News Release

January 30, 2013

For women seeking a greater shine for the future, unbound by age,
both for their hair and in their lives.
Aging Care Brand

Plarmia on Sale January 31

Development Background

In the current era, as Japan's Gen-Ys (often central to a salon's business) approach their 40s, rather than the negative awareness of aging that views anti-aging as "reclamation of youth," we are seeing the shift to a more forward-looking and positive understanding of aging that seeks to shine with beauty, continuous and ongoing, as the years pass.

On the other hand, the feelings of mature women with this new sense of values, as well as their concerns over their scalp and hair, are often still not adequately addressed at salons.

Plarmia has been launched as a new hair care brand, which seeks to offer care for the aging phenomenon before these concerns develop.

Starting with a "revolution in awareness" for salons seeking to actively support the concerns of mature women, Plarmia seeks to lift the level of knowledge, communication, techniques and options, and designs with regard to aging. We urge salons to evolve hand-in-hand with Plarmia, and we gladly offer support for salons in adapting to the changing needs of their clients.

Product Features

(1) Thorough and meticulous attention to natural ingredients, due to continuous use on hair and scalp

Although they share the common element of black soybean essence (a moisturizer), which can help make up female hormones and antioxidants when absorbed during meals, the items also variously contain skullcap essence (a moisturizer), ocean essence (a moisturizer), persimmon tannin (for cleansing support), and many others.

(2) Product lineup dedicated to achieving results in problem areas, where client concerns are most likely

Problem areas: hair, surface of scalp, dermis of scalp

Product Overview



Problem area	Category	Item name	Quantity, Price (all prices incl. tax)
Hair	Shampoo	Plarmia Energyment Shampoo	200ml: 1,890 yen / 500ml: 3,780 yen 400ml pack: 2,520 yen / 1 liter pack: 5,670 yen 2.5 liter pack: Salon exclusive 50ml: 630 yen
	Hair treatment	Plarmia Energyment Hair Treatment F, M	200g: 2,730 yen / 500g: 5,460 yen 400g pack: 3,675 yen / 1 kg pack: 8,190 yen 2.5 kg pack: Salon exclusive 50g: 840 yen
Scalp epidermis	Carbonic shampoo	Plarmia Clear Spa Foam	170g: 2,625 yen
Scalp interior	Scalp beautifying liquid	Plarmia Moisture Lifter	100ml: 3,360 yen 180ml: 4,200 yen
	Salon menu exclusive	Plarmia Lifting Effect 1st Essence	250g (salon exclusive)
		Plarmia Lifting Effect 2nd Essence	250g (salon exclusive)
		Plarmia Energyment Effect 10g x 12	120g (salon exclusive)

Projected total sales for current fiscal period: 560 million yen

■Inquiries relating to press release

Beautiful Hair, Beautiful People...
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