

< Press Release >

**Aderans**

< A wig created by three organizations, dedicated to people with hair concerns >

**“Wig+ (Wig Plus)” by Aderans, JHD&C, and Shiseido:  
a medical wig developed through a joint effort**

**Aderans & Shiseido sharing their expertise for free to promote CSR/SDGs**

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 a joint project by Aderans, the specified nonprofit corporation Japan Hair Donation & Charity (JHD&C; Office: Kita-ku, Osaka; Representative Director: Kiichi Watanabe), and Shiseido Company, Limited (Head Office: Minato-ku, Tokyo; Representative Director, President, and CEO: Masahiko Uotani) has resulted in the successful development of “Wig+ (Wig Plus)” (retail price: 55,000 yen including tax), a medical wig with artificial/synthetic fibers uniquely blended by Aderans to present more natural looking black hair. It will be available from 10:00 a.m. on Saturday, November 5, 2022, on the website of JHD&C SATELLITE SALON (Kita-ku, Osaka) (<https://jhdacsalon.com/>, in Japanese), first in a limited quantity but with a plan to gradually increase production.



**Wig+**

This joint development project started as the three organizations agreed on the shared goal of helping as many people with hair concerns as possible. While JHD&C expands its activity for hair donations, many children are still waiting in line to have their wigs. Also, taking account of the fact that these children with hair concerns may continue to face long-term effects and unexpected symptoms in adulthood, Aderans and Shiseido have been sharing their expertise free of charge in this project as part of their initiatives to fulfill their corporate social responsibility (CSR) and to help achieve the Sustainable Development Goals (SDGs).

In the development of Wig+, JHD&C leads its planning while Aderans is in charge of production. Also, Ms. Yoshiko Jinguji, Shiseido Top Hair & Makeup Artist, supervises its hair design and introduces its hairstyles using her original bang method. Aderans has also been supporting JHD&C since March 2015 and helping the production of their wigs since 2016.

Wig+ meets the JIS (Japanese Industrial Standard) requirements for medical wigs and their attachments (JIS S 9623), and is allowed to use the JIS mark for medical wigs certified by Japan Hair Association (Certification No. JHA1506D002). We are committed to providing safety and comfort to patients needing medical wigs as well as to health professionals.



### < Product development: background >

JHD&C provides “Onewig,” the medical wig made of 100% donated human hair, free of charge to children aged 18 and under who have hair concerns. The initiative for hair donations has been spreading broadly in recent years, with a variety of people including adults and children joining to donate their hair. While JHD&C receives hair donations from across Japan, custom-made wigs require some time to make, resulting in 210 children\* needing a wig currently on the waiting list. Although children can receive Onewig as many times as they like until they turn 18, due to so many children on the waiting list, it is quite difficult to immediately respond to requests such as, “I want to have a spare wig because I use it every day.”

JHD&C has also received requests for affordable and quality wigs after these children turn 19 and older. To address these requests and challenges, JHD&C initiated this joint project by the three organizations to develop Wig+, aiming to create an affordable and quality wig that enables people with hair concerns to freely and easily enjoy hairstyles.

\* As of October 26, 2022.

### ■ Wig+: Product Features

#### ➤ **Bob hairstyle: easy to handle and great for everyone**

Wig+ is a bob style full wig with the theme of “genderless wig,” great for everyone regardless of age and gender. A bob has been selected for this product as it is relatively easy to handle and style, even for hairstylists not familiar with wig cutting. To make it easy to style bangs and hair around the face, Wig+ offers a natural-looking hairline and hair whorl made possible by special (artificial) skin and knotting technique used for each strand of hair. The product is available in two sizes (Small and Medium) and one color (Natural Black).



#### ➤ **Unique blend of artificial fibers: being lightweight and drying faster than human hair**

Wig+ is easy to handle at home, using artificial fibers (100% polyester) that make the wig lightweight and dry faster than human hair. A unique blend of fine, thick, shiny, and less shiny fibers also helps the wig look more natural. You can wash the product with warm water and therefore easily keep the wig clean. Thanks to the excellent style retention, you can enjoy the product for a long time just by shampooing it, letting it air dry, and doing simple brushing. You can also style the wig at home with a hair dryer and a hair iron (recommended temperatures: 130 to 150°C).

#### ➤ **Hairstyles based on Ms. Jinguji's bang method**

Ms. Yoshiko Jinguji, Shiseido Top Hair & Makeup Artist, supervises the design of Wig+ and introduces its hairstyles using her original bang method, meaning the “principle of bangs and impressions” she has developed based on the discoveries and research through her salon experience and creative activities. The styling and cutting services based on this method are available in such places as JHD&C SATELLITE SALON and Aderans in-hospital hair salons. All the barbers and hairstylists providing the services have been trained by Ms. Jinguji.

< Barbershops and hair salons that offer styling and cutting services for Wig+ >

\*These are paid services.

▽ Aderans in-hospital hair salon Komorebi (35 locations across Japan)

<https://www.aderans.co.jp/medicare/salon/> (in Japanese)

▽ JHD&C SATELLITE SALON (Kita-ku, Osaka City)

<https://www.jhdacsalon.com> (in Japanese)

Ms. Jinguji offers styling and cutting services for Wig+ at:

▽ SHISEIDO PASSAGE BEAUTÉ (Chuo-ku, Tokyo) \*A phone reservation is required.

[https://salon.shiseido.co.jp/passage\\_beaute/english/](https://salon.shiseido.co.jp/passage_beaute/english/)

< Hairstyles with Ms. Jinguji's original bang method: examples >



Natural



Active



Mode



Intelligence



Casual

\* The photos are for illustrative purposes only.

■ Shiseido Top Hair & Makeup Artist Yoshiko Jinguji profile



Ms. Jinguji, who joined Shiseido in 2002, has been in charge of advertising for brands of Shiseido as well as hair and makeups for many models and actresses. While she serves as executive beauty director of Shiseido Beauty Salon since 2018, engaging in the training of salon stylists and branding, she greets customers as a hairstylist at the salon as well. She also works on appearance care for cancer patients as her lifework. Ms. Jinguji is a two-time winner of the Grand Prix at the Japan Hairdressing Awards (JHA), the supreme awards of the hair industry in Japan. She plays active roles in a variety of fields, such as publishing books and teaching at seminars. Since Ms. Jinguji loves handicrafts, she also works with a handicraft company HAMANAKA Co., Ltd. to promote handicraft beauty by using handmade accessories for hair arrangements. She is also the mother of a child.

<https://hma.shiseido.com/en/member/jinguji/>

<Message from Ms. Yoshiko Jinguji >

“I strive to help build a mature society that embraces and respects diverse hairstyles, including ‘not having hair,’ as individuality.”

Empathizing with this message by Mr. Kiichi Watanabe, Representative Director of JHD&C, I joined this project to develop the wig, hoping to help a wide range of people enjoy hairstyles more by leveraging my own experience and knowledge built over the years in the beauty industry. I have worked closely with Aderans to develop this wig, paying attention to every detail. For example, you can easily part hair in the front part of the wig (around the face), enjoy a natural-looking hairline and hair whorl, and easily style hair thanks to the heat-resistant fibers.

I hope this wig can be used as one of the tools for everyone to easily enjoy hairstyles in everyday life according to how they want to look and how they feel.

## ■ Wig+ (Wig Plus): Product Overview

# Wig+

Date of launch : 10:00 a.m., Saturday, November 5, 2022  
Sizes : Small and Medium  
More details on the sizes are available on the following website:  
<https://jhdacsalon.com/wigplus/product/detail/0001> (in Japanese)  
Color : Natural Black  
Wig net : With antibacterial and deodorant processing  
Price (incl. tax) : 55,000 yen  
Available at : JHD&C SATELLITE SALON website (<https://jhdacsalon.com/>, in Japanese)

### < Roles >

- Development : Aderans, JHD&C, and Shiseido
- Planning : JHD&C
- Supervision : Shiseido
- Production : Aderans
- Sales : JHD&C SATELLITE SALON
- Customer service : JHD&C

## ■ About Shiseido Company, Limited

Shiseido is a cosmetics company operating in around 120 countries and regions across the world, under the corporate mission of “BEAUTY INNOVATIONS FOR A BETTER WORLD.” As initiatives to support people’s desire to “be oneself” through the power of cosmetics, the company has been developing cosmetic products to address skin concerns, such as birthmarks and scars, and supporting people coping with changes in appearance due to cancer treatment and other issues.



## ■ About Japan Hair Donation & Charity (JHD&C)

JHD&C (Representative Director: Kiichi Watanabe) is a specified nonprofit corporation that provides custom-made full wigs free of charge to children requiring wigs due to illness or other reasons. The wigs are made of 100% donated human hair. Since its establishment in September 2009, JHD&C has delivered 615 wigs to children (as of October 26, 2022). In November 2021, they also opened JHD&C SATELLITE SALON as a hair salon welcoming everyone, for a haircut as well as a wide range of hair concerns.



**JHD&C**  
Japan Hair  
Donation & Charity  
Nonprofit Organization

## ■ Joint Efforts by Aderans and JHD&C

Aderans has been committed to the Love Charity program for over 40 years since 1978, the company’s 10th anniversary, providing wigs free of charge to children aged 4 to 15 who have lost their hair due to illness or injury. The underlying concept of this program is to prevent the physical trauma of hair loss from becoming an emotional scar. Realizing the same goal shared by the two organizations, we started supporting JHD&C in March 2015. We have also been helping the production of their wigs (Onewig) since 2016.



### < Media Inquiries >

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