

**Aderans**

< The 6th Collaborative Development Between Aderans and Sharp >

**LED light beauty panel  
with 4 different wavelengths and Plasmacluster**

## **BeauStage VIRUGA**

**Available from Jan. 26 at our salons, BeauStage Ginza, and official online stores**

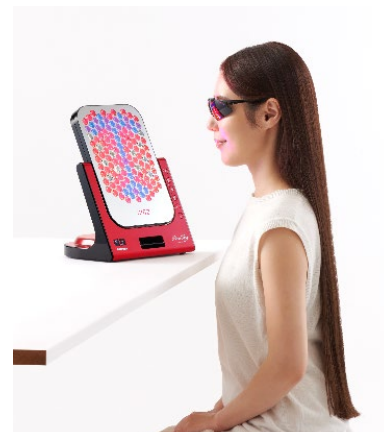
Aderans Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, Japan; Group CEO, Representative Director, and President: Yoshihiro Tsumura), promoting the wellness industry of hair, beauty, and health on a global scale, will launch an LED light beauty panel “BeauStage VIRUGA” under BeauStage, the Aderans brand offering beauty devices and hair care goods. The product will be available from Wednesday, January 26, at Aderans and Ladies' Aderans salons nationwide, 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).



**LED light beauty panel BeauStage VIRUGA in Italian Red (left) and Pearl White (right)**

BeauStage VIRUGA is an LED light beauty panel with a total of 126 LEDs in four different wavelengths (red, light blue, blue, and near infrared). You can use the product on various parts of your body including your scalp, face, décolleté, back, as well as the back of your hand. The product is also equipped with Plasmacluster\*<sub>1</sub>, the exclusively patented technology of Sharp Corporation (Head Office: Osaka, Japan; President & COO: Katsuaki Nomura). Plasmacluster ions generated from the lower part of VIRUGA, by using the product for at least 30 minutes on the “high” setting from around 120 cm away, will help increase your skin moisture and bring you radiant skin. \*<sub>2</sub>

You can use this tabletop panel in the living room, bedroom, and many other places. The panel can also rotate around 315 degrees with a mirror on the back side to help do your makeup and hair. With the product’s “wake-up function,” blue and light blue LED lights start gradually coming on 30 minutes before a pre-set time, and the alarm helps you to wake up feeling refreshed. BeauStage VIRUGA is available in Italian Red and Pearl White.



## ■ LED Light Beauty Panel BeauStage VIRUGA: Product Features

### ➤ Four different wavelengths for various parts of your body

BeauStage VIRUGA, equipped with a total of 126 LEDs in four different wavelengths (80 red, 12 light blue, 22 blue, and 12 near infrared LEDs), can be used on various parts of your body including your face, scalp, and décolleté. You can use this portable tabletop panel almost anywhere including the living room and bedroom. Please place the LED panel 10 to 30 cm away when using it on your face, and 10 to 20 cm away when using it on your scalp.



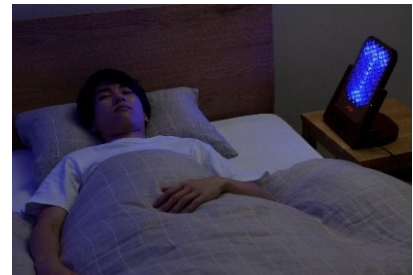
\* Please always wear the attached goggles when using the product, except for the “wake-up function.”

### ➤ Plasmacluster ions\*<sub>1</sub> moisturizing effect\*<sub>2</sub>: bringing you radiant skin

BeauStage VIRUGA is also equipped with Plasmacluster\*<sub>1</sub>, the exclusively patented technology of Sharp Corporation (Head Office: Osaka, Japan; President & COO: Katsuaki Nomura). Plasmacluster ions generated from the lower part of VIRUGA, by using the product for at least 30 minutes on the “high” setting from around 120 cm away, will help increase your skin moisture and bring you radiant skin. \*<sub>2</sub>

### ➤ Start your day refreshed with the “wake-up function” through blue LED

You can also use BeauStage VIRUGA as an alarm clock. With the product’s “wake-up function,” blue and light blue LED lights start gradually coming on 30 minutes before a pre-set time, and the alarm helps you to wake up feeling refreshed.



\*<sub>1</sub> Plasmacluster logos (figures) and Plasmacluster are registered trademarks of Sharp Corporation.

\*<sub>2</sub> ● Test method: The researchers measured the amount of moisture in the area around subjects’ eyes after applying Plasmacluster ions to their faces. ● Test condition: Used the “high” setting without LED functions. ● Test subjects: 24 females (aged 27 to 64). ● Room temperature: around 25°C. ● Humidity: around 40%. ■ Test result: The researchers confirmed the moisturizing effect of the ions after applying them for approximately 30 minutes. ◆ Test institution: Soiken Inc.

<Proven effects of the Plasmacluster ion technology> ● The results are based on the tests at specific spaces or test spaces using Plasmacluster ion devices. The same level of effect is expected with the same ion density. ● Plasmacluster’s effects will vary depending on the usage environment (temperature, humidity, room size and shape, absence/presence of air conditioning and ventilation systems, installation location, etc.), product characteristics, product usage (direction of ion generation, operation mode, operation duration, etc.), and individual user characteristics.

## ■ Product Overview

Name: BeauStage VIRUGA  
Date of launch: Wednesday, January 26, 2022  
Colors: Italian Red and Pearl White  
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)  
Price (incl. tax): 99,000 yen

➤ **Specifications**

Power:	Power cord (180 cm)
Dimensions:	Approx. 303 mm x 230 mm x 194 mm
Weight:	Approx. 1,400 g
Mirror:	Available on the back side of the LED panel (can rotate around 315 degrees)
Accessories:	AC adapter (180 cm), goggles for the panel, unit cleaning brush, 2 AAA batteries, and user guide (including warranty)

■ **About the BeauStage Brand**

As a hair specialist, Aderans has been supporting customers with hair problems since the foundation. In order 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 to 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.”

*BeauStage*  
TOTAL BEAUTY

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

**< Media Inquiries >**

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