

June 6, 2022

< Press Release >

Aderans

<A hair dryer jointly developed by Aderans and Sharp>
N-LED Sonic KAMIGA receives the Product Award in the
Beauty category of the ASIA GOLDEN STAR AWARD 2022

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 pleased to announce that the company's hair dryer N-LED Sonic KAMIGA received the gold prize for the Product Award in the Beauty category of the ASIA GOLDEN STAR AWARD 2022, a program organized by Asia Excellence Entrepreneur Federation - Japan (AEEFJ). N-LED Sonic KAMIGA has been jointly developed with Sharp Corporation (Head Office: Osaka, Japan; President & COO: Katsuaki Nomura).

The ASIA GOLDEN STAR AWARD is an award program jointly developed by Asia Excellence Entrepreneur Federation (AEEF), which is based in Malaysia, and Asia Excellence Entrepreneur Federation - Japan (AEEFJ) to select outstanding enterprises, individuals, products, and services in Japan. The first event was held in 2017, and this year marks its fifth anniversary.

The program, consisting of nine categories, presents awards to enterprises, products, entrepreneurs, social contribution (individuals and activities), and activities for cultural achievements. Awardees are carefully selected by a panel including experts in marketing and business branding, a policy research institute on small and medium-sized enterprises, and other members. The Product Award, which we won, is presented to a product that has been developed through a specialized and new initiative in society, with excellent quality and creativity.



Yoshihiro Tsumura (President, Aderans, Co., Ltd.)
giving an address as a guest



From left: Dato'Sri Raymond Woo (President, AEEFJ), Masatoshi Kageyama (Senior Managing Executive Officer, Aderans, Co., Ltd.) holding the award plaque and trophy, and Tuan Niqman Rafae Mohd Sahar (Director, Malaysia External Trade Development Corporation)

■ ASIA GOLDEN STAR AWARD

The ASIA GOLDEN STAR AWARD is an award program jointly developed by Asia Excellence Entrepreneur Federation (AEEF), which is based in Malaysia, and Asia Excellence Entrepreneur Federation - Japan (AEEFJ) to select outstanding enterprises, individuals, products, and services in Japan. It aims to further enhance the presence and strength of each brand as well as to celebrate its international success.

Website: <https://aeef-japan.com/> (in Japanese)

■ N-LED Sonic KAMIGA

The product has a variety of functions including: two nozzles to spread the air over a wide area for quick drying, Sharp's unique technology Sensing Dry Mode to automatically control the temperature of the airflow to minimize heat damage and over-drying, the red LED light source called N-LED beam®, and Aderans' unique KASSA (gua sha) attachments Kamiga Hand and Kamiga KASSA. The greatest feature of this hair dryer is that, along with the blow-drying function, it has an option called KAMIGA Mode, enabling you to enjoy scalp spa at home. The airflow from the two nozzles also reduces drying time by around 50%*₁ compared to Aderans' previous model (N-LED Sonic). While you brush your hair with the KASSA attachments, the product sends a plenty



N-LED Sonic KAMIGA

*1 ●Test method: The researchers had hair on mannequin heads absorb 40 grams of water and blew hot air (Turbo) to measure the average time required to reduce the water in the hair by around 75% (the standard at Sharp). ■Test result: While the drying time using our previous model (N-LED Sonic, launched in 2017) was 12.23 minutes, it only took 5.95 minutes when using N-LED Sonic KAMIGA, a reduction by around 50%. ◆Tested by Sharp Corporation.

The effect on drying time may differ depending on conditions and users.

■ Product Overview

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| Name | : N-LED Sonic KAMIGA |
| Colors: | : Italian Red and Midnight Black |
| Available at | : Aderans and Ladies' Aderans salons nationwide Aderans official online store (http://www.aderans-shop.jp , in Japanese) Amazon website Rakuten Ichiba website (in Japanese) PayPay Mall website (in Japanese) |
| Price (inc. tax) | : 47,300 yen |

< Media Inquiries >

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