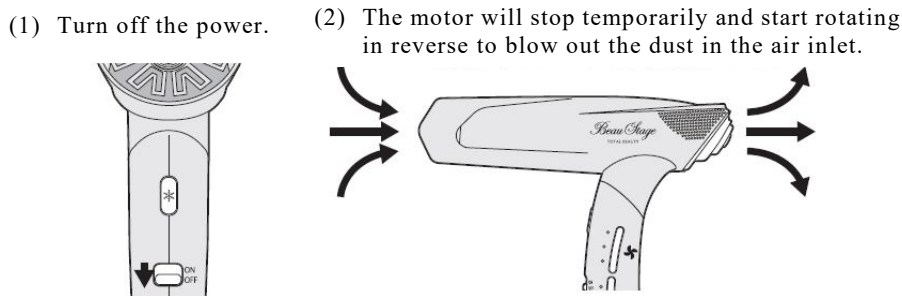
To ensure product safety, BeauStage ELEGANJET is also equipped with the latest AI system. When the product detects risk, it automatically shuts off and informs you with LEDs on the handle.

(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*5 (patent pending) cleans the product during every operating hour**

The auto-cleaning function*5 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 BeauStage ELEGANJET emits optimally-balanced positive and negative ions (i.e., Vital Ions) using Aderans' unique technology.

*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 BeauStage ELEGANJET. ■ Test result: While the static charge after brushing was initially measured at an average of 9.3 kV, after the usage of the hair dryer, it was measured at an average of 0.2 kV, a reduction of around 97%. ◆ Tested by Industrial Research Institute of Niigata Prefecture.

*4 Class 5 ($10^{11} - 10^{12} / \text{m}^3$ [$100,000 - 1,000,000 / \text{cm}^3$])

Measured 1,000 mm from an ion counter (height: 720 mm) in a case (900 mm × 1,200 mm × 1,500 mm).

◆ Tested by the Japan Association of Ion Research and Application (JAIRA).

*5 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.

➤ **Videos are also available on the BeauStage official YouTube channel.**

- **Functions of EleganJet** : https://youtu.be/nwnrS03_if8 (in Japanese)
- **How to use EleganJet** : <https://youtu.be/Dm8G0s1SNjM> (in Japanese)

■ **Product Overview**

Name : BeauStage ELEGANJET
 Date of launch : Wednesday, June 1, 2022
 Colors: : Italian Red and Midnight Black
 Price (inc. tax) : 27,940 yen
 Available at : Aderans and Ladies' Aderans salons nationwide
 BeauStage Ginza
 Aderans official online store (<http://www.aderans-shop.jp>, in Japanese)
 BeauStage online store (<http://www.beaustage.com/webstore>, in Japanese)

➤ **Specifications for the Japanese market**

Product number	: AD-BS01EX
Rated power	: AC100V 50-60Hz
Wattage	: 1,400 W (at the maximum airflow and temperature) * ≤ 0.5 W in standby mode
Heat settings	: High (108°C), Medium (71°C), and Low (45°C) * Measured 3 cm from the air outlet (based on the JIS criterion) for each setting
Product dimensions	: Approx. 200 mm x 57 mm x 200 mm (W/D/H, excluding the cord) * When folded, approximately 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, styling nozzle, cleaning brush, special pouch, user guides for the dryer (including warranty) and the pouch

■ **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. Our first BeauStage eyebrow salon opened in November 2020 providing a wide range of eyebrow shaping 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)

< Media Inquiries >

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