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< Press Release >

Aderans

< Offering an opportunity to try BeauStage products for beauty and health >
**Aderans runs a product experience booth at the
Mrs Universe Japan 2022 contest**

Introducing a high-performance, compact, and folding hair dryer BeauStage ELEGANJET and more

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, participated in the Mrs Universe Japan 2022 contest on Friday, July 15. The event took place at Sakura Hall in the Shibuya Cultural Center Owada (Shibuya-ku, Tokyo). In the event, Aderans set up a booth for guests to experience the BeauStage brand. We also presented BeauStage products to the finalists.

The contest has started with a goal to promote the empowerment of women and their social status. Under the theme “social contribution,” the event aims to support women who take on new challenges while leveraging their life experiences. The Mrs Universe World Final brings together about 100 delegates from different countries across the world, who will play ambassadors’ role to promote and implement charity, volunteering, and other activities to contribute to society based on their own life experiences. In recent years, with a growing attention to diversity and the SDGs, we are seeing drastic changes in attitudes toward people’s appearance. Along with this trend, Mrs Universe Japan 2022 has also attracted attention as a contest pursuing new standards of beauty besides appearance, with no restrictions on height or age while focusing on individuals’ commitment to social contribution and ability to put it into action. This year, a total of 49 finalists aged 30 to 79 participated in the event.

Since Aderans strongly supports the contest’s efforts for diversity, the SDGs, and social contribution, its representative director and president Yoshihiro Tsumura served as a judge at the event, where the company also provided its products. We also set up a booth so that the finalists, with a keen interest in beauty and health, could experience our cutting-edge beauty care with products of BeauStage, our brand for total beauty and health. These products included a high-performance, compact, and folding hair dryer BeauStage ELEGANJET, launched on June 1, as well as an LED light beauty panel BeauStage VIRUGA.



**The Aderans booth to try
BeauStage products**



**Mrs. Satomi Kanagawa, the first runner up, holding
KAMIGA (a hair dryer by Aderans) presented as a
supplementary prize. Mrs. Kanagawa is a pianist
who also runs a children’s cafeteria.**

■ Mrs Universe Japan 2022

The event, hosted by Bellissima Japan K.K., took place under the theme of promoting the empowerment of women and their social status, focusing on their commitment to social contribution and ability to put it into action. It aims to support women who take on new challenges while leveraging their life experiences.

Website : <https://www.service.bellissimajapan.co.jp/about-mrs-universe-japan> (in Japanese)

Concept movie : <https://www.youtube.com/watch?v=GIPNa8AMooA> (in Japanese)

■ An Example of the Aderans Products Introduced at the Booth BeauStage ELEGANJET

➤ Lightweight, compact, foldable, yet powerful

BeauStage ELEGANJET is an easy-to-carry foldable hair dryer with an innovative design to minimize the size and weight. It is travel-friendly, weighing only around 390 g (excluding the cord) and being as small as around 200 mm x 57 mm x 90 mm (W/D/H) when folded. This compact hair dryer 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 110,000 rpm (at the high airflow setting) and a CNC machined*₁ aluminum fan blade.



➤ 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)

*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} / m^3 [100,000 - 1,000,000 / 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).

■ Product Overview

Name : BeauStage ELEGANJET
Date of launch : Wednesday, June 1, 2022
Colors: : Italian Red and Midnight Black
Price (inc. tax) : 27,940 yen



■ 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.”

Beau Stage
TOTAL 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)

< Media Inquiries >

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