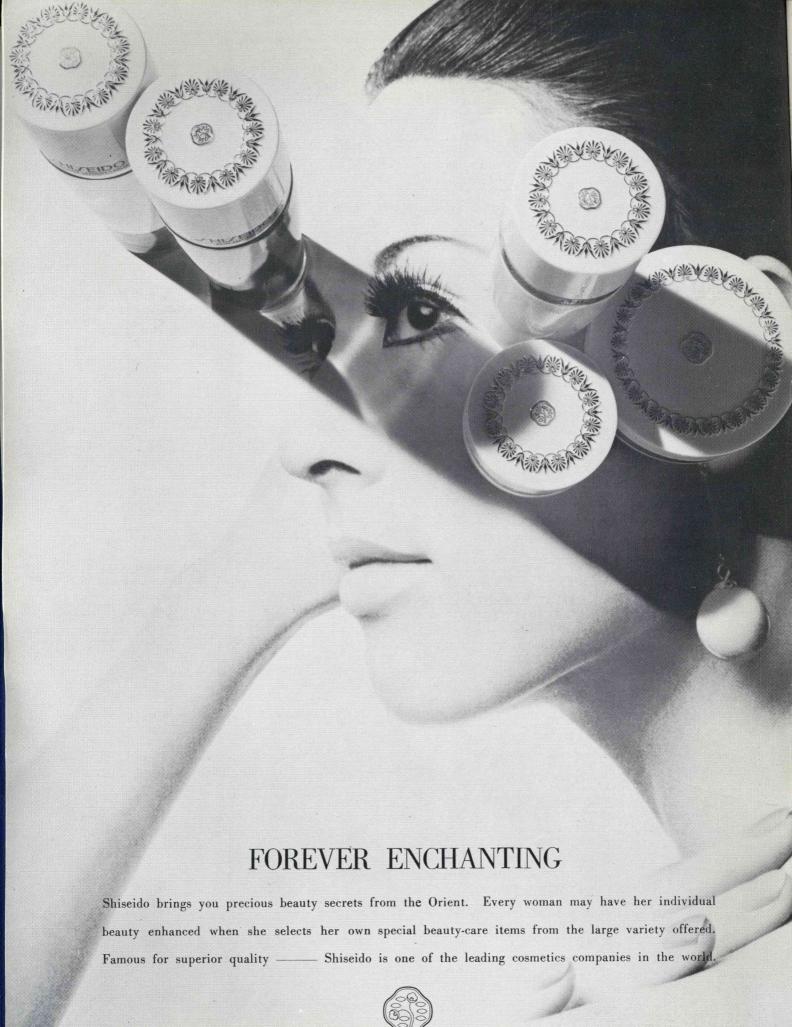
JAPAN COSMETIC INDUSTRY TODAY





It is said that the Japanese women began to use rouge extracted from sufflower in Asuka period (593–710 a.c.) Photo shows the rouge containers made in early 19 century, one in extreme right is made of metal and in extreme left is made of ivory designed with carving and gald lacquer. (Owned by Mr. Sawada, Kiss-me Cosmetics)



Meiji Centennial Sees Growth of Japanese Cosmetics Industry

1968 is an unforgettable year for Japan. Exactly a century has elapsed since Japan overthrew the feudalistic system it had lived under for seven centuries. Emperor Meiji's new government dispelled the Tokugawa Shogunate and began constructing a modern state.

From senior nations in the West, Japan eagerly learned the ways of modern politics, science and economics and military, industrial and social systems. The knowledge acquired from without plus the inherent culture enabled Japan to build a modern state in the past one century. Several wars she fought expanded her territory, but the part she played in World War II drastically reduced her holdings.

By the postwar Constitution promulgated in 1946, Japan renounced recourse to war forever and made a step forward as a peace-loving nation.

Japan has built up her modern cosmetics, soap, and dentifrice industries in this hundred year period. In the beginning she depended almost entirely upon imports for perfumes, soaps, and dentifrices. It did not take her long to start producing them at home. Japan produced her first soap as far back as 1873. Several thriving producers of cosmetics, soaps, and dentifrices were founded during the 19th century.

As is fairly well known, Japan has a culture which dates back many centuries. In the Shosoin Museum at Nara toilet sets known to have been used in the 8th century are preserved. Also there are some beautiful murals drawn in the 10th century of women in colorful make-up.

Women's toilet habits constantly evolve with the changing times. A glance at ancient pictures and sculptures reveals unique coloring techniques quite different from those used by latter-day counterparts. Color wood-block prints of the 17th and 18th centuries known as "ukiyoe" (genre pictures) depict women's apparel, coiffures, and manners of toilet.

Several kinds of vegetable hair oils, rouge made from safflower, face powders, and various toilet articles used by Japanese women long ago remain for the most part to this day.

Even after the Meiji Restoration of 1868, many items of traditional Japanese cosmetics, for example, peculiar boxwood combs for women, continued to be handled by dealers of trinkets. Those dealers sold imported cosmetics, toilet soap, and dentifrices as well as items made in Japan.

Years afterward Japan developed countless industries on a modern basis, including oil and fat, dentifrice and cosmetics industries. Their products came to be handled by their jobbers and wholesalers.

Nippon Shogyokai (Japan Cosmetic Association Inc.) was founded in 1892, as a wholesalers' organization. Producers and wholesalers came to have their own associations, classified by lines, and Nippon Shogyokai coordinates those associations.

In 1895 the first issue of its house organ called "Nippon Shogyo" was published. It is distributed weekly to all retailers throughout the country, giving authentic data and news backed by 73 years of history.

This pamphlet is being prepared by the Shogyokai in an endeavor to provide first-hand information on Japan's cosmetics industry for producers and traders of cosmetics, soaps and dentifrices abroad. Cosmetics producers of Japan want nothing more than to promote understanding between nations, strengthen cordial relations, exchange information and develop the cosmetic industry still further, so that women of the world may continue to enhance their beauty.

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The sales of cosmetics in this country attained a figure of \(\frac{\pm}{124,700} \) million in 1967, showing an increase of 7 percent as compared to the previous year. The pace of increase, ranging from 9.2 to 8 percent these past few years, reflects a slowdown, but notwithstanding, cosmetics can justly lay claim to a modernized industry and an estimated output volume of \(\frac{\pm}{133,000} \) million for this year.

When we look at the 1958 output figure of ₹36,500 million (15.5 percent increase over the previous year), there is no denying that a vast improvement has been achieved in the course of a decade. A breakdown according to items shows that at that time, base cosmetics (cream, toilet water, lotion) accounted for ₹20,600 million or 56.5 percent of the total, while make-up cosmetics (rouge, face powder and other make-up items) aggregated ₹4,800 million or 13.2 percent of the total. However, at present, make-up items represent more than 20 percent of the total. Nevertheless, in this country the emphasis in cosmetic goods is still placed on base cosmetics, showing that the trend of consumption differs somewhat from Europe and America, where the demand centers around make-up cosmetics. Another point of difference is that the demand for men's cosmetics, perfumes, etc., is at a very low level here.

The skin of the average Japanese is smooth, with a "silky texture". Because of the severe seasonal changes throughout the year, there is an ingrained habit in people to take special care of their skin. Manufacturers, at the same time, have carried out intensive research work in this connection.

Until about 1912, Japanese cosmetics were limited more or less to about 6 items such as rouge, face powder (all-white), toilet water, lotion, perfumed oil, dentifrices, etc. At the present time, however, a single manufacturer may turn out more than 500 varieties of cosmetic goods. Due credit must be given to their untiring efforts to bring the quality of Japanese cosmetics up to international standards in the short course of half a century.

At the present time, manufacturers licensed by the Ministry of Public Welfare to produce cosmetic goods number 934 companies in all. About 350 of those companies are affiliated with the Japan Cosmetic Industry Federation. The remaining 570 or so are considered outsiders. The output figures of Japan's cosmetics industry generally refer to the total output registered by the 350 companies affiliated with the Federation, outsiders having been

excluded. The showing of these outsiders, however, represents a mere 10 percent of the total output. This denotes the abundance of small operators in this field. If the production of the outsiders were taken into account, the total output of cosmetics would probably come to \forall 135/140,000 million.

Wholesale dealers who undertake distribution of these cosmetic goods aggregate 4,000 establishments for the country as a whole. There are reportedly 100,000 retail stores handling these goods. However, those specializing in cosmetic goods number about 30/40,000, and the majority are dealers handling sundry goods or else haberdashery.

It might be an exaggeration to claim that the basic cosmetic items of this country lead the world in quality, but as we have already observed, Japanese manufacturers can justly claim that their products are the best for "silky skins". However, there are undeniable indications in recent years that a change-over from basic cosmetic goods to make-up items is taking place. A factor responsible for this is the vast change in demand which has resulted from the inroads made in the Japanese market by foreign cosmetic manufacturers.

When the American forces came to this country in 1945, the methods of make-up practised by their dependents became fashionable, and the rouge, foundation creams, etc., that found their way to the black market from the PX stores enjoyed wide demand. Furthermore, new methods were introduced as a result of overseas

inspection tours conducted by Japanese manufacturers.

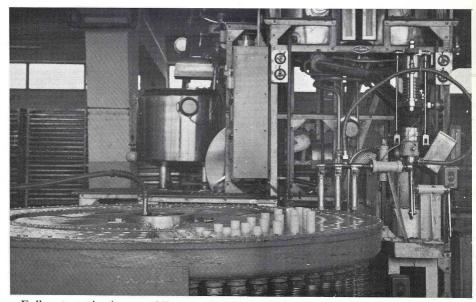
When Max Factor entered Japan in 1959 the first step taken was the initiation of a color campaign, "Roman pink". Japanese manufacturers followed suit. This became a fad in Japan, so much so that sales drives turned out to be campaigns, and marketing circles in Japan are now subjugated by these campaigns. In addition, in place of the vegetable pomade, a hair-do item hitherto indispensable to the Japanese man a wide variety of products such as the macro-molecular chemistry product— Vitalis, sprays, hair-dyes, made their appearance. This change in the trend of demand has been brought about more by the inroads made by foreign products than anything else.

At present, the foreign manufacturers that have entered this market independently or in collaboration with local interests are the following:

Max Factor, Revlon, Chesebrough Ponds, Coty, Helena Rubinstein, Mennen, Elizabeth Arden, Shulton, Helene Curtis, Bristol-Myers, Alberto-Culver, Colgate-Palmolive, Lancome, Christian Dior, Marcel Rochas, Johnson & Johnson, Tabac, 4711, L'oreal, Chanel; in the field of perfumes—Dana, Faberge, Lanvin, Guerlain, Houbigan.

Safety razor manufacturers are Gillette and Wilkinson. Sanitary paper manufacturers include Kimberley, Tampax, Scott and countless others.

Avon Products, a top manufacturer in the United States, is reportedly planning to enter this market, as is Proctor &



Full automatic tique molding machine (at Yanagiya's plant)

Gamble, an integrated chemical manufacturer, Warner-Lambert, Charles of the Ritz etc.

As conditions are now, Japan is not a market merely for Japanese cosmetic goods but one for world-wide goods.

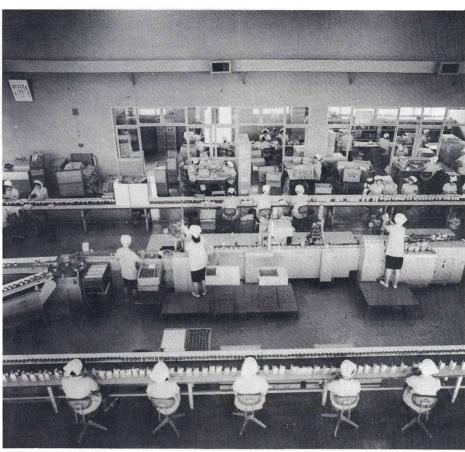
As has already been observed, the output figure for Japanese cosmetics aggregates ¥130/140,000 million. On this assumption the consumers' price comes out to ¥200,000 million. This amount does not include a portion of the above foreign products, so that if all these were taken into account, the consumption of cosmetic goods in Japan would attain an exceedingly high level.

Behind this colorful setting, an intensive struggle is being waged for market supremacy. Although competition admittedly breeds progress, intrusions in the phase of sales become fierce with the result that the relation between demand and supply is always unbalanced. There will be no expansion as long as only enough is produced to meet sales. What is more, inter-firm competition becomes intensified, with the result that when there is one intruding, there is another retreating. This process of advancing and retreating, fierce as it is, defies general comprehension.

This high-pressure salesmanship has been practised continually from the 1900's. It gave rise to repeated insolvencies and rebirths. As a consequence, there are only a few manufacturers that can boast of a long, uninterrupted history of existence. It was to protect enterprises from these high-pressure sales that the resale price maintenance contract system was adopted, after the provisions of the Anti-Monopoly Law were revised in part. In this way, vertical price agreements between cosmetic manufacturers and retail stores were finally approved. As a result, stability in the market has finally been gained, but outsiders like the supermarkets, for instance, which have not participated in this arrangement, are utilizing cosmetic products for "decoy bargain sales". More recently, the Fair Trade Commission is taking steps to revise or abolish the resale price maintenance contract system on the grounds that it "is undesirable, as it holds down prices".

As is explained in the attached "Distribution Structure", the sales systems of this country can be classified into free sales, the chain system and home sales.

Free sales implies sales by manufacturers to retailers through various wholesale dealers (first to second stage). No qualifications are required, and anyone is free to handle this merchandise. The manu-



Cream packing process using velt conveyor system (at Juju's plant)

facturers in this case are referred to as manufacturers of general merchandise. The chain system is widely enforced in Europe and America. The manufacturer and the dealers are directly linked, or else a sales organ (set up by the manufacturer) in charge of distribution exists in between. In the third case, the manufacturers dispatch their own salesmen direct to the consumers. This is the so-called door-to-door sales. Cosmetics are marketed under these three methods. Of the five large manufacturers in Japan, four have adopted the chain system and one, the home sales system.

Another unique sales method in force is the corner system. Under this arrangement the manufacturer establishes his own show-case in the cosmetics section of a department store. Moreover, the manufacturer sends his own beauty specialists to the display counter to conduct demonstrations as well as to boost sales. This is a common practice the world over, but in Japan, the nation-wide chain stores have established corners for each manufacturer in their main stores. Beauty specialists are also dispatched to these

stores. In these specialized stores, as the sales organs are usually referred to, there are usually 5 or 6 corners for different manufacturers, and each corner is attended to by beauty specialists from the respective manufacturers. These beauty specialists now receive thorough training, and Japanese consumers seem to have taken wholeheartedly to this set-up.

More than 85 percent of cosmetic sales in Japan are face-to-face sales whereby beauty specialists listen to the worries of consumers. For this reason, even though publicity activities are carried out through such media as TV and magazines, the merchandise specified by the consumer over the counter is eventually swapped for the item recommended by the shrewd salesman. It is by no means because the consumer happens to be immature. As a woman is usually swayed by the prevailing mood when making purchases in the belief that her dreams will come true, the powers of persuasion exercised by the salesman are overwhelming. A woman's yearning to look attractive transcends all boundaries, whether East or West.

Dentifrices began being mentioned in Japan's literature in or about 1633. By the 1690's dentifrices had pretty much been mercantilized. By 1800 or thereabout there were five varieties. During the 1818–1830 period, the five increased to 12. During Japan's development of modern industry from 1868 to 1912 more than 190 varieties were put on the market.

Dentifrice specialists call the period up to 1912 the age of physical dentifrice. From 1913 to 1949, when dentifrices containing germicide or tooth bleaching powder were much used, specialists call the age of chemical dentifrice. They call the period from 1949 till now the biochemical dentifrice age.

Prewar output of dentifrices hit its peak in fiscal 1940, when 8,882 tons were produced. In those days there were 25 concerns producing dentifrices. Shortly after World War II ended in 1945, various wartime restrictions on the production of dentifrices were abolished one after another and dentifrice producers were once again thrown into free-for-all competition.

In Japan, one week from June 4 to 10 is set aside every year as "Dental Hygiene Week." This has done much toward educating the public in dental hygiene. During the week many colorful events are staged in all parts of the country, reminding the public of the importance of hygienic dentifrices and toothbrushes.

It was six years ago that the Health and Welfare Ministry set aside the annual "Dental Hygiene Week." Its forerunner, "Anti-Tooth-Decay Day" was launched in 1920. Thus, it is seen that the Government has been working for nearly half a century to educate the public in dental

hygiene.

Ten years after World War II, Japan's economy had become stabilized, and national standards of living had virtually regained normalcy.

Producers of dentifrice realized that with the improvement in standards of living people would strengthen their determination to look after health in general and dental hygiene.

In the past several years, manufacturers have accomplished a very great deal.

They produced (delivered) 20,309 tons of dentifrice in calendar 1963, worth \$11,906,960,000. In 1964 they increased deliveries to 27,320 tons, worth \$18,486-580,000. In 1965, they increased further to 29,558 tons, worth \$21,133,900,000 in 1966, they increased to 29,891 tons, worth \$23,912,630,000.

The \(\forall 11,906,960,000\) delivery in 1963 more than doubled to \(\forall 23,912,630,000\) in 1966. When one considers that during the five years before 1963, the increase was but 1.5 times, the showing in the four years from 1963 to 1966 was simply amazing.

Extensive education campaigns on dental hygiene, particularly by giant producers, were mainly responsible for the remarkable increase in output. Also the system of distribution was vastly improved, stabilizing the market prices and maintaining high price levels.

As has been mentioned before, they delivered goods worth \\$723,912,630,000 in fiscal 1963, or an increase of 12.6 percent over fiscal 1962. Although the quantitative increase was rather slight, the increase in value was tremendous.

The increase was even more phenome-

nal in the first half of calendar 1967. Delivery of 17,103 tons (January to June 1967) grossed \(\foat\)13,380,280,000. Compared with the first half of calendar 1966, quantity showed an increase of 2,811 tons (19.7 percent), and value showed an increase of \(\foat\)2,158,020,000 (23.2 percent).

The most astounding increase was registered by dental cream (tooth paste). Delivery of 13,720 tons of tooth paste grossed ¥11,666,520,000. They delivered 3,370 tons of humid tooth powder worth ¥1,712,280,000.

Delivery of tooth paste showed an increase of 31.7 percent in quantity and 30.1 percent in value over the delivery for the first half of calendar 1966. Of all the dentifrices, tooth paste comprised 81.9 percent in quantity and 87.2 percent in value

As for humid tooth powder, the quantity decreased by 12.8 percent, and the value decreased by 9.5 percent. Dentifrice of this kind has been decreasing every year.

Japan's dentifrices are exported to a great many countries of the world, including Okinawa, Korea, Republic of China, Hongkong, Singapore, Malaysia, Italy, Rwanda, Australia, Mariana Islands, Marshall Islands, Caroline Islands, South Vietnam, Thailand, Indonesia, Afghanistan, Guatemala, Panama, etc.

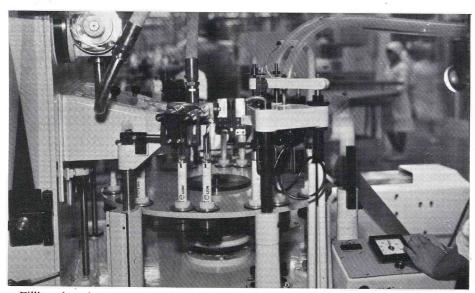
Japan exported some 80 tons valued at ¥41,560,000 in the first six months of 1967. This represented a decrease of ¥66,250,000 over the first half of 1966. This was simply because an enormous quantity was exported to Thailand in the first half of 1966, whereas exports to that country in the first half of 1967 were practically nil.

The nation imported 33 tons of dentifrice valued at \(\foat\)29,080,000 in the first half of 1967. This showed an increase of \(\foat\)19,820,000 in value over imports of a year ago. From West Germany she imported \(\foat\)26,017,000, and from the United States she imported \(\foat\)3,060,000.

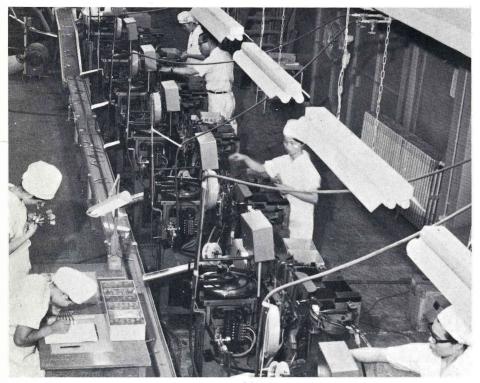
Dentifrice associations are the East Japan Dentifrice Industry Association and the West Japan Dentifrice Industry Association. Above these two is the Japan Federation of Dentifrice Industry Associations.

Prominent among large producers are The Lion Dentifrice Co., Ltd., Sunstar Dentifrice Co., Ltd., Shiseido Co., Limited, Smoka Dentifrice Co., Ltd., Nihon Zeora, Ltd., Morishita-Jintan Co., Ltd., Kaminomoto Co., Ltd., and Japan Colgate-Palmolive Ltd.

Kao Soap Co., one of the largest producers of soap and detergents attracted the attention of the industry by starting to produce dentifrice in late 1967.



Filling dental paste automatically (at Lion Dentifrice's plant)



Planting factory equipped with new machines (at Lion Toothbrush's plant)

Japan's toothbrush industry dates back to about 1877. At present the nation produces 27 million dozen a year. Approximately 95 percent of them are produced in Osaka, nearly 65 percent of which are made in Yao, a satellite city on the southeastern outskirts of Osaka.

There is a good reason why Yao has become Japan's toothbrush center. About 1894, some 16 years after production started, low-priced toothbrushes from Japan dominated the world's market. Toothbrushes flourished remarkably as an export item.

As the industry thrived, manufacturers were up against an acute shortage in manpower. Yao's farming communities had cultivated cotton as a side-line to food crops since feudal times. As mechanical cotton spinning steadily gained in importance, old-fashioned hand spinning declined noticeably.

Turning to toothbrush-making was the logical move for farmers to utilize surplus working hours. The Yao farmer's erstwhile side-line of making toothbrushes went through frequent crises, such as the post-World War I panic, the world-wide depression during the 1930's and the chaotic conditions toward the end of World War II. They managed to pull through.

The passing years have seen almost complete changes in the materials of toothbrushes and the methods of their

manufacture. Bamboo and cattle-bone handles were replaced by celluloid and then plastic ones. Animal hair was replaced as bristle by nylon and saran. No one thinks it strange that brushes are machinemade.

The Kansai Export Brush Industry Cooperative has more than 80 member associations. In addition, the Yao Toothbrush Cooperative embraces more than 30 member associations.

Statistics show that they produced 19,829,000 dozen in fiscal 1963; 22,615,000 dozen in fiscal 1964: 26 million dozen in fiscal 1965; and 27 million dozen in fiscal 1967, valued at ₹5,010 million.

Japan exported 977,532 dozen toothbrushes valued at ₹205,230,000 in fiscal 1966. Exports to Asia were the highest. They were followed in the order named by those to Africa, North America, South America, Europe, and Oceania.

The big six producers accounted for 50 percent of the national total. They are Lion, Sun Star, Ebisu, Sanwa, Yamato, and Shiseido.

There are three ways in which toothbrushes are manufactured in Japan, (1) under subcontracts from large dentifrice manufacturers, (2) by independent manufacturers and (2) under wholesalers' brand names

Toothbrush-making is so simple, they say, that all one needs is a bristle-planter.

While most of the producers have been turning out products by mechanical process throughout, there are still not a few cottage industry shops doing the work mostly by hand. The difference in scale is entirely too great.

Extremely small producers do not have machinery. For hair-planting, stamp-carving, and packaging, they usually ask subcontractors to the job. There are approximately 120 such small-scale firms, accounting for 20 percent of the national total.

The reason for the difference in scale between the giants and ultra-small industries is this: Top priority shifted suddenly from the export to the domestic market. Furthermore, the domestic market had grown almost beyond recognition from its prewar size. The expanded domestic market naturally insisted on definite brands. Only those who were able to fulfil the demand developed or survived.

Concerning quality control, the Government informed the toothbrush industry in 1961 that products would be subject to JIS regulations. However, the toothbrush industry as a whole was not quite ready to be guided by JIS regulations. Consequently, the industry requested the Government to defer applying the system. That is how the matter stood since.

Some producers are expressing the desire for some inspection agency, even though they are not quite ready to be guided by JIS, because uniform specifications and quality control would necessitate the installation of machinery. The extremely small firms constituting the majority do not know how soon they can increase output enough to pay for facilities.

Hair- or bristle-planters, which are the most important facilities became mechanized early in the 1910's, but not until 1930 were they universalized. During those 30-odd years, the shift from hand-operated to mechanical hair planters was about the only change realized. No further technical innovations introduced.

Speaking on the whole, toothbrush manufacturers did not feel it necessary to introduce automatic machines. The status of the toothbrush industry, abundance of labor, and low wages in those days were mainly responsible for the situation.

In 1963, a producer of Britain introduced an automatic hair-planter, capable of planting 6,000 to 8,000 pieces a day. Thirty five units of these were delivered at once to firms. Technical innovations were now in full swing. Japan-made machines have also been vastly improved. Planting 6,000 pieces a day has become no problem. This has had much to do with modernizing the toothbrush industry of Japan.

Soap

Deliveries of toilet soap for 1967 totalled 90,006 tons in the value of \(\fomalle{7}25,167\) million. Compared with the previous year of 1966, there was an increase of 7 percent in volume and 9 percent in value.

Toilet soap manufacturers throughout Japan number 56 companies in all, and the upper five of these account for 72 percent of the entire output volume. As a trend, production appears to be concentrating more or less in large enterprises or else tending towards oligarchy. This tendency will no doubt become intensified hereafter. In particular, products enjoying a nation-wide reputation are expected to show further expansion.

Production of toilet soap is expanding at a rate of 6 to 7 percent in volume each year, and a similar expansion in keeping with the natural increase in population can probably be expected.

The retail prices of toilet soaps can be divided into three grades—\(\frac{7}{30}\), \(\frac{7}{50}\) and over \(\frac{7}{100}\), but 80 percent of the gross output volume comprises soap costing \(\frac{7}{30}\). In other words, the standard toilet soap of this country is valued at \(\frac{7}{30}\). However, there are growing indications that \(\frac{7}{50}\) deodorant soaps are gaining ground at a tremendous pace, while beauty culture soaps costing over \(\frac{7}{100}\) are becoming increasingly popular among the fair sex.

Modernization of manufacturing method in the factories through technical innovations was completed as far back as 15 or 16 years ago. It is no wonder, therefore, that the highest level of quality has been attained.

Other types of soaps, including solidtype laundry soaps, powder soap, soap for textile use and soap for industrial use, are all being produced to satisfy the respective sources of demand.

Gross deliveries for these types of soaps during 1967 amounted to 69,380 tons in volume and ¥5,716 million in value. All types showed a drop in demand compared to the previous year. In particular, the demand for solid soap for industrial use and powder soap has suffered heavily from the inroads made by synthetic cleansing agents. Deliveries of all types of soaps during 1967 aggregated 159,386 tons in volume and ₹30,883 million in value. As compared to the previous year of 1966, there was a 3 percent decline in volume and conversely, a 3 percent rise in value. In explanation of this decline in volume and increase in value, we find there was a drop in the share of laundry soap and an expansion in the demand for toilet soap costing over ¥50.

Toilet soap is marketed through the 300,000 retail and 3,000 nation-wide wholesale stores. Counted in the retail stores are cosmetic shops, pharmacies, grocery shops, department stores, supermarkets, etc. More recently, sales in supermarkets show signs of picking up.

In respect to market quotations, nationwide reputable brands are exempted from the provisions of the Anti-Monopoly Law. In other words, a resale price maintenance contract countenancing a 10 percent discount from the fixed price has been enforcthe market share, thereby becoming the main item among detergents.

In 1967, deliveries finally attained a level of 659,213 tons in volume and ₹61,900 million in value. These figures represented an increase of 17 percent in volume and 12 percent in value over the previous year of 1966. The ratio to the total of detergents attained a level of 75.5 percent, thus outstripping soap by far. In this manner, synthetic cleansing agents gained undisputed supremacy in the market.

Among manufacturers of household synthetic cleansing agents, there are some



High speed toilet soap making machines (at Mitsuwa's plant)

ed. As far as the products of other manufacturers are concerned, a more or less similar arrangement is in force. However, in the large cities, where sales competition among the retail stores is particularly severe, a wider margin of discount is at times granted.

The main ingredient of soap is tallow, practically all of which is imported from overseas sources of supply. The main source is the United States which supplies 90 percent. The balance of 10 percent comes from Australia, New Zealand, and Canada. Domestic tallow is responsible for less than 5 percent of the demand.

Synthetic Cleansisg Agents

In 1960 the synthetic cleansing agent industry in this country was inaugurated. At that time, synthetic cleansing agents accounted for only 20 percent of all detergents (total of soap and synthetic agents). Since then, production witnessed a high level of yearly growth, and by 1963, synthetic cleansing agents surpassed the output of soap, gaining 53 percent of

who procure the detergent material from outside sources and sell the products under their own brand so they can do without spray dryer equipment. Others assign production to third parties. All these add up to about 60 factories, but the top five companies actually account for 90 percent of the total output volume.

Powder synthetic cleansing agents are mainly for laundry use, and liquid synthetic cleansing agents are for kitchen use, such as for cleaning tableware. Some are used for furniture, but powder detergents are overwhelmingly popular, the ratio being 8 to 2.

Powder synthetic detergents for laundry use originally featured a white base, but they changed several years ago to a mixture of blue and pink colors. This trend is expected to continue for some time.

To eliminate various drawbacks resulting from the formation of foam by synthetic cleansing agents that make use of ABS as material, arrangements have been made in this country for a complete switch-over to biodegradability detergents by the end of 1968. If we should make a study of this switch to soft products, 35–40 percent would be biodegradability detergents, calculated on the basis of the material used.

The materials for biodegradability synthetic cleansing agents are linear alkylbenzene and high-grade alcohol. However, in February of 1967, Lion Yushi K.K. announced that it had succeeded in developing a new type of detergent using Alpha Olefin as a material. This is a revolutionary innovation that has yet to be equalled elsewhere in the world.

Powder synthetic cleansing agents for laundry use are sold in cartons, polyethylene bags, or in rigid polyethylene receptacles. Among these, those in cartons are offered in the largest quantity. This is because they are mass-produced. Those available in 500g carton boxes are priced at \$100, those in 1.05 kg. boxes, at \$200, and those in 2.65 kg. boxes at \$500. Besides the above main sizes, a smaller box containing 24.0 g. is priced at \$50.

Those available in polyethylene bags are offered at ¥200 and ¥500. These are considered to be 20–30 percent more economical than the carton box products.

Those offered in rigid polyethelene receptacles or in elaborately designed boxes are suitable for home use as well as for mid-summer and year-end gifts (a timeworn custom peculiar to this country).

Detergents for kitchen use, particularly for cleaning tableware are available in cans to some extent but practically all come in polyethylene bottles. Usually, those priced at ¥100 contain 380 cc, while those costing ¥200 contain 800 cc. There is a marked partiality for ¥100 bottles.

Cleansing agents for households, particularly for cleaning furniture, come mostly in polyethylene receptacles. The ordinary size containing 380 cc is priced at ¥100.

Detergents to be used as gifts, as mentioned above, usually come in 2.2 kg. receptacles costing \(\foat\)500 and in 4.5 kg. receptacles priced at \(\foat\)1,000. At the outset, these were offered exclusively in elaborately printed cans, but more recently they are also offered in rigid polyethylene and polystyrene receptacles, with designs printed directly on the surface.

Synthetic detergents continue to make a creditable showing year by year, the increase ratio for 1966 being 19 percent, and for 1967, 17 percent. The growth rate is admittedly declining, but a figure in excess of 10 percent can most probably be expected for several years to come.

With respect to detergents for home use and for industrial use, the market share

for the former in 1967 was 93 percent and for the latter, 7 percent. As far as we know, the ratios have remained practically unchanged.

Resale price maintenance contracts have been concluded for synthetic cleansing agents for home use produced by well-known manufacturers. In accordance with the provisions of these contracts, the products are sold at discounts within 10 percent of the market price. As a token service rendered to clients, manufacturers enclose spoons and cups in the detergent cartons. Aside from these, prizes are offered in the form of gold rings and pearl necklaces.

Shampoos

Shampoos were formerly made in this country using powder soap. However, with the inception of the synthetic detergent industry, there was a switchover to cleansing agents. At the outset, shampoo in powder form, wrapped in aluminum foil, was priced at \(\forall 500\) per 3 g. Subsequently, there was a switch to a jelly form, but more recently shampoo in liquid form has become overwhelmingly popular.

Liquid shampoo comes in rigid transparent polyethylene or polyvinyl receptacles. All manufacturers are paying particular attention to transparency. It is offered in pink or green colors. According to use, some are for men, some for women, some for dry scalps, and some for oily bair

Practically all of the shampoo items are priced at \forall 100 per 220 cc., although there are some priced at \forall 150 and \forall 200. These, however, are not proving as popular. Most

of these are offered for counter display in attractive boxes containing half a dozen of these receptacles.

The main ingredients of shampoo are liquid synthetic detergents to which have been added a number of chemicals for the protection of the skin. In recent years, shampoo with powerful deodorant effects (possessing medicinal properties as provided for in the Japan Pharmaceutical Law) have been placed on the market, but these fall outside the category of medical and pharmaceutical goods. Their popularity with consumers is gradually gaining ground

Accurate figures of shampoo production and deliveries are not available, as compilation of statistics is not mandatory. However, it is estimated that deliveries for 1967 amounted to more or less \$10,000 million. Moreover, it is believed that the figure is increasing at a rate of about 10 percent each year.

In association with shampoo, we find that rinsing products are recently gaining ground at a tremendous pace. They are for use after shampooing. These are usually offered in attractive polyethylene receptacles containing 240 cc., priced at ¥100.

Incidentally, the distribution channels for shampoo and synthetic detergents are exactly the same as those for soap, to which reference has already been made.

Statistics on Output and Deliveries of Soap and Cleansing Agents - 1967

| a a | | | | | Ratio against previous year(%) | | |
|---------------------|------------------|------------|------------|--------|--------------------------------|-------|--|
| Item | Output Volume | Deliveries | | Output | Deliveries | | |
| | | Quantity | Value | Output | Quantity | Value | |
| for bath use | 88,015 | 90,006 | 25,167,749 | 105 | 107 | 109 | |
| solid laundry cakes | 39,225 | 38,981 | 3,166,918 | 88 | 87 | 87 | |
| powder soap | 18,793 | 18,564 | 1,524,574 | 86 | 84 | 83 | |
| for textiles | 6,426 | 6,398 | 521,465 | 98 | 99 | 96 | |
| for industrial use | 3,746 | 3,633 | 269,823 | 104 | 99 | 80 | |
| Others | 1,858 | 1,864 | 233,216 | 66 | 65 | 57 | |
| Total | 158,063 | 159,386 | 30,833,745 | 96 | 97 | 103 | |
| Detergents | | | | | | | |
| mineral oil used | 416,368 | 408,445 | 50,033,436 | 114 | 113 | 110 | |
| higher alchool | 81,967 | 79,984 | 10,610,462 | 156 | 155 | 121 | |
| Others | 11,110 | 11,398 | 1,265,145 | 96 | 101 | 94 | |
| Total | 509,445 | 449,827 | 61,909,043 | 118 | 117 | 112 | |
| Gross total | | | | | | | |
| Soap and detergents | 667,508 | 659,213 | 92,792,788 | 112 | 112 | 109 | |

Statistics compiled by Ministry of International Trade and Industry. Unit: Quantity in MT, Value in ¥1,000

Aromatics

Chemical aromatics first made their appearance in Japan in 1894, when production of borneol by the resolution of camphor was started. Some time around 1907, production was also commenced borneol and ionone synthesizing. Howon ever, the birth of the synthetic aromatic industry can be traced back to the year 1913, when the Mitsuwa Chemical Research Institute first entered this field. The technical staff was composed of specialists in the branches of physics and chemistry, applied chemistry, pharmacology, agricultural insecticides and fungicides. Their objective was to carry out systematic and comprehensive research work on aromatics as well as to prepare and develop them.

A year after its inauguration, in 1914, World War I broke out. Until termination of the war in 1918, imported goods were in direly short supply, and consumers had to make do with domestic aromatics. This was an unexpected and welcome experience for the synthetic aromatic industry, which was still in its infancy stage.

Japan at one time was in possession of two important natural resources of which she could boast to the world-camphor and menthol. Camphor loomed suddenly into the limelight in 1869, when celluloid was first invented. Subsequently, with the appearance in 1920 of synthetic camphor in Germany, and due to the rapid development of the synthetic camphor industry in Switzerland, Italy and America, most of the overseas markets were finally lost to Japan. As a means of rehabilitating this waning industry, steps were taken to make effective use of the white oil, red oil and aromatic oil derived as by-products, for instance, cineole derived from white oil, heliotropin derived from safrol, which is obtained from red oil, likewise vanillin or the artificial sasafras oil derived from safrol, and linallol and linallol acetate derived from aromatic oil. A solution to the camphor problem was found in the complete utilization of its oil derivatives.

This has enabled the aromatic industry of this country to achieve autonomy and gain an unshakeable footing in world aromatic industrial circles.

After World War II, the industry lost no time in rehabilitating itself from the ruins of war, and in 1951 when production facilities were more or less completed, it could boast of production of 130 items in the volume of 411 tons.

In the 70 odd years since aromatic dealers first made their appearance and the 50 years or so since synthetic aromatics were first born in Japan, aromatic industrial

circles can boast the following progress:

The output volume registered by the main industries in the aromatic demand sector are as follows: Cosmetics—44,203 tons; Soap and detergents—556,454 tons; Dentifrices—29,891 tons; Ice cream—192,800 kl.; Ice cream mix powder—3,807 tons; and Confectionery—1,199,000 tons. When soft drinks, processed foods and products using aromatic goods are included, the total value comes to more than \(\frac{7}{8}800,000\) million.

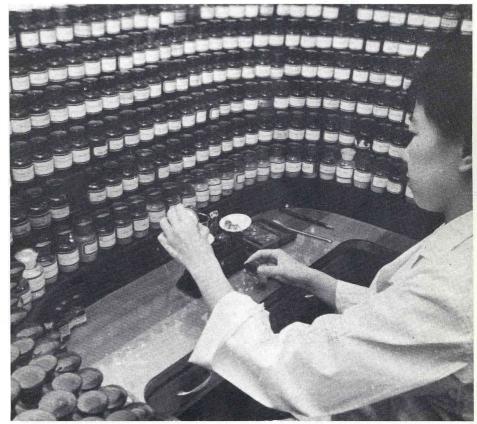
When we study the aromatics administering to this demand, we find that 5,650 tons are imported from overseas sources of supply, and 3,404 tons are domestic synthetic aromatics (about 310 items). If, aside from these, domestic vegetable essence oil, domestic essence, oily aromatics, emulsifying aromatics, powder aromatics are added and export items (vegetable essence oil—110 tons, synthetic aromatics-434 tons, mixed aromatics-219 tons) are excluded, the gross supply volume of domestic mixed aromatics attains a level of 6,500 tons. A breakdown according to sources of aromatic consumption is given below:

Cosmetics, soap, detergents, dentifrices and other aromatic items—4.200 tons;

foodstuff items including essence—450 tons (converted into liquids) flavor oil—1,300 tons; Cloudy 50 tons (converted into liquids); or a total of 2,300 tons.

When compared to the previous year, the demand shows an increase of about 1,000 tons. By virtue of this showing, Japan is counted among the world's five leading aromatic consuming countries.

Among natural essence oils, lavender, geranium and cinnamomum camphora sieb oil are available in Japan in addition to vetiver Hamanasu (Japanese rose) These were all developed through the untiring efforts of the aromatic companies, who strove to introduce new aromatic products, as well as to carry on research work, experiments and diffusion. Lavender and geranium have been developed by the Soda Aromatics Co., Ltd. and aromatic camphor by Takasago Perfumery Co., Ltd. and Soda Aromatics Co., Ltd. who have contracted cultivated areas with farming households. The oil output for fiscal 1968 is estimated at 5 tons for lavender, only about 6 tons for geranium due to the effects of the long spell of dry weather, about 20 tons for cinnamomum cam phora sieb oil, 25 tons for vetiver and 100 kg. or more for Hamanasu.



Creation of fragrances

Standard Specifications Set for Cosmetic Materials

In cosmetics volume, Japan is outstripped by the USA, which holds first place by far, but vieing closely with France for second. The showing made so far appears elsewhere in this article.

The following data will give a rough indication of how the materials for cosmetic goods the demand for which is growing, are being used. (For fiscal 1966, when the various statistics were complete, the net output volume was 44,203 tons). Figures compiled by the Cosmetics Industry Association.

Solid paraffin 231,885 kg. Vaseline 185,187 kg Fluid paraffin 2,700,065 kg. Castor oil 2,147,371 kg. (Japan wax Spermaceti)

376,227 kg. Lanolin (Lanolin & derivatives) 6,693,934 kg.

Beeswax 388,352 kg. Carnauba wax 49,574 kg. Vegetable oil ester

(Olive oil, almond oil, cacao oil, camellia oil

and ester) 295,711 kg. Fatty acids

(Stearic acid, palmitic acid, myristic acid, oleic acid and

lauric acid etc.) 554,791 kg. High-grade alcohol

(Cetyl alcohol, oleic alcohol, octadiethyl

alcohol) 25,237 kg. Squalene 145,993 kg. Organic acid

(Citric acid, tartaric acid,

gallic acid, tannic acid,

salicylic acid) 7,113 kg. Alkali

(including organic alkali such as caustic potash,

tri-ethanol amine, mono-ethanol

amine, tri-isopropanol amine) 112,714 kg Borax and boric acid 38,632 kg.

11,727,783 kg. Ethanol

Wetting agent

(glycerine, ethylene glycol, propylene glycol, polyethylene glycol)

(Carbo-wax) refers to wetting

1,589,791 kg. agents such as sorbitol. Interfacial activators

(Emulsifiers such as non-ion activator, anion activator,

cation activator) 573,564 kg. Zinc white 53,519 kg. Titanium oxide 194,937 kg. Kaolin 310,234 kg. Talc 785,992 kg.

Starch

(includes starches, dextrin, metallic soap, mica powder

etc.) 42,008 kg. Resins

(include natural resin, chemical synthetic resin, vinyl resin, nitrocellulose, plasticizer) 182,734 kg.

Organic solvents

(Acetone, toluene, ethyl 132,657 kg. acetate, butyl acetate etc.) Jet agents 2,804,005 kg.

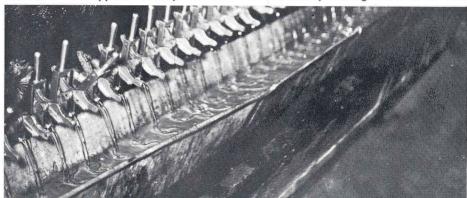
Coloring matter

(Dyes, tar coloring matter, lake, inorganic pigment). 27,594 kg.

Needless to say, full consideration must be given to quality control, as these cosmetics are applied directly to the agents-3, interfacial activators-17, aromatics-61).

The Ministry of Public Welfare completed in August 1967 an official document relating to standard specifications for materials used in cosmetic production on the basis of the data submitted.

New materials for cosmetics are successively making their appearance in the market. Generally speaking, it is very seldom that these suggestions come from the users' side. Most of them have originated from such fields as petrochemicals, oils and fats and agricultural chemistry, which are constantly seeking new uses for their



Pressing castor beans at Ito Oil plant

human body. A careful selection must, in the first place, be made of the materials used in their production. The relative specifications were first drawn up in 1950, when World War II was brought to an end, under instructions of the general headquarters of the American occupation forces and with the cooperation of the Ministry of Public Welfare and other interested parties. As due consideration had to given to the availability of the materials required, because these were in scarce supply at the time, these specifications left much to be desired. Conditions in general have subsequently taken a definite turn for the better, and the technical skill called for in the production of cosmetics has witnessed marked progress Consequently there have been calls from many quarters for the compilation of new specifications for the materials used in production. To cope with this situation, the Japan Cosmetic Industry Federation took the initiative with the cooperation of interested parties to prepare a "Standard Specifications for Materials to be used for Cosmetics", covering 188 items (inorganic powder-13, organic pigment-5, pharmaceuticals-23, alcohol-11, mineral oil, fat and wax-30, organic powder-4, viscous matter-5, antiseptics and moldproof agents-17, oxidation preventing own products.

In order to replace a material now being used in a product on the market, the new item offered must possess a decided advantage. This is because cosmetics are made up of a large number of complicated ingredients, and a change-over in one may possibly affect the others adversely. Also, consideration must be given to the image of the cosmetic goods of a particular brand and to the sensation caused by the cosmetic article in question. Furthermore, account must be taken of the resulting change in the quality of the material, the prospects of its production and supply. the question of price and its fluctuations.

In light of these circumstances, for a new material to become a permanent ingredient of a cosmetic article or to be counted among the select group of accepted materials is a very difficult matter. During the 17 or 18 years after the termination of World War II and specifically from about 1950, when the cosmetic industry in Japan was more or less restored to normalcy, quite a number of materials prepared on the basis of new prescriptions have made their appearance in the market. This bears witness to the progress made in science and technology and the progress made in cosmetic industrial circles.

Packing is more important for cosmetics than for any other industry. For this reason cosmetics are frequently called composite art goods—the synthesis of many high-class products of allied industries.

The quality of present-day cosmetics is constantly improving because of new research and discoveries in chemistry, pharmacology, biochemistry and dermatology. As long as cosmetics themselves are continuously improving, they naturally are entitled to better containers and packaging. Unless the allied industries

keep pace, better containers and packaging including better designs, will not be possible.

Japan's cosmetics today are supported by the nation's glass plastic paper and paperware, printing, can-manufacturing, and cosmetics industries, which have been producing constantly improved containers and packaging.

While Japan was ruled by the military from 1931 to 1945, the energies of these industries were almost entirely devoted to munitions. Cosmetics, which is a peace-

time industry, could hardly be expected to improve or be served with better containers and packaging during the war.

During this time, containers were almost entirely glass bottles or jars, and lids or stoppers were limited to bakelite products. In or about 1950 the allied industries came back. In order to make up for the wartime lag, they sought technical cooperation with renowned manufacturers abroad. This enabled them to improve decisively in materials and technology.

At first they depended heavily on materials and machinery imported from the United States. The designs, too, were based on those of Europe and America. It was not long, however, before they were able to produce in Japan what might be considered purely Japanese products. Japanese art designers were likewise able to create distinctly Japanese work.

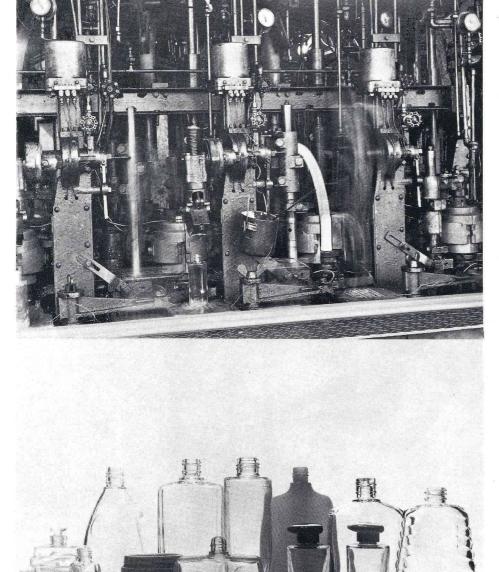
The plastics industry has obtained the most remarkable results. In 1950 or thereabout they began using attractive urea resin caps or stoppers for cosmetics containers. At first they heated American urea imported in powder form, which they molded with oil pressure presses. In 1954 they imported automatic injection machines which have contributed greatly to mass production and cost reductions. Urea caps or stoppers came to be used for all containers.

Meanwhile research into high polymerization has made definite headway. Today sufficient plastic materials of every kind are produced in Japan to fill demand. Plastic products of every description are widely used as household utensils.

Japan's machinery industry produces injection machines, extruders, and precision metal molds. They fulfill not only domestic requirements, but export plastic products extensively.

The advance of the glass industry is no less phenomenal than that of the plastics industry. All-automatic bottle-making machines are mass-producing containers for popular-priced cosmetics. Semipress molding machines manufacture glass containers for high-class cosmetics and they are enchanting consumers.

Paperware and can containers, together with the highly-developed art of printing, gradually grew quantitatively and qualitatively. As demand became greater and more exacting, producers were able to fulfill every requirement. With complete mass-production facilities and creative designers, they are capable of creating stunning designs. Allied industries now can keep pace with the growing cosmetic industry.



Full automatic bottlemaking machine at Tokyo Glass's factory. (above) Variety of bottles to be used for cosmetic containers.





Packaging of cosmetics becomes more and more deluxe keeping pace with development of cosmetic industry. Packaging technique of Japan is on a level with the world's best.



As in the highly advanced nations of the West, Japan's cosmetics are distributed in three ways. In the first, producers deliver to retailers through jobbers or wholesalers; in the second, producers directly contact retailers in voluntary chains and in the third, producers deal directly with consumers under the door-to-door system.

All three have their merits as well as demerits. Immediately after the end of World War II, cosmetics producers developed their own selling system by utilizing jobbers' selling capabilities and sales of cosmetics increased remarkably. More than 80 percent of cosmetics produced were sold in this manner.

Since 1950 production of cosmetics gradually recovered, and as supply increased and fierce competition began among wholesalers and retailers, wholesale and retail prices gradually collapsed.

Japan enacted the Anti-monopoly Law in 1947. A revision of the law in 1953 regarding trademark-carrying merchandise such as cosmetics, soaps, dentifrices, and drugs, producers were legally permitted to indicate resale prices by concluding contracts with wholesalers and retailers.

Some 10 large producers concluded resale contracts with wholesalers and retailers. Yet the fiercec competition in the market made it difficult for dealers to maintain the declared prices. Retailers were barely able to secure 25 percent margins.

Manufacturers selling through voluntary chains were able to protect retailers' margins. Limiting the number of retailers in this way, producers let their exclusive wholesale companies deliver their goods to retailers. Such retailers as did not adhere to the resale prices did not receive shipments. This made retailers maintain the prices. Shiseido, Kosei, and Kanebo were successful examples. Max Factor, who entered Japan in 1953, also adopted this system to secure retailers.

Door-to-door sales had not attracted much attention in Japan before 1950. The success of Pola with this system gradually convinced many rival firms of its merit, and many are following suit.

Since 1960 American marketing concepts have been applied to Japan's distribution and sales. Following the production revolution, talk of a distribution revolution has been much in vogue. Such words as mass-production, mass sales, mass-communication, and mass consumption have been figuring in daily conversations. Marketing concepts have been taken up by all industries. They have contributed enormously to the impressive growth of

Japan's economy.

The cosmetics industry has been no exception to the rule. In addition to independent retail stores and department stores, American-style supermarkets and discount houses have come into existence. They have been using noted brands handled by wholesalers as a means of attracting shoppers with prices below the regular markings.

Department stores and independent retail stores are keeping away from cosmetics whose prices they cannot readily maintain. They prefer such goods as they can sell at voluntary chain prices. Their target is to become cosmetics specialists eventually.

During the past 10 years the market shares of the various distributors have undergone change. Sales by the chain and door-to-door systems have increased, whereas sales through wholesalers have been decreasing, largely because they have been unable to stop competitive underselling.

While distribution and sales have been undergoing changes, producers, wholesalers, and retailers of cosmetics have been forming their respective oligopolies. Those without sufficient staying quality have gradually been weeded out.

With the progress of Japan's spectacular economic growth creating better standards of living, demand for quality cosmetics has increased. Producers using the chain store system have established their own corners in department stores or specialty stores whereby they have been able to increase sales.

Following the lead of Max Factor, such noted houses as Revlon, Helena Rubinstein, Coty, and Mennen have been establishing their own chain systems.

Toiletaries which continue to be distributed via wholesalers are mass-sold in the popular price divisions of the big stores that have supplanted small-scale supermarkets.

At present consumers believe that cosmetics retailed at less than U.S. \$1 are average goods, those retailed at less than \$2. are medium quality goods, and those retailed at more than \$3. are high-class goods.

Once the women of Japan used to consider imported cosmetics unconditionally superior to Japanese products. Young women today are without such prejudices. They are wise enough to choose what suits them best at the price they can afford.

There are quite a few imported cosmetics handled by wholesalers. For example, they are handling the products of Johnson & Johnson, Ponds, Vitalis, Helene Curtis, Colgate and Alberto-Culver. They have wholesalers limit the number of retailers to prevent prices from collapsing.

A small number of large firms dominate Japan's cosmetics, dentifrice, soap, and detergent markets. Nearly 70 percent of all cosmetics are produced by the Big 5. They distribute goods via chain stores or by door-to-door selling.

To maintain the retail prices of noted brand-name goods, merely signing resale price contracts does not suffice because of the peculiar trading customs of Japan. Unless the route of distribution is firmly established (headquarters to wholesalers to retailers to consumers), maintaining prices is extremely difficult.

Take Shiseido Limited, the largest cosmetic manufacturer in Japan for instance. It was founded in 1872, but not until 1923 did it start using the chain store system. For nearly a century successive leaders of Shiseido have tried to improve quality and produce refined designs.

They have been using the chain store system for nearly half a century. Today Shiseido has 75 directly-run wholesale houses throughout Japan, under which they have 15,000 stores in chain network.

Shiseido exerts the greatest efforts to protect the interests of retailers, nurture them as specialists, equip them with ample knowledge of management, salesmanship, and basic knowledge on personal beauty, as well as educate the proprietors and personnel of chain stores.

In Tokyo Shiseido maintains a chain store school, divisible into elementary, intermediary, and higher courses. Store personnel are intensively educated. They make it a point to have them understand customers shopping habits, and they coach them in executing recommended sales.

Retailers are generally assured of a 25 percent margin. In addition they are allowed rebates depending on the amount of sales proceeds. All major stores have sales corners for Shiseido products.

Some 6,000 beauty specialists (make-up artists), dispatched by the Shiseido head office, work as consultants to customers. Chain stores have consumer clubs for their customers. Patrons of Shiseido cosmetics are registered as members of the Hanatsubaki-kai club (Camellia Japonica Society).

Once a year they are given beautiful souvenirs depending on the amount of purchases. The monthly house organ, "Hanatsubaki," and pamphlets listing new products are direct-mailed to club members

"Hanatsubaki" prints and distributes 10 million copies every month. It has by far the largest circulation of any magazine for women in Japan. Shiseido products account for 34 percent of all cosmetics produced in Japan.

According to statistics compiled by the Ministry of International Trade and Industry (MITI), there are 934 cosmetics concerns in Japan (those of dentifrices and soap are not included), 3,376 wholesalers, and 54,791 retailers.

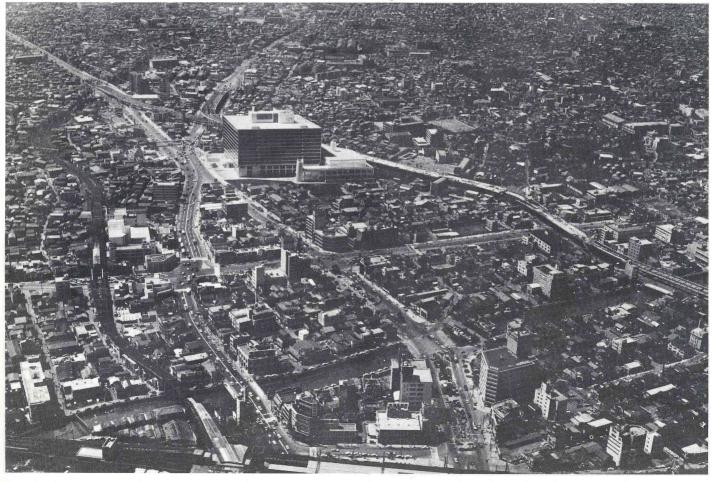
Producers, wholesalers, and retailers engage in fierce competition in one or more of the three ways mentioned. Cosmetic imports, heretofore restricted by the Japanese Government, have been completely freed effective April 1, 1968. Liberalization of capital transactions is forthcoming. Avon has definitely decided to enter Japan in 1969.

Stricter enforcement of the Anti-mopoly Law will probably affect the pricemaintenance system starting in 1968. Japan's cosmetics market from now on will be one of the world's free cosmetics markets. In the midst of intensified competition, Japan's cosmetic industry will be further streamlined and made more efficient to attain further growth.



Modern delivery system at Chuo Soap's warehouse.

Tokyo Wholesale Center to be completed next year. The building has a total floor space of 170,000 square meters.



Of Japan's 100 million inhabitants, more than 30 million are estimated to be women who use cosmetics. Until about 1940 the toilet habits of women in urban areas had been taken for granted, but most rural women, especially those on farms, got along without.

Conditions have changed drastically since 1950. Democracy has been transplanted here from abroad apparently for good. Far-reaching agricultural reform and overall economic development could hardly have been more successful.

Today more women than ever before earn their living. As their income has increased, their demand for cosmetics has risen 12 to 15 percent annually. The spectacular economic growth of Japan since 1955 in particular has elevated the national standard of living. It could not but benefit the cosmetic industry of the country.

Constant technological research has resulted in better products, not only in the goods themselves, but also in the container and package designs, which have been improved beyond imagination. In these areas Japanese cosmetics today more than hold their own against the best from abroad.

Nobody denies that the women of Japan have been blind admirers of imports since the last quarter of the last century. Today the women of Japan know better.

Today there is still a gap in the demand for cosmetics between large cities and rural districts. The remarkable permeation of telecasting since 1955, however, has eliminated the time lag in fashion between urban and rural areas.

Lately, color TV sets have been rapidly increasing in number. Before long manufacturers' commercials, while publicizing cosmetics, are likely to telecast new color make-up methods throughout the country, caring little whether the audiences are in large cities like Tokyo, Osaka, Sapporo, Kagoshima, or in rural areas.

Demand for cosmetics in Japan differs greatly from that in Western countries in the fact that base cosmetics like toilet water, lotion, and creams occupy a heavy proportion. Until about 1940 they accounted for nearly 70 percent.

By 1966 they decreased to 41.4 percent; make-up goods held 19.6 percent and hair preparations, 14.9 percent. Nevertheless, perfumes and Eau de Cologne comprise but 2.8 percent in all. There is good reason for this.

The Japanese are not and have never been heavy meat eaters like Occidentals. They are fonder of hot baths than any other people. They develop much less body odor than most people. For this reason they are not used to using perfume. True, some people follow the time-honored practise of burning incense to have its aroma pervade apparel. This was introduced from China some 10 centuries ago.

Perfumes and rare products of the South Seas islands were prohibitively expensive, and aristocrats alone could afford them. Also age-old Buddhism has had much influence on daily life. At memorial services in Buddhist ritual, inexpensive incense is burned.

Because Japan is a humid country, extracting perfumes from pollen is extremely difficult. That is one major reason why perfumes have not been developed in Japan. Cosmetics manufacturers have been working hard to sell perfumes. But it may be some time before perfumes are used in quantity.

Demand for solid face powder, cream powder, rouge, eye make-up and fingernail polish has been increasing rapidly. Max Factor had done much to develop the market for make-up cosmetics in Japan.

In 1959 Max Factor in close cooperation with department stores fabrics producers, clothiers, haberdasheries and trinket manufacturers, launched an overall "Roman Pink" campaign. Stimulated by Max Factor's success, major Japanese cosmetics concerns started conducting their own color campaigns in 1960.

From that time on, firms like Shiseido, Kanebo, Kosei, Albion, and Papilio (all Japanese) and foreign firms like Max Factor, Revlon, Coty, and Helena Rubinstein have had annual color campaigns.

In 1962 the Japan Fashion Color Association established a cosmetics division which was joined by 20-odd leading producers of cosmetics. The Association makes it a point to announce the possible color trends in the coming season by taking into account what Paris and New York predict.

Producers of cosmetics see no reason why cosmetic make-up should not match color trends in apparel for the coming season. The upshot has been that each and every firm studies its own make-up patterns and announces new colors that might be in vogue.

The new color cosmetics are demonstrated by sales girls and beauty counsellors from cosmetics producers, who give first-hand information to prospective consumers. This is followed up by extensive mass communications advertising. So the demand for make-up cosmetics will increase enormously in the opinion of the producers.

The Tokyo Cosmetics Industry As-

sociation in September 1967 investigated cosmetics preferences and monthly expenditures for cosmetics by personally interviewing 650 women living in Tokyo, ranging in age from 18 to 59.

Asked the kind of base cosmetics they used most, 77 percent said they use toilet water, 78 percent, lotion; 86 percent use either lipsticks or rouge; 60 percent use cold cream; 52 percent use cleansing cream; 59 percent use solid face powder; 54 percent use foundation; 35 percent, manicure products; 35 percent, eyebrow pencil, 19 percent use eye make-up; 57 percent use hair cream, 48 percent use hair spray; 29 percent use hair tonic; 27 percent use perfume; 32 percent, Eau de Cologne, 4 percent use nothing at all.

On an average they spend \(\frac{4}{824}\) a month for cosmetics; those who spend more than \(\frac{2}{2},000\) a month are but 4 percent; 12 percent spend around \(\frac{4}{1},500\); 28 percent around \(\frac{4}{1},000\), while 17 percent spend around \(\frac{4}{500}\).

Fifty one percent of them shop for cosmetics at retail stores; 19 percent buy them at pharmacies; 10 percent buy them at department stores, 5 percent buy them at supermarkets, 3 percent at employer's co-ops and 9 percent from roving salesmen. This shows how effective recommended retailers are. Only 21 percent in Tokyo use imported cosmetics. The nationwide average is probably no better than 10 percent.

Asked when they started using cosmetics, 42 percent of them said they began buying base cosmetics at 18 or 19, 41 percent started using make-up at about the same age; 30 percent started using perfumes or Eau de Cologne at 20 to 22 years of age; 28 percent started using hair tonic at 18 or 19; 32 percent at 20 to 22.

For years a great many men in Japan were in the habit of using pomade as hair oil. Since 1950 the use of pomade has declined slightly due to the change in hair styles.

In 1962 Bristol-Meyers of the United States, in cooperation with Lion Dentifrice Co., began introducing a hair preparation called Vitalis, which has since been doing very well.

Many firms have since been selling something similar. Since 1965 Mennen, Shulton, Tabac, Alberto-Culver, and Max Factor have been selling men's hair preparations, while Japanese firms have been selling after-shave lotions and men's creams.

According to statistics, 75 percent of high school students in Japan use hair driers. The men's cosmetics market is certain to grow in the future.

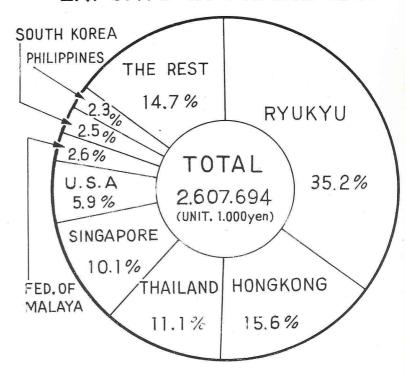


The following figures are shipment value of cosmetics manufacturered by 102 cosmetic manufacturers in Japan. Bisides these 102 manufacturers there are many small producers outside the cosmetic Industry Federation, but their production figures are negligible. Cosmetics used in barber and beauty shops are not included in the figures.

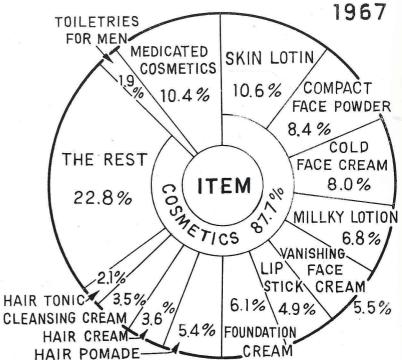
Production of Cosmetics in 1967

| Item | Unit ¥ 1.000 | Comp Rat | |
|---|-----------------|-------------|-------|
| Face cream (Vanishing, | | | |
| Cold, Cleansing) | 21,228,99 | 92 · | 17.0 |
| Liquid cream | 8,463,54 | 14 | 6.8 |
| Foundation cream (for make-up) | 7,632,76 | 52 | 6.1 |
| Skin lotion | 13,159,97 | 72 | 10.6 |
| Hair pomade, Hair conditioner | 14,447,93 | 28 | 11.6 |
| Hair tonic | 2,659,30 |)5 | 2.1 |
| Compact face powder | 10,486,49 | 97 | 8.4 |
| Other face powder | 1,083,34 | 42 | 0.9 |
| Lipstick | 6,112,2 | 56 | 4.9 |
| Other make-up preparation | 5,559,58 | 80 | 4.5 |
| Perfume and cologne | 3,840,6 | 25 | 3.1 |
| Toiletries for men (Cream, Skinlotion etc) | 2,306,9 | 79 | 1.9 |
| Medicated cosmetics | 13,847,8 | 25 | 11.1 |
| Other cosmetics | 12,622,0 | 67 | 10.0 |
| Total | 124,700,0 | 25 | 100.0 |

EXPORTS IN FISCAL 1967



SHIPMENT BY ITEMS IN FISCAL



(A Tokyo association of dealers and Produces in perfumery)

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honbashi-Muromachi, Chuo-ku,

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Hidehiko Hiyoki.

Members:

44

■ Osaka Perfumery Trade Association

(A Osaka association of dealers and producers in perfumerv)

Head Office:

3-3 Hirano-cho Higashi-ku Osaka Osaka 231-4179

Tel: President:

Nobuyuki Imai

Members:

■ Japan Pyrethrine Industry Association

(An organization of producers of mosquito coils)

Head Office:

3-62, Matsuzaki-cho, Abeno-ku, Osaka.

Tel.:

Osaka 621-5356 Kantaro Ueyama.

President: Members:

17

■ Japan Insecticide Industry Association

(An organization of producers of chemical insecticides)

Head Office:

In care of Kobayashi-Noko Ltd., 3-7

Nihonbashi-Honeho, Chuo-ku, Tokyo.

Tel.: President:

Tokyo 241-0787 Yonejiro Usui.

Members:

Regular 37, Patron 8.

■ Yao Toothbrush Industry Cooperatives

(A legalized Co-op of toothbrush makers around Yao in the south-eastern outskirts of Osaka)

Head Office:

5-15, 1-chome, Honcho Yao.

Tel.: President: Yao 2-3445-6 Kenii Matsunaga.

Members:

■ Japan Hygienic Materials Industry Association

(An organization of producers of sanitary napkins, hygienic materials for women)

Head Office:

20-6, 1-chome Nishi-Shinbashi, Mi-

nato-ku, Tokyo.

Tel.:

Tokyo 501-9011-3 Hikomasa Amada.

President: Members:

■ All-Japan Trinket Federation

(A federation of associations of producers of women's trinkets including brooches, pendants, and accessories of Western style dresses)

Head Office:

3-6, Nihonbashi-Ryogoku, Chuo-ku,

Tokyo.

Tel.:

Tokyo 851-6291

President:

Kozo Watanabe.

127 Members:

■ All-Japan Federation of Wholesalers of Cosmetics and **Toothbrushes**

(A nationwide federation of associations of cosmetics and toothbrush wholesalers throughout Japan)

Head Office:

In care of Nitsusho Kaikan Bldg.,

3-3, Nihonbashi-Bakuro-cho, Chuo-ku,

Tokyo.

Tel.:

Tokyo 666-9146-9

President:

Kojiro Hiruko.

Members:

33 associations

■ All-Japan Federation of Associations of Soap, Detergent, and Sundry Goods Wholesalers

(A nationwide federation of organized wholesalers of soap, detergents, and sundry goods)

Head Office:

In care of Nitsusho Kaikan Bldg., 3-3

Nihonbashi-Bakuro-cho, Chuo-ku,

Tokyo.

Tel.:

Tokyo 666-9146-9

President:

Masanobu Yamagata.

Members: 24 associations

■ All-Japan Federation of Cosmetics Retailers (A nationwide federation of cosmetics retailers in 44 prefectures in Japan. Under the prefectural federations there are retailers association of municipal levels)

Head Office:

36, Nihonbashi-Ryogoku, Chuo-ku,

Tokyo.

■ Kansai Export Brush Industry Cooperatives

Tel.:

Tokyo 861-2595 Kintaro Hayase.

President: Managing Director:

Tadashi, Sugisaki.

Members:

366 associations

(Co-ops of manufacturers of export brushes in Kansai region)

Head Office:

7-3, Katsuyama-Dori, Ikuno-ku,

Osaka.

Tel.:

Osaka 731-3950

President:

Ichitaro Inada.

Members: 89

■ Japan Federation of Trinket Industry Association

(An overall federation of association of producers and wholesalers of fancy goods, trinkets, accessories in Tokyo, Osaka, Nagova, Kyoto and vicinities)

Head Office:

3-6, Nihonbashi-Ryogoku, Chuo-ku,

Tokyo.

639

Tel.:

Tokyo 851-6291

President: Members: Yoshikazu Kaito.

Published by

■ Juridical Person Nihon-Shogyo-Kai

(Japan Cosmetics Association. An overall nationwide organization of producers and wholesalers of cosmetics, soap, dentifrice, trinkets. It publishes periodical house organ named "Nippon Shogyo" ("Japan Cosmetics Industry") and several other publications, whereby the association endeavors marketing activities).

Head Office:

3-3, Nihonbashi-Bakurocho, Chuo-ku,

Tokyo.

Tel.:

Tokyo 666-9146-9

President: Managing Director:

Sakae Ito. Ko Takeuchi.

Members: 329

List of the organizations of Cosmetic Industry

■ Japan Federation of Cosmetics Industry Association

(Federated body of cosmetics industry association of Tokyo

Kinki, and Aichi regions)

Hatsumei Bldg., 17 Nishikubo-Ake-Head Office: fune-cho, Shiba, Minato-ku, Tokyo.

Tokyo 502-0576

Kozaburo Kobayashi. Masahiro President:

Sakamoto.

Managing Director: Takeji Baba. Chiyoshiro, Iwai.

350 Members:

■ Tokyo Cosmetics Industry Association

(Tokyo organization of producers of cosmetics and toilet

articles)

Tel.:

Tel:

Hatsumei Bldg., 17 Nishikubo-Ake-Head Office:

fune-cho, Shiba, Minato-ku, Tokyo.

President:

Tokyo 502-0576 Kozaburo Kobayashi.

Takeji Baba. Managing Director:

Members:

166

■ Kinki Cosmetics Industry Association

(Cosmetics producers organization of Kinki region of which Osaka is the center)

Head Office:

119, Minamikawabori-cho, Tennoji-

ku. Osaka.

Tel.: President:

Osaka 771-1631 Masahiro Sakamoto

Managing Director: Chiyoshiro Iwai

Members: 152

■ Aichi Prefectural Cosmetics Industry Cooperatives

(Co-ops of cosmetics producers in Aichi Prefecture, legalized body)

Head Office:

7-25 3-chome, Marunouchi, Naka-ku,

Nagoya

32

Tel.: President: Nagoya 971-1476 Mitsuo Nonogawa

Members:

■ Japan Federation of Cosmetics Technicians' Association (A federation of technicians and researchers of cosmetics, soap, detergents, dentifrice, and perfumes in Tokyo and Osaka areas. Their firms are members, but they themselves

are no members individually)

In care of Shiseido Ltd, Ofuna-kojyo Head Office:

1 Iwase Kamakura Kanagawa.

Tel.: President: Kamakura 0467-6-6141 Tsunemasa Koyama

Members:

Managing Director: Shinichi Sato. Tatsuo Moroi.

Japan Cosmetics Industry Resale Price Maintenance Council (In Japan it is legally authorized to control wholesale and retail prices of cosmetics, soaps, dentifrice of recognized trademarks with contracts with wholesalers and retailers, enabling them to maintain prices. This Council is an organization of manufacturers who exercise the resale price control.)

Head Office:

Hatsumei Bldg., 17 Nishikubo-Akefune-cho, Shiba, Minato-ku, Tokyo.

Tel.:

Tokyo 502-0829

President:

Hideo Kitamura. Managing Director: Fujio Nakamura.

Members:

Regular members: 14 firms; patron

members: 15 firms.

■ Japan Federation of Dentifrice Industry Association

(A federation of Tokyo and Osaka association of dentifrice

producers)

Head Office:

In care of Nitsusho Kaikan Bldg., 3-3 Nihonbashi-bakuro-cho, Chuo-ku,

Tokyo.

Tel.:

Tokyo 666-9146-9 Atsushi Kobayashi, Jitsumi Yamashita

President: Tsutomu Suzuki. Managing Director:

Members:

■ Japan Oil and Fat Industry Association

(A nationwide organization of large scale producers of soap, detergents, and oils and fats)

Head Office:

8th floor, Yushi Kogyo Kaikan., 3-3

Nihonbashi-Edobashi, Chuo-ku, To-

kvo.

Tel.:

Tokyo 271-4301 -3

President:

Torashiro Miyazaki.

Managing Director:

Tatsuro Sato.

Members:

■ Japan Soap Industry Association

(A nationwide organization of smaller scale soap producers)

Head Office:

In care of Daiichi Okura Bldg., 2-1

Nihonbashi-kayaba-cho, Chuo-ku, Tokyo.

Tel.:

Head Office:

Tokyo 666-6529 Sukeo Suzaki.

President: 117 Members:

■ Japan Home Synthetic Detergent Industry Association

(A nationwide organization of producers of synthetic detergents and "soapless soap")

> In care of Yushi Kogyo Kaikan., 3-3 Nihonbashi-Edobashi, Chuo-ku, To-

kyo.

Tel.: Tokyo 271-4306 Jiro Furuyama.

President: Tatsuo Tajiri. Managing Director:

18 Members:

■ Japan Synthetic Perfumery Industry Association

(A nationwide organization of producers of synthetic

perfumery)

Head Office:

6th floor, Mitsui-Kita 3go-Kan, 2-1 Nihonbashi-Muromachi, Chuo-ku,

Tokyo.

Tel.: Tokyo 241-1575

President:

Kenjiro Kobayashi.

Members:

■ Japan Spicery Industry Association

(An organization of producers of edible spice essence) 6th floor, Mitsui-Kita 3go-Kan, 2-1 Head Office:

Nihonbashi-Muromachi, Chuo-ku,

Tokyo.

Tel.: President: Tokyo 241-1575 Yoshijiro Soda.

73 Members: ■ Japan Perfumery Association

(An overall organization of producers of dealers)

Head Office:

Tel.:

President:

Nitsuta Bldg., 8-8 Ginza-Nishi, Chuo-

ku, Tokyo.

Tokyo 571-3855 Teikichi Hiraizumi.

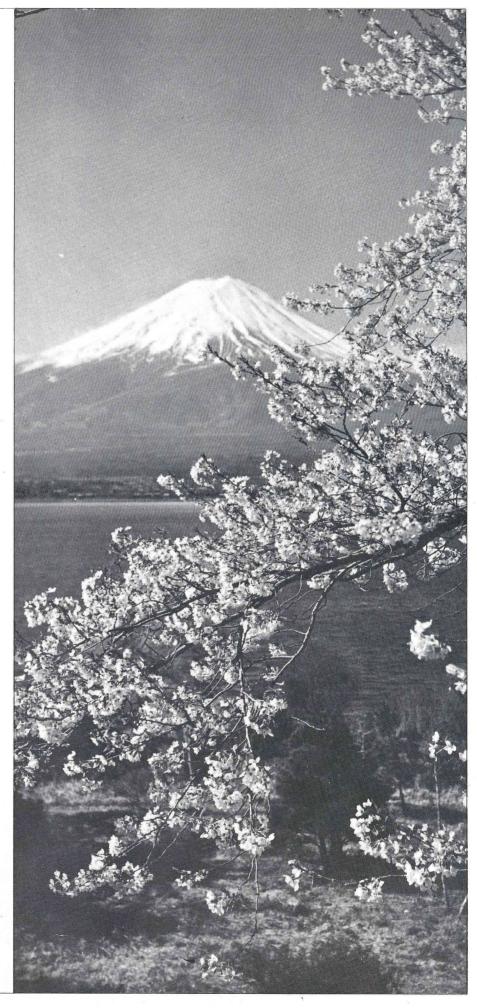
Members: 198

■ Tokyo Perfumery Trade Association

Leading Cosmetic Manufacturers

The leading manufacturers of cosmetics, dentifrices, soaps and aromatics have all cooperated in the production of this pamphlet. A brief outline of these manufacturers is given on the following pages; all of these companies play active parts both in the domestic and foreign markets. Not all manufacturers, but most of them are included here.

- ② Address
- 3 Oversea office
- 4 Brand
- ⑤ Products
- 6 Export
- 7 President

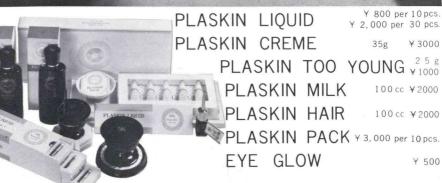


Mt. Fuji viewed from Kawaguchi Lake in cherry blossom.



CATHY-for fresh skin.
(Placenta essence Blend)

CATHY has originated PLASKIN SERIES Blended richly with the natural ingredient-Placenta, the invention of Sauerbruch Cor., in Germany, those fantastic seven products, are wonder-workers to give your skin moisture and make it remain fresh. These are efficacious especially to reduce fleckles, spots, wrinkles and to preserve soft and fresh skin.







DAISHO CO.. LTD.

We, DAISHO CO., LTD., are in a position to meet your requirements and demands of cosmetics covering a full range, placing our best services at your disposal and also are ready to confer with you about the supply of raw materials, installations and technique for the local manufacture of our products.

Our advise and suggestion based on 70 years experiences in our business lines will surely lead your business to success and prosperity.

GUIDE TO OUR COMPANY

NAME

ADDRESS

TELEPHONE

CABLE ADDRESS

TELEX

EMPLOYEES

ESTABLISHED

CAPITAL (PAID UP)

BRANCHES

AFFILIATED CO.

BANKERS

BUSINESS

BUSINESS LINES

DAISHO CO., LTD. (Head Office)

43, Minamikyuhojimachi 1-chome, Higashiku, Osaka

262-1281/8

COSMETIC OSAKA

0522-5116

600

1898 (The 70th anniversary in 1968)

¥160,000,000.- (Approx. US\$444,445.-)

TOKYO & NAGOYA

ASAHIKAWA, TSU, KYOTO, KOBE, MATSUYAMA, BEPPU & FUKUOKA

THE DAI-ICHI BANK LTD., Semba Branch, Osaka.

THE SANWA BANK LTD., Semba Branch, Osaka.

EXPORTER, IMPORTER, MANUFACTURERS' REPRESENTATIVES

COSMETICS, SOAPS, TOILET ARTICLES & SUNDRIES

PRODUCTS OF EXTRA BRAND OR DESIGNS

RAW MATERIALS, EQUIPMENTS AND OTHER FOR MANUFACTURE OF COSMETICS



PRODUCTS

Essential Oils

Aromatic Chemicals

Compound Perfumes

for Cream, Skin Lotion, Cologne, Powder,

Lipstick, Hair Cream, Soap & Shampoo, etc.

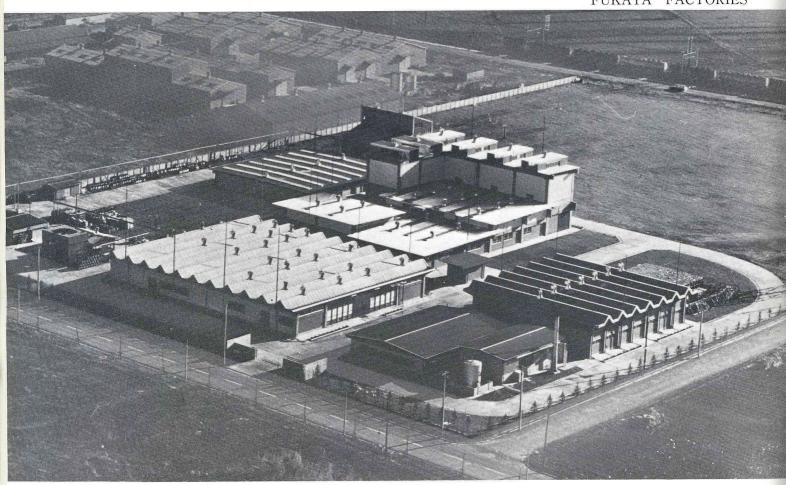
Flavouring Oils & Soluble Essences

for Soft Drinks & Ice Cream, wine &

Liqueur, Confectionery, Beverage, etc.

Spray Dried Flavours

FUKAYA FACTORIES



Perfumery

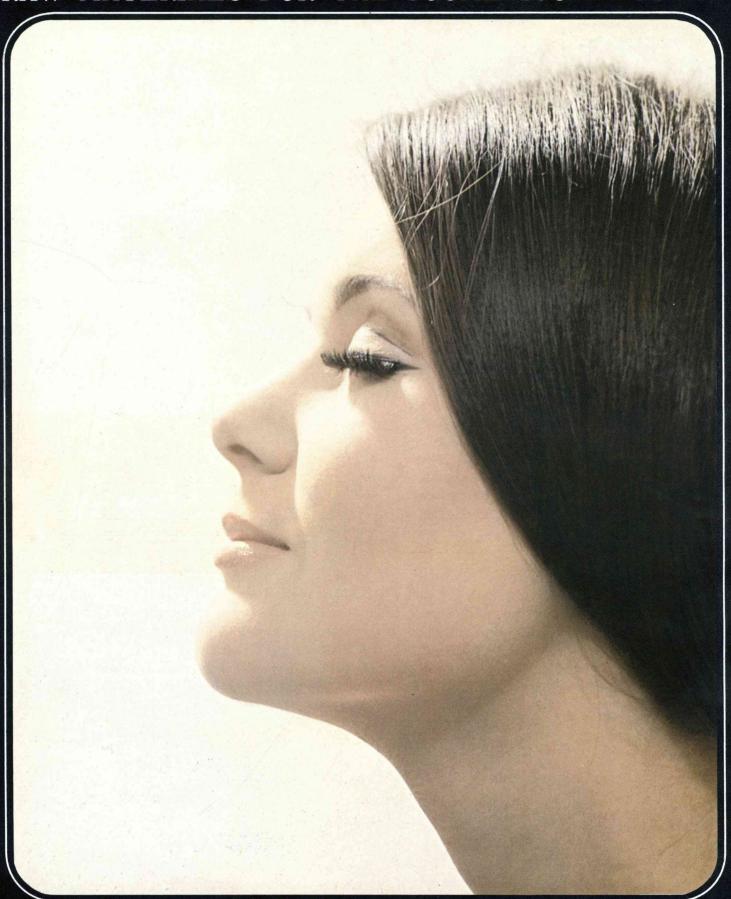
Factories—KAWASAKI, FUKAYA
Branches—TOKYO,OSAKA,NAGOYA,SAPPORO



T. HASEGAWA CO., LTD.

No. 9, 4-Chome, Nihonbashi Honcho, Chuo-ku, Tokyo, Japan CABLE ADDRESS: "HASEAROMA TOKYO" Tel: (241) 1151, 2161

RAW MATERIALS FOR THE COSMETICS INDUSTRY





GENAMIN GENAPOL HOSTAPHAT HOSTAPON MEDIALAN
HOECHST JAPAN LIMITED

Agents for

FARBWERKE HOECHST AG FRANKFURT (M)-HOECHST GERMANY

蛭子株式会社

大阪市東区北久宝寺町1丁目 TEL: (262) 1871-9, 1870 1-Chome, Kitakyuhojimachi, Higashiku, Osaka, Japan.

Hiruko & Co., Ltd.

CABLE ADDRESS "COSMEHIRKO" OSAKA

Established 1907
Importers & Exporters
P. O. Box Higashi 287,

OSAKA, JAPAN.



•Business Lines:

1. All kinds of Cosmetics, Dentifrices, Soaps & Detergents:

Face Creams, Face Lotions, Hair Pomades & Tiques, Hair Oils, Hair Sprays, Perfumes, Eau de Colognes, Lipsticks, Eye Liners. Eye Shadows, Nail Polishes, Polish Removers, Shampoos (Powder & Liquid), Toilet & Beauty Soaps, Detergents (Powder, Paste & Liquid), Sanitary Goods etc.

2. Raw & Sub. Materials of all kinds of Toilet Goods, Machines & Equipments for manufacturing Cosmetics & Soaps.

3. Technical Aid and Cooperation for manufacturing Cosmetics & Soaps.

4. All kinds of Sundries:

Human Hair Wigs & Parts, Stationery Goods, Sporting Goods, Toilet, Sanitary & Stationery Papers, Hair Ornaments, Costume Jewelries & Accessaries, Socks & Stockings, All kinds of Bags, Toys and Other Sundries.

•Sales Territory:

In Overseas Markets.

Covers South-east Asia, Middle-east Asia, Oceania, Africa, Europe, U.S.A.and Latin America.

•Reference Banks:

The Bank of Tokyo, Ltd., Shinsaibashi Office, Osaka.

The Sumitomo Bank, Ltd., Senba Branch, Osaka.

The Fuji Bank, Ltd., Senba Branch, Osaka.

The Dai-ichi Bank, Ltd., Senba Branch, Osaka.



HINOKI SHINYAKU CO., LTD.

3, 2-CHOME NIHONBASHI HONCHO CHUOKU TOKYO JAPAN

President

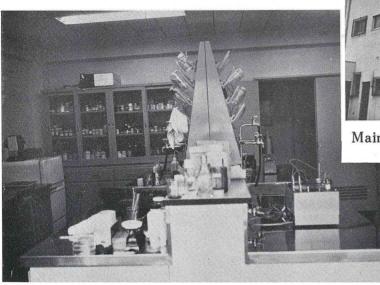
TAKEO ABE

Establishment

20. Mar. 1956

Trade-mark

HINOKI, HINOKI-Z



View of the inside of the Laboratory



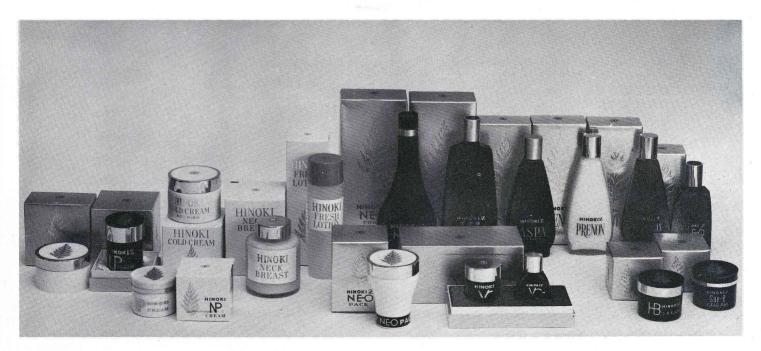
Mainentrance-HINOKI Perfume & Cosmetic Laboratory

Since 1956, the year of establishment of our company, we incessantly studied dermatology and developed many revolutionary products.

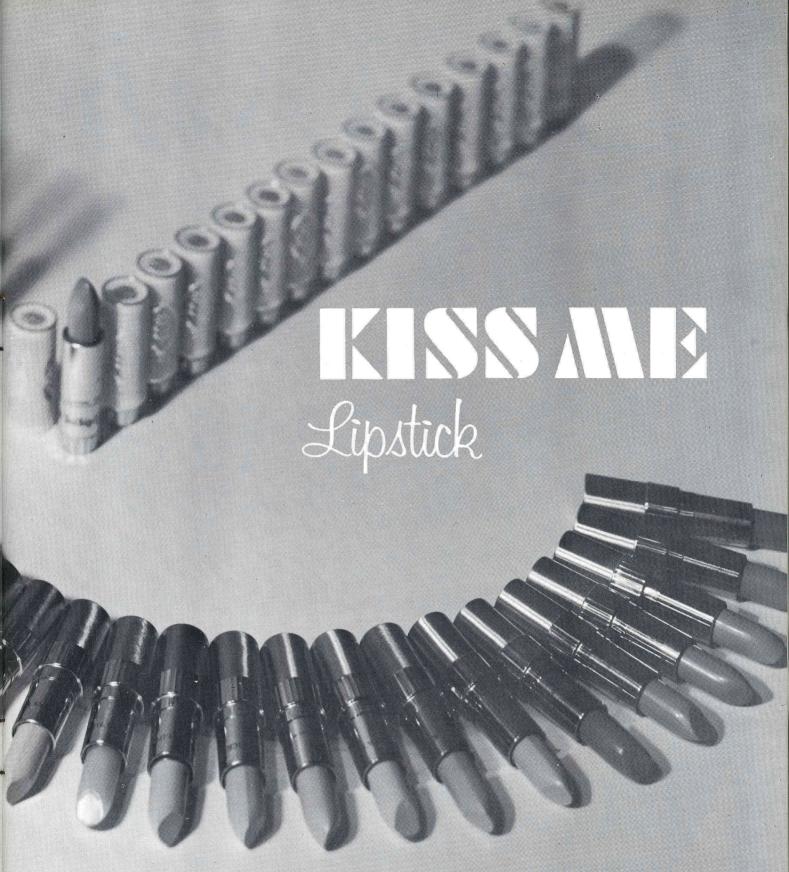
With chain stores and regular customers all over Japan, our company is known as a unique and progressive one with increasing sales year after year. Having gained a wide fame, producing mainly the cosmetics for basic treatment, we have made a charming debut in the field of perfume and make-up.

FOR MAKING UP FRESH AND BEAUTIFUL SKIN

"HINOKI" COSMETICS







180 years ago, KISS ME COSMETICS CO., LTD., the oldest and the foremost, started its history as Komachi Rouge Maker, Isehan.

Our technique produced the best lipsticks which gained a worldwide popularity.

KISS ME COSMETICS CO., LTD. is producing every kind of beauty aid, from cream, lotion, manicure set to perfume.

THE MOST POPULAR IN JAPAN

JUJU COSME

President:

TAKEO NAKANO

Establishment:

November, 1946

Head office:

2-12 KOENJI-MINAMI, SUGINAMI-KU, TOKYO

TEL 311 · 2121

Products:

JUJU CREAM, MADAME JUJU, MISS JUJU,

MR. JUJU, JUJU SKIN FRESHENER,

LIP STICK. MAKE-UP PUFF.



ICS

CO., LTD.

Make Skin More Attractive



 $\blacktriangle \rm JUJU$ COSMETIC CO., LTD. is an exclusive and unique and one of the most reliable makers of basic treatment cosmetics in the world.

Producing Madame Juju Cream 500,000 dozen a year, JUJU COSMETIC CO., LTD. has won the worldwide confidence. Madame Juju is the first and most beloved cream, specially made for housewives and for different age groups.



▲ Cream products of Juju are also estimated high overseas and we are exporting know-hows to four countries.

Exportation: U.S.A., Thailand, Singapore, Malaysia, Hong
Kong, Philippines Panama, Peru, Brazil,
Formosa and Korea.





Kanebo is one of the world's leading producers of fabrics, fashions and cosmetics, from row materials to finished products. Its 80 years of history and experience and its creative skills enable it to turn out quality products of originality, which enjoy universal preference. It is one of the first in this country to develop cosmetic products. It is today an integrated producer of foundation and make-up cosmetics, the numerous items of which help substantiate its claim of creating a combined beauty in textiles an cosmetics. Its Soie de Reine series of cosmetics, which utilize the protein of silk, are highly regarded in the trade and are widely accepted as "cosmetics which produce a silky complexion"

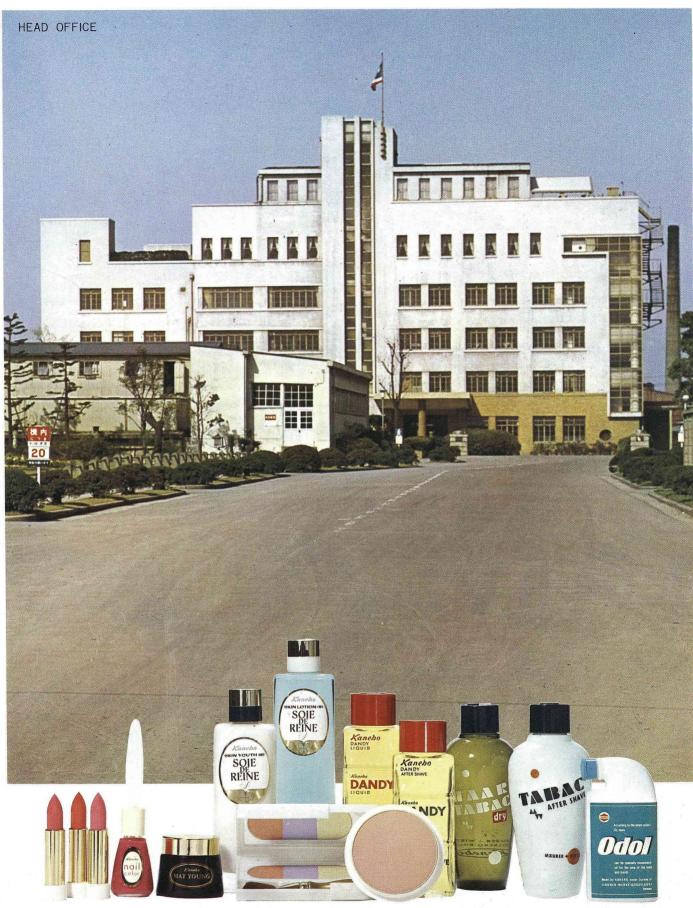


Kanebo The WORLD'S UNIQUE CREATOR of FABRICS, FASHION & COSMETICS KANEGAFUCHI SPINNING CO.,LTD.

ESTABLISHED:1887 PRESIDENT:ITOJI MUTO

HEAD OFFICE: TOMOBUCHI-CHO, MIYAKOJIMA-KU, OSAKA, JAPAN

OVERSEAS OFFICE NEWYORK, LOS ANGELES, HAMBURG, PARIS, MILANO, NAIROBI, HONGKONG, BANGKOK, SYDNEY, SÂOPAULO



Kanebo COSMETICS



A PRODUCT OF 34 YEARS OF CONTINUOUS RESEARCH BY JAPANESE HAIR EXPERTS

World Famous

Kaminomoto

HAIR SAVER-GROWTH ACCELERATOR

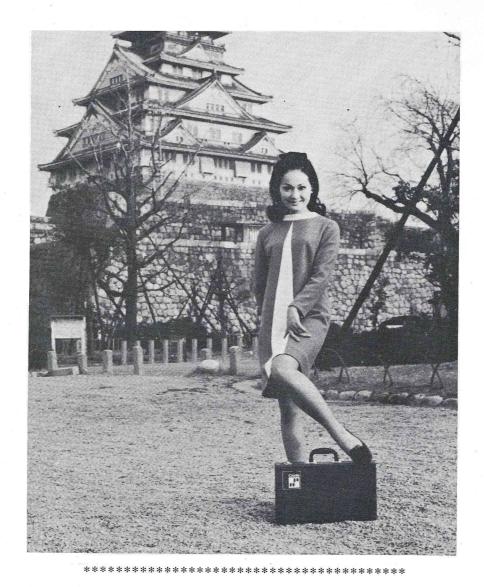
Kaminomoto Co., Ltd. Kobe Japan.

KOSE IS ALWAYS DOING HER BEST TO BRING FORTH SUPERIOR PRODUCTS FOR LADIES



KOSE COSMETICS

ONE OF THE CRODA GROUP is steadily searving as cosmetic and pharmaceutical industry's leading supplier of raw materials with up-to-date informations or useful data, in Japan and Far East area, too. . . .



Lanolin & Lanolin derivatives. Fatty Alcohols and Acids. Cosmetic Bases. Emulsifying Waxes. Alkylolmaides. Resins. Glycols. Shampoo Bases. Vitamins.

Esters of high and low molecular weight. Plasticisers. Mineral Oils. Cation, Anion and Nonion surfactants. Vegetable Oils. Pearl Essences. Powder Bases. Lecithins. Sterols. etc.



London New York Milan Duesseldorf

Croda Nippon Ltd.

Ryukodo Bldg., 39, Koraibashi 2

Higashi-ku Osaka

Telegram: "CRODAJAP" Osaka

Telephone: (203) 7024-6

Tokyo Sales Office: Akasaka Dai-ichi Mansion 203, 15-4 Akasaka 2-chome, Minato-ku, Tokyo Tel: 584-3854, 7946



Cosmetic Medicin Materials

Emulsifisers, Antipersprits, Preservatives, Antioxidants, Humectants, Vitamines, Hormones.

Resorcinol Monoacetate, Sodium phenolsulfonate, Zinc phenolsulfonate, Aluminum phenolsulfonate.

New Cosmetic Base

Colorless, Odourless, Tasteless, Non-irriate. Acid-, Alkali-, Heat-, Sunlight-Resistance.

Hexanate-P,-H,-T,-TD

Uses

Cream, Lotion, Baby oil, Make-up Bases.

Titanium Organic compounds.

Alkyl titanates, Titanium acylates, Titanium chelates Adhesion Promoter, Paint Modifier, Water Repellant, Cross Linking Agent, Catalyst, Surfactant, etc.

Adhesive (Visca 18-M) α -Cyano acrylate monomer.

A fast setting system of only one oporation

One drop has the equivalent of 5ton adhesive power

Heat and pressure not necessary

Wide application

Fereign Association

Farbwerk Hoechst A.G. Marchon Product Limited Haarmann+Reimer G.m.b.H. Valvoline Oil Company

Esso Standard Sekiyu K.K. I.E. Du Pont de Nemours & Company

National Starch and Chemical Corporation



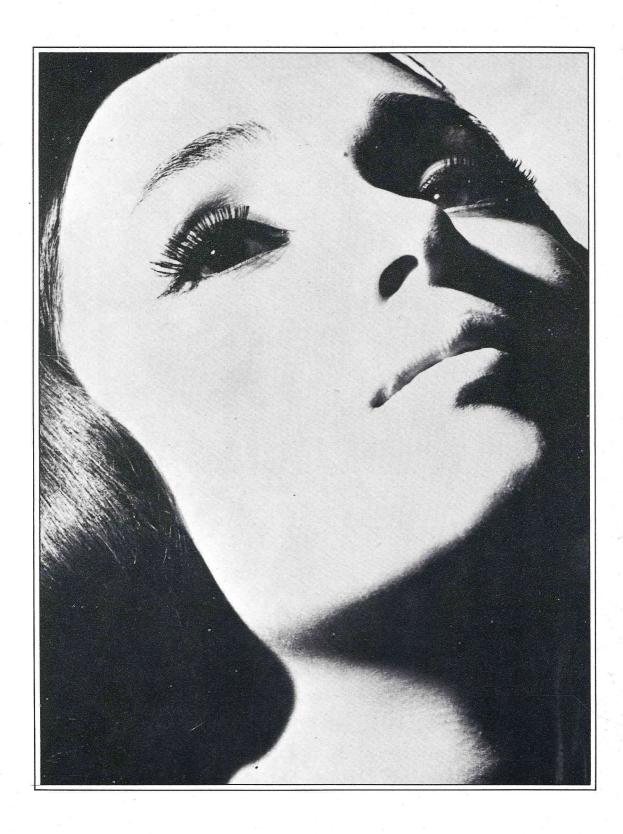
IHEI MATSUMOTO & CO., LTD.

Head office : 1,3-chome, Honcho, Nihonbashi, Chuo-ku

Tokyo Japan. TEL (241) 5161

Osaka office : 96, 1-chome, Utsubohoncho, Nishi-ku, Osaka

TEL (541) 7401



No one knows more about beauty than MAX FACTOR







Here are the most popular MEIJO'S aerosol products!!!

MEIJO MIRACLE EAU DE COIONGE

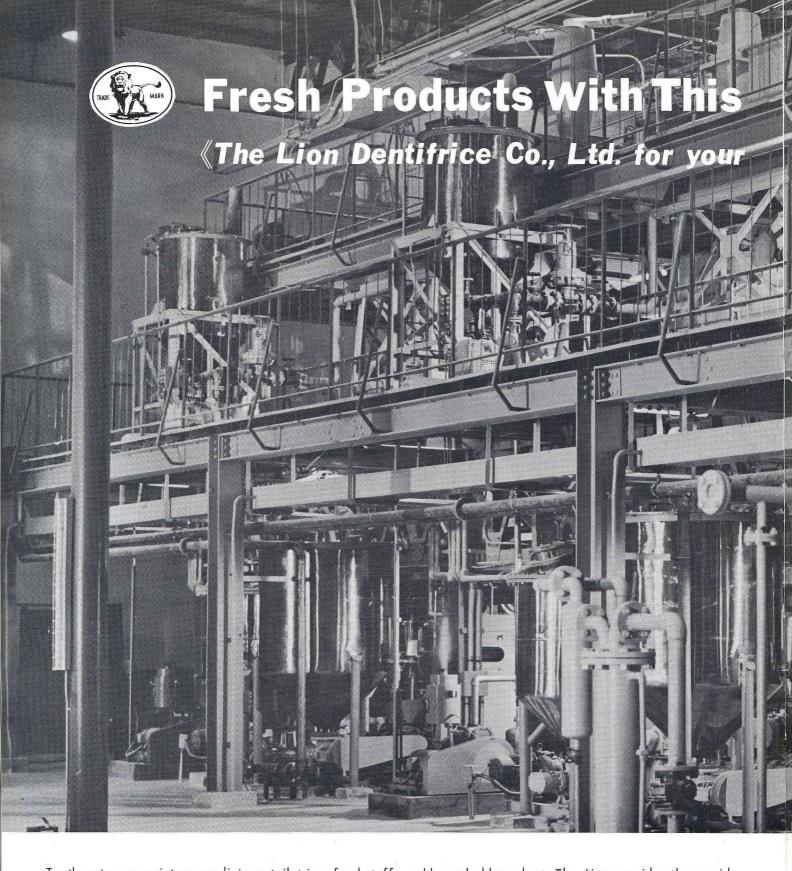
Attractive and graceful aroma. Completely new product!!!

MEIJO HAIR LACQUER

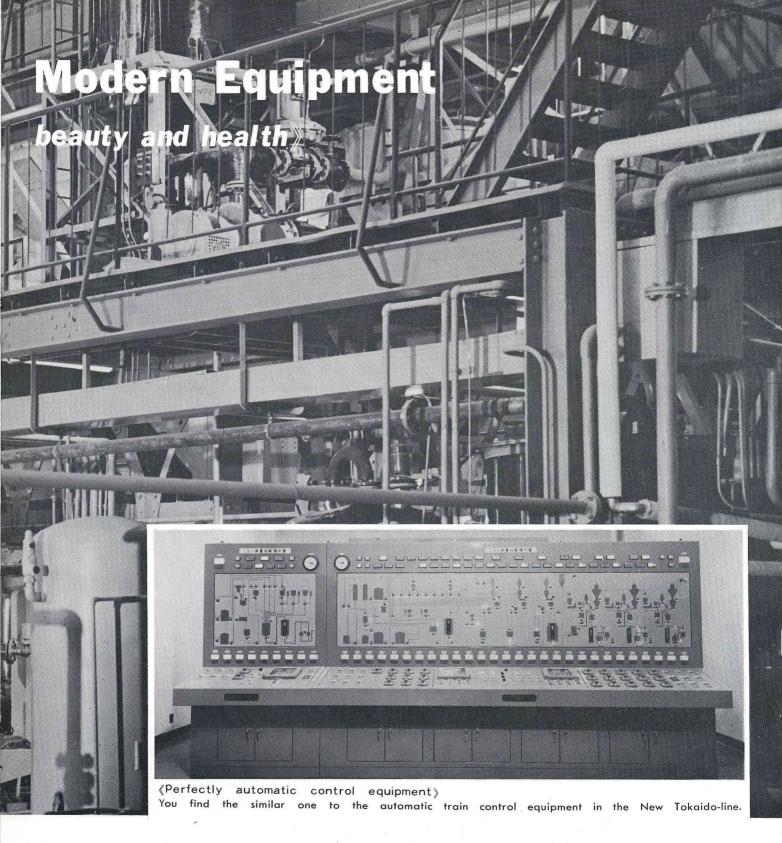
Best selling, Customers' choice and quick turnover. Market reports show that Meijo Hair Lacquer is the best product of the kind.

METICS CO., LTD.

MAIN OFFICE & FACTORY 6-50 TANABE-SUMIYOSIKU. OSAKA-JAPAN TEL. OSAKA: 672-3531.3532.3533



Toothpastes, proprietary medicines, toiletries, food stuffs and household products, The Lion provides these widerange products for the beauty and health. And in this large plant, the largest in the world as a dentifrice's, at Odawara, about fifty-two miles south from Tokyo, our up-to-date "perfectly automatic equipment" checks up every operation from controling of raw materials and their blending, filling up, packing to quality control. This is the reason why The Lion's clean quality goods get a large-scale market-share (for instance, in the market of toothpaste, 52%). Also, our products are exported to fifteen different countries all over the world aside from the extensive use in Japan. We have also set up plants in Malaysia, Thailand, Taiwan and Costa Rica to meet the ever-growing foreign demand.



White Lion

Toothpaste for taking out a stain, and making your teeth clean and white with Diaphene. (a top selling in Japan for seven years.)

Dentor Lion Vitalis

Toothpaste for strengthening your teeth and gums, while getting rid of bad breath.

New hair preparations keeping hair neat all day without grease and preventing dryness.

(the largest selling, market-share 52%, a product tied-up with Bristol-Myers Co., Ltd. New

York.)







MOMOTANI JUNTENKAN LABORATORY

MOMOTANI JUNTENKAN CO.,LTD.

Head Office: 2, 2-chome, Takao-cho,

Minato-ku, Osaka TEL (571)-0661-7

Tokyo Office: 8, 7-chome, Takinogawa, Kita-ku, Tokyo

Capital: ¥200,000,000

Brand: Meisyoku, Jeunesse

Establishment: 10th June 1885

History & Outlook:

1885 Established at Kokawa-cho, Wakayama Prefecture. Started manufacturing the facial skin lotion.

March 1902

1914 Established Tokyo office. April

1922 Established Head office and factory at the place now Feb. located.

Reorganized into a joint-stock corporation. 1928 Oct.

1932 Manufactured Meisyoku brand cosmetics. June

March 1955 Put Jeunesse on sale.

1962 Put German product "4711" Eau de Cologne on sale. Jan.

1962 Increased the capital up to \\$200,000,000. Nov.



Meisyoku Cosmetics

National sales net work through agencies and dealers.

Jeunesse Cosmetics

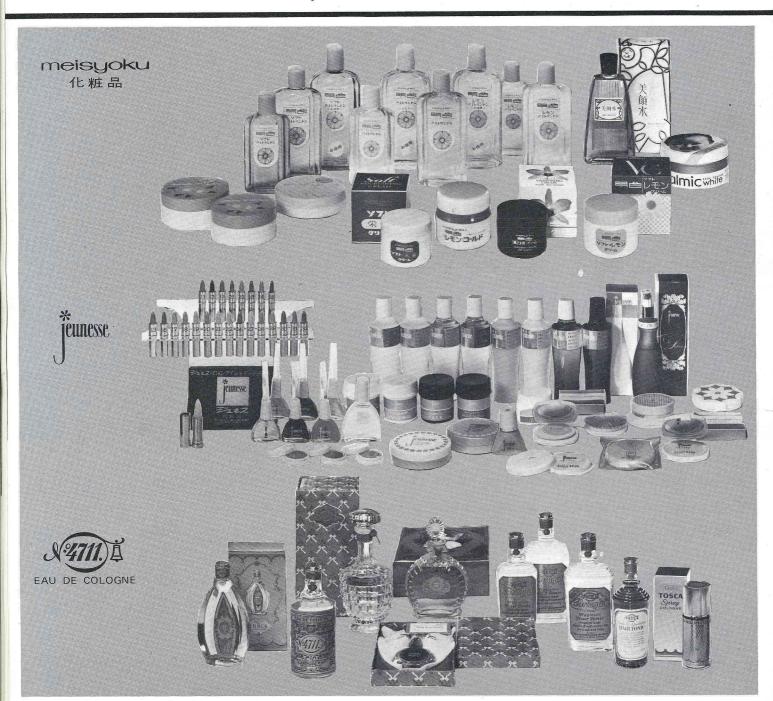
National chain of retail shops through special agencies.

4711 Eau de Cologne

Retail shops all over the country through special agencies.



Managing Director: Dr. Sci. Masanobu Momotani





The world's most beautiful skin by Mitsuwa

What is the secret of the soft, smooth and fresh skin of Japanese women? It's mild and pure Mitsuwa Soap. Mitsuwa is Japan's top soap manufacturer. Bring the secret of the beautiful skin into your country!



MITSUWA TOILET SOAP "NO.1"



MITSUWA BATH SOAP-Framed



ANTIBACTERIAL SOAP "MUSE"

main products:

- Toilet Soap
- Shampoo
- Detergent
- Perfume
- Perfume
- Glycerine
- Hardened fatty acid

so mild so pure MITSUM

egistered rade Mark

TSUWA

MITSUWA SOAP CO., LTD.

Nihombashi, Chuo-ku, Tokyo, Japan Cable Address: TRICIRCLE-TOKYO Monna Cosmetics Give Happiness
While Creating Everlasting Beauty.



Miss JUDY ONGG belong exclusively to MONNA COSMETICS



MONNA Crlorphyl Cleansing MONNA Crlorphyl Astringent

MONNA Criorphyl Astringe MONNA Criorphyl Milkin MONNA Criorphyl Cream





MONNA Royal jelly Ast
MONNA Royal jelly Milk

MONNA Royal jelly Cream



MONNA Lemon Cleansing
MONNA Lemon Ast C

MONNA Lemon Milk C
MONNA Lemon Cream

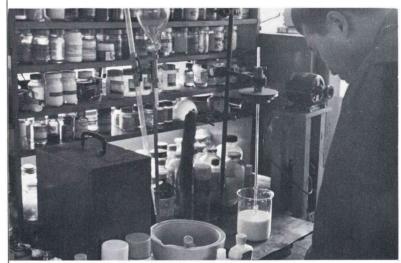


Himetsubaki Cosmetics

Himetsubaki Cosmetics, renowned for reliablity, as your personal favourite.



Since 1926, our company has been extensively known as a manufacturer mainly of the cosmetics for hair. Fully equipped with a central laboratory and a newly established factory in Chiba, we are gaining greater popularity in Japan as a fine maker and seller of all kinds of tolletories for men and women.



Our products

are also exported ······

In 1967, we established a joint corporation in Formosa to manufacture and sell those pomade, shampoo, spray for hair, etc. We are planning to expand our business toward the world, Southeast Asia, Okinawa and other parts of the world.



Himetsubaki Cosmetic Factory

NAKAMURA SANKODO CO., LTD.

4.7.4-chome Higashikomagata Sumida-ku Tokyo
Tel. Tokyo (624) 4621-4





President: Juichi Nakayama

Main Products: "CLUB" Cleansing Cream, Hormone Cream, Royal Bishin Cream. Lemon Milk Lotion, Royal Milk Lotion, Astringent Lotion, Fanlight, Face Powder, Make-up Cake, Hair Tonic, Hair Spray, Hair Cream, Men's Cream, Men's Lotion, etc.

years of beauty experience...

CLUB COSMETICS.

Makers of the finest cosmetics.

club LUB COSMETICS

Surface Active Agents "NIKKOL" for Cosmetics

Nonionics

Sorbitan Fatty Acid Esters...NIKKOL S-Series

P.O.E. Sorbitan Fatty Acid Esters...NIKKOL T-Series

P.O.E. Sorbitol Fatty Acid Esters...NKKOL G-Series

P.O.E. Fatty Acid Esters...NIKKOL MY-Series

P.O.E. Fatty Alcohol Ethers...NIKKOL B-Series

P.O.E. Alkyl Aryl Ethers...NIKKOL NP, OP-Series

P.O.E. Lanolin Derivatives ... NIKKOL TW-Series

P.O.E. Lanolin Alcohol Derivatives...NIKKOL BW-Series

P.O.E. Sorbitol Bees Wax Derivatives...NIKKOL GBW-Series

P.O.E. Castor Oil Derivatives...NIKKOL CO, HCO-Series

P.O.E. Alkyl Amine and Amide...NIKKOL TAMN, TAMD-Series

P.O.E. Alkyl Phenol Formaldehyde Condensate Derivatives

...NIKKOL R-Series

P.O.E. Alkyl Ether-Phosphates

Polyoxypropylene P.O.E. Alkyl Ethers...NIKKOL PB-Series

Glycerine Mono Fatty Acid Esters...NIKKOL MG-Series

Propylene Glycol Mono Fatty Acid Esters…NIKKOL PMS-Series

Acetylated Mono Glycerides...NIKKOL A-Series

Anionics

Na and Triethanol Amine Alkyl Sulphates

Na Sulphate Derivative of P.O.E. Alkyl Ether

N-Acyroyl Sarcosinate

Na Alkyl Phosphate

Di-octyl Sulfosuccinate ··· NIKKOL OTP

Fatty Acid Esters

Isopropyl Myristate

Isopropyl Palmitate

Buthyl Stearate

Buthyl Myristate

Isopropyl Linolate

Methyl Stearate

Cetyl Ricinoleate

Stearyl Ricinoleate



COSMETIC LABORATORY

Di-carbonic Acid Alkyl Esters

Di-ethyl Sebacate

Di-isopropyl Adipate

Fatty Acid and Fatty Alcohol

Stearic Acid

Oleic Acid

Myristic Acid

Lauric Acid

Cetyl Alcohol

Stearyl Alcohol

Oleyl Alcohol

Lanolin Alcohol

Squalane

HEAD OFFICE

■Cholesterine and Cholesteryl Stearate

■ Vitamines (Fat -soluble Derivatives)

Pyridoxine Di-Acylates

*Patent: U.S.A., France, England, Switzerland, Japan

Pyridoxine Di-Palmitate ··· NIKKL DP

Pyridoxine Di-Octanoate ··· NIKKOL DK

Ascorbic Acid Di-Palmitate ··· NIKKOL CP

Di-carboethoxy Pantothenic Acid Ethyl Ester…Vif Pant

*Patent: U.S.A., Japan

*P.O.E...Polyoxyethylene



NIKKO CHEMICALS CO., LTD.

Head Office: 1-1 Nihonbashi Bakurocho, Chuoku, Tokyo Phone (662) 0371-8

Osaka Branch: 3-20 Hiranomachi, Higashiku, Osaka Phone (202) 8713

Factory: 1-4-7 Miyagi, Adachiku, Tokyo

Phone (911) 6182

Laboratory: 3-24-3 Hasune, Itabashi ku, Tokyo Phone (966)7331-3



Papilio Cosmetic Co., Ltd. founded in 1904, has a time-honored tradition and the unique and good quality of our products has been admired by many women in Japan market. Our enterprising spirits in persuit of the very beauty of the skin have won a splendid reputation, and so brought good business results wonderfully together with our positive development of a various of new products under the propaganda and the campaign many times in recent years.

The kinds of our products are over four hundred from facial creams to lipsticks, perfumes and men's cosmetics.

PAPILIO COSMETIC CO, LTD. 20-10, 3-chome Minami-azabu, Minato-ku, Tokyo



Rubotan cosmetics



RUBOTAN COSMETICS CO., LTD. is one of the leading manufacturers of Make-up Cosmetics in Japan, and has been specialized in manufacturing all make-up cosmetics such as Eye Liners, Lip Sticks, Eye Shadow Sticks, Mascaras, Eyelashes, Nail Polishes and Polish Removers etc.

Due to their excellent quality and to their reasonable prices, Rubotan Cosmetics are favourably commented and loved by users in every market, and we feel sure that each product never fail to give satisfaction to its users.

EYE LASH COLOUR (MASCARA)



Rubotan Cosmetics Co., Ltd.

20, 2—chome Ichigayatamachi Shinjuku TOKYO Telephone: Tokyo (260) 8457 · 5380 · 1094



President: Masahiro Sakamoto

Head Office: 18, 1-chome, Toyosaki, Nishidori, Oyodo-ku, Osaka

Tel. Qsaka 371-4141-5

Tokyo Office: 1-9, 1-chome, Asakusabashi, Taito-ku, Tokyo

Tel. Tokyo 851-4331-5

1943 its history Started as a cosmetic manufacturer and seller.

1950 Incorporated as Pias Co., Ltd.

Main Brands: Pias Hai Color

Pias Image Color Pias Hai Cake

Pias Bel Cream Pias Six Lotion

Pias Nine Cold

Pias Dryan

Export: Okinawa, Hong Kong, Philippines, Thailand, Singapore, Korea and the countries in the Middle East



PIAS CO., LTD.

President: Tokuji Sakamoto

Head Office: 6-3, Funamachi, Shinjuku-ku, Tokyo

Tel. 353-4511-5

Osaka Office: 61, Shibata-cho, Kita-ku, Osaka

Tel. Osaka 372-5244

Since 1917, it has bas been the oldest seller of lipsticks in Japan.

Main Products:

Lipstick

Rouge

Manicure Eye-shadow

Perfume

Eau De Cologne and other 40 varieties.

Export: Okinawa, USA, Hong Kong, Philippines, Singapore,

Korea & the countries in the Middle East



NEW O'LEARY CO., LTD.



President: Masayoshi Takeshita

Head Office: 18, 1-chome, Toyosaki, Nishidori, Oyodo-ku, Osaka

Tel. Osaka 371-4170-4180

Tokyo Office: 3rd. fl. Someya Bldg., 19-7, 3-chome, Ueno,

Taito-ku, Tokyo

In concert with O'LEARY INC. of the U.S.A. in 1960, it has been

selling the following products:

Covermark & Covermark S These are to cover skin blemishes;

birthmarks, spots and freckles, perfectly.

Accent color Vitamin C lotion

Cold special

O'leary lipsticks and others

Export: Okinawa, Hong Kong, Thailand, Philippines and

other Asian countries



JAPAN O'LEARY CO., LTD.

Head Office: 18, 1-chome, Toyosaki, Nishidori, Oyodo-ku, Osaka Tel. Osaka 371-4141-5

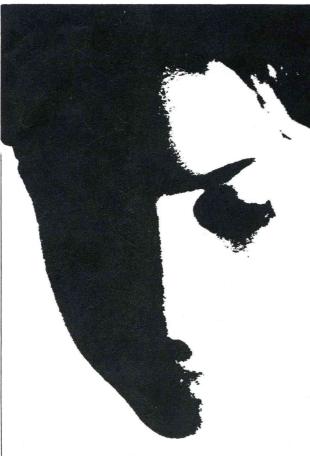
Tokyo Office: 1-9, 1-chome, Asakusabashi, Taito-ku, Tokyo Tel. Tokyo 851-4331-5

PIAS TEC SERVICE has a partnership with Aqua Tec International Corp; the maker of Water Pic, oral hygiene appliance. It holds the exclusive agency in Japan and other 19 countries in the Orient. It is mainly selling through dentists. It will start as a new company shortly. Since invented in 1962, Water Pic has obtained many patents. This is a new device to cleanse mouths with Jet pulsating stream of water, which has gained popularity among 3,000,000 homes in the U. S. A.

19 countries in the Far East, Export: Australia and New Zealand



PIAS TEC SERVICE



All best-seller cosmetics are based on SANYO's products

cream, lotion, cake, powder, shampoo, hair rinse, hair dresser, tooth paste, etc.

SANYO's Main Products for use in Cosmetic Industry

| Product | Principal Component | Main Application | | |
|-----------------------------|---|---|--|--|
| SANYO PEG | Polyethylene glycol | Compounding ingredients for cosmetics such as cream, lotion, cake, powder, soap, tooth paste, etc. | | |
| PROFAN SERIES | Alkanolamide type nonionic surfactants | Foam stabilizers and thickeners for shampoo. Compounding ingredients for tooth paste. | | |
| SANDET ET SANDET EN | Amine salt of higher alcohol ether sulfate Sodium salt of higher alcohol ether sulfate | Compounding ingredients for shampoo. (Have good foaming property. Little or no odor and no irritation to eyes.) | | |
| CATION S CATION G-40 | Cationic surfactant Cationic surfactant | Compounding ingredients for aftershampoo hair rinse | | |
| ONET S & T SERIES | Ester-type nonionic surfactants | Compounding ingredients for cosmetics such as cream, lotion, etc. | | |
| EMULMIN 862 EMULMIN 650L | Nonionic surfactant Nonionic surfactant | Thickeners for cosmetics such as shampoo, hair rinse, etc. | | |



Head office:

11, Nomoto-cho, Ichinohashi, Higashiyama-ku, Kyoto, Japan

Tel. Kyoto (075) 561-1106

Export Section: Tomen Fudosan Bldg., 1,3 chome, Koraibashi, Higashi-ku, Osaka, Japan

Tel. Osaka (06) 203-3871

Overseas Office: New York, Düsseldorf

SEIJUDO CO., LTD.

President: Mitsuyoshi Muraoka

Trademark: Waris

Head Office: 4, 4-chome, Ebiekami, Fukushima-ku, Osaka

Tel. 458-5801

Factory: Hirono, Shijimi-cho, Miki-shi, Hyogo

Overseas Offices:

Okinawa: 60, 2-chome, Matsushita-cho, Naha, Okinawa

Tel. 8-3875

Hawaii: 3024 Kamakini Street, Honolulu, Hawaii, USA

Tel. Honolulu 700-065

Establishment: 1932

Special Products:

| Massage Milky | ¥1000 | Make-up Foundation | ¥ 600 |
|---------------|-------|--------------------|-------|
| Prima Milky | ¥1000 | | |
| Pack Medical | ¥1200 | Point Make-up | |
| Prima Lotion | ¥1200 | Lip Make-up | ¥1200 |
| Night Cream | ¥1000 | Eye Make-up | ¥ 800 |





SIBOLEY COSMETICS



Pure Vegetable Pomade. Perfumed, easily washable and nourishing. WHITE Tique (solid).
Costly French perfume added.
Easily washable. Attractive
plastic slide-tube.
Cont. 60 grams.

SIBOLEY Perfume Cologne. Produced from French flower extract. Silk bellows. Aerosol Perfume Eau de cologne spray. Costly French perfume added.

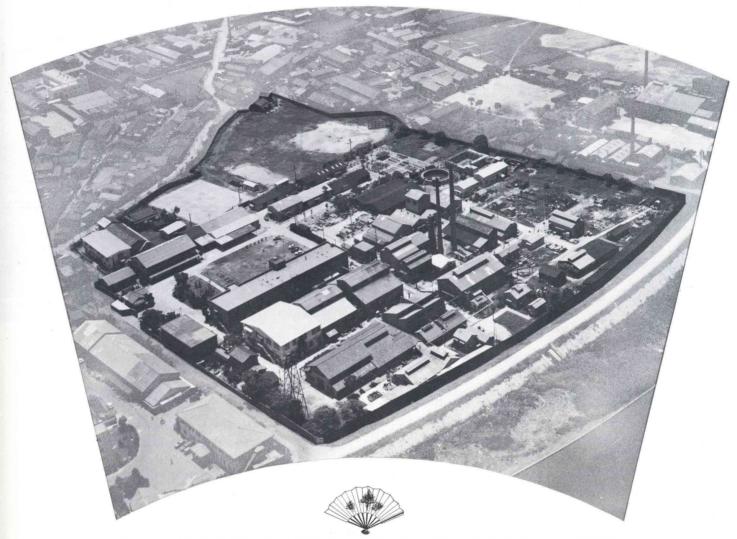
HIGH CONC Hair Spray. Concentrated quality. Non Flammable. One Touch valve is World patented.

BRANCHES AND FACTORIES: OSAKA-TOKYO-NAGOYA-FUKUOKA

SIBOLEY CO., LTD.

HEAD OFFICE 878 HOJO. DAITO-SHI OSAKA, JAPAN TEL:0720 76 1771~3 C.P.O.BOX 930 OSAKA.JAPAN "FAN" BRAND

Flavours & Essences Aromatic Chemicals Perfumery Compounds



SHIONO KORYO KAISHA, LTD.

Manufacturers, Importers, Exporters DOSHOMACHI SANCHOME, HIGASHIKU, OSAKA

> President: Taro Shiono Telephone: Osaka 231-3013 Cable Address: SIOKO OSAKA OSA 522-2267

19, kanda Konyacho, Chiyodaku, Tokyo Associated Company:

SHIONO KORYO KAISHA, (TAIWAN) LTD. 107, 1st Sec., Chung King Road, South Taipei, Taiwan

Nam Yung Commercial Co., Ltd. Agents:

10-17, 4th Namdaimunro, Choong-ku Seoul, Korea

Taipeh Pharmacy 107, 1st Sec., Chung King Road, South

Taipei, Taiwan Dromex, S.A.

Calle de Chihuahua, No. 162 Apartado 34, Mexico 7, D.F.

Aromatic chemicals and Isolates Essential Oils



Main Lines of our Export Products

AROMATIC CHEMICALS:

Aldehydes (C-6, C-8, C-10, C-12 Lauric)

Citronellol

Cyclamen Aldehyde

Delta Decalactone

Delta Dodecalactone

Delta Nonalactone

Delta Undecalactone

Ethyl Vanillin

Gamma Decalactone

Gamma Dodecalactone

Gamma Heptalactone

Gamma Hexalactone

Gamma Octalactone

Geraniol

Ionone

Isosafroeugenol

Jasmin Aldehyde (alpha-Hexyl Cinnamic Aldehyde)

L-Carvone

Lily Aldehyde (alpha-Methyl-p-tert Ethyl

phenyl propyl Aldehyde)

Linalool

Linalyl Acetate

Methyl Ionone

Nerolin Bromelia

Pentalide

Rhodinol

Yara Yara

Vertinate (Para tertiary Butyl Cyclohexyl Acetate)



Harvesting Lavender Flower, Hokkaido



Jasmin Flower, Formosa

Compound Perfumes · Essences and Flavours









NATURAL PERFUMES:

Geranium Oil, Seto-Bourbon Hamanasu Flower Absolute (Japanease Rose) Jasmin Absolute Formosa Lavender Oil, Hokkaido

COMPOUND PERFUMES:

for cosmetics, soaps, detergents and etc.

SODA AROMATIC CO., LTD.

No. 14, 4-Chome, Honcho, Nihonbashi, Chuo-ku, Tokyo, Japan Tel. (666) 3381/9

Cable Address: KANEHACHI TOKYO

Branches:

Osaka, Nagoya, Sapporo, Aomori and Taipei Formosa

Factories:

Noda, Yui, Sapporo

Laboratory: Tokyo

Farms:

Hokkaido, Hachijo Island, Shodo Island, Setouchi, Kagoshima



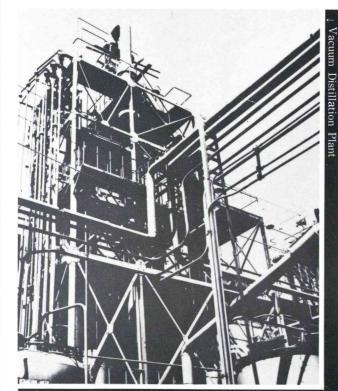
Hamanasu Flower (Japanease Rose), Hokkaido



Geranium field Shodoshima

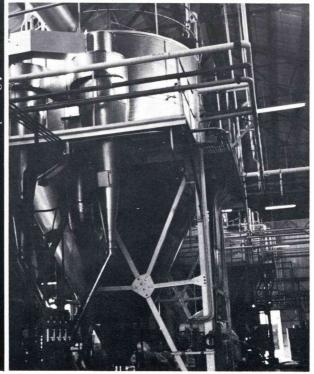
QUALITY PRODUCTS

AROMATIC CHEMICALS . ESSENTIAL OILS . PERFUME COMPOUNDS . FLAVORS



† Bird's eye view of Hiratsuka Factory, with landscape of Mt, Fuji







HEAD OFFICE 2, 1-CHOME, NISHI-HATCHO-BORI, CHUO-KU, TOKYO, JAPAN

MAIN OFFICE 36-31, 5-CHOME, KAMATA, OTA-KU, TOKYO, JAPAN

CABLE ADDRESS TAKASANIOI TOKYO

TELEX 246-6012 TAKASANIOI TOK

OVERSEAS OFFICES TAKASAGO S.A.R.L. IN PARIS, FRANCE · BRASESSENCIA TAKASAGO LTDA. IN BELEM, BRAZIL TAKASAGO U.S.A. INC, IN NEWYORK, U.S.A. · TAIPEI LIAISON OFFICE IN TAIWAN

OVERSEAS AGENTS TAIPEL - SEOUL - MANILA - SAIGON - BANGKOK - SINGAPORE - DACCA - BOMBAY - KARACHI - TEHERAN - DAMASCUS - BEIRUT - ISTANBUL

The Story of Tancho

Progress - Toward Ever Superior Products

Tancho's history began in 1897, when it acceded to the trademark and rights to "Kinkaku Koaui" sold by the former Oosakigumi Co., Ltd. In 1927 the company was formally established under the name of Kintsuru Kosui Co., Ltd. and began the production and sale of cosmetic products. Our production since then has been aimed at bettar grooming and health for men.

Year by year the enterprise is steadily expanding. Sales have spread from Japan to Southeast Asia, and many other countries. Tancho products are becoming popular the world over.

Today we are putting special emphasis on introduction of new and unique products.

We are enlarging our technical staff and strengthening our research program.

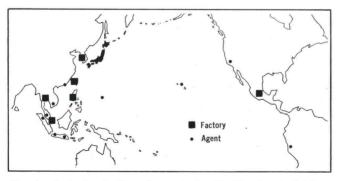
Putting our 40 years of rich experience and highly developed technology to work, we promise to continue providing new and outstanding products to meet modern needs.



Company: President: Date Established: Trade mark: Head Office:

Chief Products: Exports:

Tancho Co., Ltd.
Hikoji Nishimura
December 23, 1927
Tancho (Kintsuru)
12-12 Kenmachi, Higashi-ku,
Osaka, Japan Tel. 762-5531
Cosmteics for men, hair dressing
To all countries of the world,
principally in Southeast Asia.



Tancho factories, built and operated with Tancho technology and capital, are located in the following cities:

- Manila (Philippines)
- Seoul (Korea)
- Bangkok (Thailand)
- Singapore
- Taipei (The Republic of China)
- Mexico City (Mexico)
- Sao Paulo (Brazil)

Tancho products
-popular the world over.

Tancho Tique

Tancho Pomade

Tancho Hair Tonic

Tancho Hair Creme

Tancho Hormonic

Tancho Hair Dresser

Tancho Tique Special

Tancho Pomade Special

Tancho Hair Tonic Special

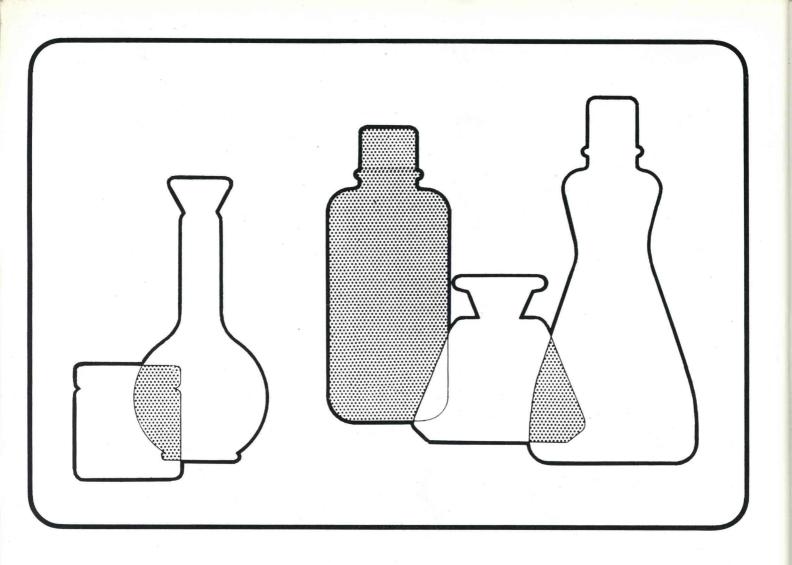
Tancho Face Creme Special

Tancho After Shave Lotion Special

Tancho Mycomb Special







Specialized in manufacture of Cosmetic Bottles.

Glass bottles made on fully Automatic Machines.

Bottles are strong and good in lustre as superior quality glass is used.

Perfect Quality Control is in force.

Can offer Glass Printing Services.

Can supply all kinds of Accessories.

TOKYO GLASS CO., LTD DAIICHI GLASS CO., LTD



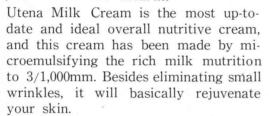
FOR BEAUTY THE MODERN WAY

8 Secrets of beauty



that UTENA provides

(1) UTENA MILK CREAM





(2) UTENA VANISHING CREAM

It is pectin in fruit that can best protect your skin exterior friction. Skin hormone and cholesterol will remarkably strengthen the physiological functions of your skin, Utena Vanishing Cream can do these things most efficiently, eliminating small wrincles, whitening of skin



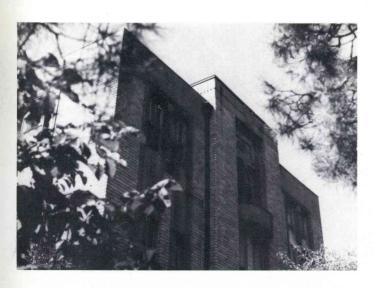
(3) UTENA COLD CREAM

Two hormones and several nourishing ingredients are blended into this rich, mutritive cold cream. Massage with this, morning and night, and your roughened skin will restore it's radiance and smoothness.



(4) UTENA LEMON MILK CREAM

Lemon oil and pure milk fat are blended into perfect cream for young ladies,





beautify and nourishing your skin with this cream. You will enjoy its refreshing touch.

(5) UTENA FACE POWDER



You will get from Utena face Powder refined fragrance and elegant finish of exquisite depth. It comes in all tints that can match your skin regardless of shade.

(6) UTENA LEMON MILK-LOTION



Milk lotion has whitening effect of your skin. Many Japanese ladies enjoy Utena Lemon Milk Lotion as the best lotion. Especially suitable for greasy skin.

(7) UTENA HOMO ASTRINGENT

Fragrant astringent. Refresh and keep your naturally tender skin beautiful. Indispensable as your make-up base.





For good etiquette of men living in the modern time. Protect your skin after shaving. With masculine fragrance and refreshing touch.





These are the representative Cosmetics of Utena, for sale in Japan.



NO219 Karasuyama-machi Setagaya-ku Tokyo Japan. Tel(303)4111

UTENA Company Limited



TH-Zellith & galon doi Coshleits

High quality! Yanagiya Cosmetics



Pomade Bottling





Hair Cream Bottling

1) Company Name: YANAGIYA HONTEN CO.,LTD

2) Name of President: Mr. GOROSABURO TOIKE

3) Establishment: 18TH MAY, 1948 Remarks: Starting of an enterprise....1615 yearly

4) Name of Trade-mark: YANAGIYA

5) Address: No.2, TORI-2-CHOME, NIHON-BASHI, CHUO-KU, TOKYO, JAPAN

6) Main Product:
POMADE, HAIR-CREAM, HAIR
-TONIC, TIQUE, EAU DE COLOGEN,& OTHER MEN'S COSMETICS

7) Export:
BANGKOK, OKINAWA, MANILA,
KOREA, TAIWAN
& OTHER EAST SOUTH ASIA









All plastic containers are substantially the same but.....

The difference is in the mode of production. Ours cuts cost down deeper!

This is the reason why we can offer an extra growth potential for our expanding customers. Our plastic containers are designed to last a little longer and be more reliable. We have been doing it this way for over 30 years. And each year our products become a little better to keep pace with the more exacting requirements of the modern packaging industry.

Yoshino is the exclusive licensee of the Japanese Blow molding patents to FERNPLAS Corporation. (U.S.A) and The METAL BOX Company (Britair).



YOSHINO KOGYOSHO CO.,LTD.

For further information please contact No. 2-6, 3-CHOME, OSHIMA, KOTO-KU, TOKYO, JAPAN Plant: OSAKA. CHIBA. SHIGA. IMPORTERS, EXPORTERS & WHOELSALERS.

OILS & FATS, WAXES INDUSTRIAL CHEMICALS

PRODUCTS

OILS, FATS AND HARDENED OILS.

ex. Coconuts oil, Castor oil, Sesame oil, Lanolin, Squalane TELEPHONE:
TOKYO 270-0831
CABLE ADDRESS:
"YUKAOILFAT" TOKYO

HYDROCARBONS AND WAXES

ex. Liquid Paraffin, Petrolatum, Ceresin, Japanese Wax.

FATTY ACID AND FATTY ALCOHOL

ex. Stearic Acid, Oleic Acid, Cetyl-Alcohol, Oleyl Alcohol.

GLYCOLS

ex. Glycerin, Sorbit, Propylene Glycol Polyethlene Glycol.

SURFACE ACTIVE AGENTS AND METALLIC SOAPS COSMETIC ESTERS

ex. I.P.P. I.P.M. Glycerol mono Ricinolate, Butyl Stearate.

COSMETIC CHEMICALS

Ethanolamine, Fatty Amide, Amino Acid, Silicons, Titanium Dioxide.

YUKA SANGYO CO., LTD.

SHUHOSHA BLDG. NO 6. 1-CHOME NIHONBASHI MUROMACHI CHUOKU

TOKYO JAPAN

Kurobara cosmetics

COMPANY CAREER:

A shop, Takizawa Yushodo was established in November, 1937 as a maker of toilet articles, and distributor of general oils, fats, toilet articles and soap materials. Later Uta-tsubaki oils, pomades, and creams were added.

In August, 1941, the shop was incorporated as a limited company with capital, \(\frac{\pmathbf{Y}}{100,000}\) and employment of 20 workers. In March, 1945, it was completely burned down by air raids. A new office and a plant were built in July, 1946, and toilet articles were exclusively handled. We used brand, Uta-tsubaki to restore business with 22 employees to start with. Capital was increased to \(\frac{\pmathbf{Y}}{195,000}\) in November, 1948. As business expanded, we recorganized our firm as an incorporated body in April, 1949, and the capital, then reached \(\frac{\pmathbf{Y}}{1,500,000}\). Kurobara brand was used in addition to Uta-tsubaki. Plant was enlarged in September, 1950, kurobara hair tonic was put on sale. Capital again increased to \(\frac{\pmathbf{Y}}{4,800,000}\) in March, 1954. New products, Neo Poan Hair

Cream were put on sale. In March, 1956, name of the company was changed to Uta-tsubaki. In October, 1958, the plant was estended to 323 tsubo. Poan hand cream was sold in addition to Kurobara hair oil, pomade, hair tonic, set loction, Neo poan. Branches were built in Osaka and Sapporo in November, 1959 according to our Plans to cover the country with a nationwide sales net work. Capital increased to ¥7 million in 1962. Kurobara Ode Coron was sold. Name of the company was settled as Kurobara Hompo Co., Ltd in August, 1959, deemed more suitable to handle variety of products other than hair toilet items. Brand was gradually unified to Kurobara. In June, 1961, capital increased ¥10,500,000. Kurobara Leg Fresh, sanitary deodorant, instantly effective for smell of sweat and body odor and others began

to be put on sale. New markets were developed by the product. In September, 1961, Vitamin C Lemon Spray (patent pending) unique hair spray was made and sold. Kurobara shampoo was distributed over the national sales net work in April, 1967. Kurobara Male Seven to be used with hair dryer also was put on sale. A series of male toilet articles were sold with the Kurobara Hi Con Brand. We plan to put out new products unique and independent, not imitations by any means.



Main Products of Kurobara Hompo



KUROBARA HOMPO CO., LTD

Representative: President Naojiro Takizawa Address: 17–2 chome, Honjo, Sumida–ku, Tokyo

Tel: (625) 0040. 0041 · 0042 · 0043





Kurobara

Leg Fresh

A chemical destroyer of a bad smell caused by athlete's foot, stink on the feet and body odor: -

*A strong deodorant that possesses effects of chemically decomposing the composition of an offensive smell on the feet (socks and shoes) or under the arms (body odor) with the powerful work antiseptic, deodorizing and fungicidal activities of FINECHEM.

rineCHEM.

Good for those who are troubled with greasy feet, athlete's foot, being stuffy with sweat and odor in shoes, either when engaged in business activies or in sport events.

* Strongly effective for the protection of walls, shoes and other leather goods from

odor and mold.

*A small spray of this deodorant will drive off discomfortable feelings by providing a perfect sanitary treatment (deodrizing, fungicidal and antiseptic activities).

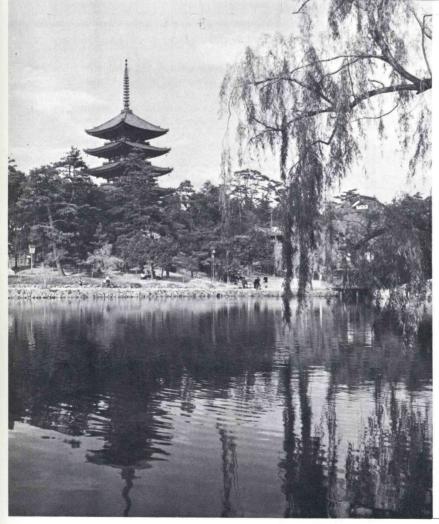
*A through spray over the feet, under the arms where the sweat mostly comes out, or inside shoes will keep you refreshed all day long.

Spotlight on Executives

The development of the cosmetic industry in Japan owes much to the many executives who lead the industry in free and fair competition and cooperation over the past years. The following short biographies will introduce some of big names in top management of Japan's cosmetic industry.



Himeji Castle; its white wall is well contrasted with fresh green in surroundings.



a Five-storied pagoda

Kōfukuji Temple (NARA)

ARIMINO CHEMICAL CO., LTD.



- ② No. 247, 1-chome, Shimo-ochiai, Shinjuku-ku, Tokyo, Japan
- (3)
- **4**ARIMINO
- ⑤ Cold Wave Lotion, Shampoo, Hair Cream, Hair Dye, Spray & Net.
- 6 Thailand, Taiwan, Korea & Okinawa.

7 Arimi Tao

CATHY CHEMICAL INDUSTRY CO., LTD.



- 2) 17, 2-chome, Sekime-cho, Joto-ku, Osaka, Japan
- 3
- 4 CATHY
- ⑤ PLASKIN-SERIES.
- 6

7 Morio Harada

DAISHO CO., LTD.



- 243, Minamikyuhoji-machi 1-chome, Higashi-ku, Osaka, Japan
- ⑤ Cosmetics, Toilet Articles, Soaps, Detergents, Brushes, Container for Cosmetics, Sanitary Goods & Sundries.
- ⑥ Okinawa, Korea, Taiwan, Southeast Asia, Australia, Beirut & Near East, Canada & U.S.A.

7 Masaji Sakaguchi

HINOKI SHINYAKU CO., LTD.



- ② 3, 2-chome, Nihonbashi-Honcho, Chuo-ku, Tokyo, Japan
- 3 Italy & France.
- 4 HINOKI, HINOKI-Z
- (5) Neo Pack, Hi Lotion, HB Cream, NP Cream, etc.
- 6 Italy, Hongkong, Singapore & Okinawa.

7 Takeo Abe

CRODA NIPPON LTD.



- 2 Ryukodo Bldg., 39, Koraibashi 2, Higashi-ku, Osaka, Japan
- ③ Overseas Associate Companies in England, New York, Milan, Düsseldorf, etc.
- (4) Mfg. & Sales of Lanolin & Lanolin Derivatives, General Chemicals, Raw Materials of Cosmetics, etc.
- (6) Export to U.S.A., U.K., Italy, France, Taiwan, etc. Import from U.S.A. & U.K.
- 7 Takashi Tanabe

KOBAYASHI KOSE CO., LTD.



- ② Green Bldg., 3-5-1, Nihonbashi-Tori, Chuo-ku, Tokyo, Japan.
- 3 Hongkong & Okinawa.
- 4 KOSE
- (5) All kinds of Cosmetics.
- 6 U.S.A., Italy, Hawaii, Thailand, Singapore & Philippines.
- 7 Kozaburo Kobayashi

T. HASEGAWA CO., LTD.



- ②9,4-chome, Honcho, Nihonbashi, Chuo-ku, Tokyo, Japan
- ③ Domestic Branch Offices: Osaka, Nagoya & Sapporo.



4

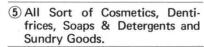
- ⑤ Flavors, Perfume Compounds, Aromatic Chemicals.
- 6 Korea, Taiwan, Thailand, Malaysia, Singapore, Australia & India.
- (7) Shozo Hasegawa

HOECHST JAPAN LIMITED



- ② Hoechst Bldg., 10-33, 4-chome, Akasaka, Minato-ku, Tokyo, Japan
- ③ Agents for Farbwerke Hoechst AG., Frankfurt (M)—Hoechst, Germany.
- **(4)**
- 5 All Chemical Products
- **(6)**
- 7 Alfred Dienst

(3)



⑥ Southeast Asia, Middle East Asia, Oceania, Africa, Europe, U.S.A. & Latin America.

7 Kojiro Hiruko (Chairman of Japan Cosmetics Wholesellers Association)

IKEDA BUSSAN KAISHA, LIMITED

② New Tokyo Bldg., No. 2, 3-chome, Marunouchi, Chiyoda-ku, Tokyo, Japan



(4) Sole Agents in Japan for Roure-Bertrand Dupont, France; Roure-Dupont, Inc., U.S.A.; American Cholesterol Products, U.S.A.

(5) IMPORT DEPT.: Essential Oils, Aromatic Chemicals, Compounded Oils, Chemical & Pharmaceutical Products, etc. EXPORT DEPT.: All kinds of Sundry Goods, Machinery & Chemicals.

⑥U.S.A., Canada, Venezuela, France, Belgium, England, West ⑦Nobuhiko Ikeda Germany, Spain, Portugal, etc.

JUJU COSMETICS CO., LTD.

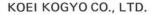
2 2-12, Koenji-Minami, Suginamiku, Tokyo, Japan

(3)

4 "JUJU"

(5) "Juju" Brand Cosmetics.

(6) Southeast Asia, Brasil & U.S.A.



223, 2-chome, Awaji-cho, Kanda, Chiyoda-ku, Tokyo, Japan

(3)



4 0

(5) Essential Oils & Aromatic Chemi-(6) cals, Compound Perfumes,

Flavors & Essences; Raw Materials for Cosmetics & Pharmaceuticals.

7 Takeo Nakano

KANKOSYA CO., LTD.

②23, Sumiya-cho, Minami-ku, Osaka, Japan

E

7 Masao Shimizu

(3)

4 SUN BAND

5 Cosmetic Ingredients of Photosensitizing Dyes. (Sole Agent)

6)

7 Genshi Watanabe

KOTOBUKI CHEMICAL CO., LTD.

2 No. 38, Uchihonmachi 1-chome, Higashi-ku, Osaka, Japan

3

4

(5) Thesit—Desitin, Placentaliquid Carrot-Oil, Tego-51 & Glysolid.

6 U.<u>S.A.</u>



7 Susumu Kizawa

KINRYOEN CO., LTD.

2 2 - 395, Oimazato - Kitanocho, Higashinari-ku, Osaka, Japan



(3)

4 NONE

(5) Private Lable Cosmetic Manufacturer of all items of Cosmetic.

6 Southeast Asian countries.

7 Yoshitaka Kanzaki

KAMINOMOTO CO., LTD.

- (2) 2, 3-chome, Kumochibashi-Tori, Fukiai-ku, Kobe
- 3 Milano, (Italy)



- **4** KAMINOMOTO
- (5) Kaminomoto-A, Pomadol, Kaminomoto-Black, Medicinal Dentifrice-MAYALON.
- 6 Italy, Finland, Philippines, U.S.A., Hongkong & 20 other countries.
- 7 Sutetaro Yamashiki

KANEBO COSMETICS INC.

② 5-5, Higashi Ginza, Chuo-ku, Tokyo, Japan





4 KANEBO

- (5) Cosmetics & Toiletries.
- 6 U.S.A., Europe, Asia & Africa.

7 Itoji Muto

THE LION DENTIFRICE CO., LTD.

2 Sumida-ku, Tokyo, Japan



- ③ Kuala Lumpur, Naha, Hongkong, Taipei.
- (4)
- (5) White Lion, Dentor Lion, Rolling Brush, Vitalis, Ban,
- 6 South-East Asia & Africa (15 countries)

7 Atsushi, Kobayashi

MARNER COSMETICS CO., LTD.

29, 1-chome, Minami-Yahata, Ichikawa City, Japan



- **(3**)
- 4 MARNER
- 5 All kinds of Cosmetics
- 6 Southeast Asia, Hongkong & Africa.

7 Hirohisa Ida

MITSUWA SOAP CO., LTD.

② 20, Ryogoku, Nihombashi, Chuo-ku, Tokyo, Japan



- <u>(4)</u>
- Mitsuwa, 美之華 Mitsuwa Soap
- 5 Toilet Soaps, Shampoo & Detergent.
- 6 Southeast Asia.

7 Yoshio Miwa

KISS ME COSMETICS CO., LTD. (Isehan Trading Co., Ltd.)

② 7, Goban-cho, Chiyoda-ku, Tokyo, Japan



- 3
- 4 "KISS ME"
- (5) Lipstick, Perfume, Eau de Cologne, Make-up Cake, Lipcream, Hand Cream, Lotion.
- 6 21 countries in the world.

7 Kamenosuke Sawada

IHEI MATSUMOTO & CO., LTD.

- ② 1, Honcho Sanchome, Nihonbashi, Chuo-ku, Tokyo, Japan
- 3
- (4) **(A**)
- (5) Cosmetic Materials, Organic Titanium, Adhesive (VISCA18-M)
- 6 Switzerland, France, Netchirland, Germany & U.S.A.

7 Ihei Matsumoto

MONNA CO., LTD.

- 2 1-1, Kyuhoji, Yao-shi, Osaka, Japan
- (4) MONNA



- (5) Chlorphyl Astringent, Royal-Jelly Cream, Lemon Cleansing Face-Wash Paste, Eau de Cologne.
- 6 Near East & Southeast Asia.

(7) Masuichi Kojima

MOMOTANI JUNTENKAN CO., LTD.

- 2 2, 2-chome, Takao-cho, Minato-ku, Osaka, Japan
- (3)
- 4 MEISYOKU, JEUNESSE
- (5) "Meisyoku" Astringent Lotion, Cleansing Cream, "4711" Eau de Cologne (West Germany, technical co-operation).
- 6 Okinawa, Korea, Taiwan & Southeast Asia.

7 Kashiro Momotani





② 50, 6-chome, Tanabe-Honmachi, Higashisumiyoshi-ku, Osaka, Japan

(3)

4 MEIJO

- (5) "Meijo" Hair Lacquer, etc., Hair's Cosmetics.
- 6 Okinawa, Hongkong, Singapore, Philippines & Thailand, etc.

(7) Shigeji Shirouchi

MAX FACTOR & CO., JAPAN BRANCH



28 - 4 - 10, Nishi-Gotanda, Shinagawa-ku, Tokyo, Japan

(3)

4 MAX FACTOR

5 All kinds of Cosmetics.

6

7 Albert Dresser

JAPANESE RESEARCH INSTITUTE FOR PHOTOSENSITIZING DYES



- 2 198, Shimoishii, Okayama City, Japan
- (3)
- 4 SUN BAND
- (5) Cosmetic Ingredients, Medical Drugs, Sensitizing Dyes for Photo.
- 6 U.S.A. & England.

7 Yasunaga Ogō, M.D.

NIKKO CHEMICALS CO., LTD.



- 2 1-1, Nihonbashi-Bakurocho, Chuo-ku, Tokyo, Japan
- (3)
- 4"NIKKOL"
- (5) Nonionic Surfactants, Anionic Surfactants, Fatty Acids, Fatty Acid Esters, Fatty Alcohols, Vitami es, Refining Oils, Metal Soaps, etc.
- 6 U.S.A., France, Korea, Philip-Pines, Hongkong, etc.

7 Kan Shigihara

MIYASAKA PERFUMERY CO., LTD.



② 9, 1-chome, Nihonbashi-Honcho, Chuo-ku, Tokyo, Japan

(3)

(5) Essential Oils & Aromatic Chemicals, Compound Perfumes, Flavors & Essences.

6)

7 Atsusi Miyasaka

NIPPON FLAVOUR KOGYO CO., LTD.



(2) 20-31, Takanawa 2-chome, Minato-ku, Tokyo, Japan

(3)

4 Flavous

- (5) Essence, Flavor, Oil, Paste, Concent, Cloudy, etc.
- 6 Southeast Asia.

7 Seiichiro Takata

NISSHIN PERFUMERY CO., LTD.



- (2)61, Shimmei-cho, Kita-ku, Osaka, Japan
- 3 Naha, Okinawa.



- (5) Compound Perfumes for Cosmetics, Flavors, Essences, Additives for Food.
- 6 Southeast Asia & Korea.
- 7 Masaaki Kojima

NAKAMURA SANKO-DO CO., LTD.



- ② 4, 4-chome, Higashi Komagata, Sumida-ku, Tokyo, Japan
- 3 Taiwan
- 4 HIMETUBAKI, SHARP, MIOKI
- 3 Hair's Cosmetics.
- 6 Taiwan & Southeast Asia.
- 7 Kumahiko Nakamura

KANEBO COSMETICS INC.

② 5-5, Higashi Ginza, Chuo-ku, Tokyo, Japan





4 KANEBO

- 5 Cosmetics & Toiletries.
- 6 U.S.A., Europe, Asia & Africa.

7 Itoji Muto

@....

THE LION DENTIFRICE CO., LTD.

② Sumida-ku, Tokyo, Japan



- ③ Kuala Lumpur, Naha, Hongkong, Taipei.
- 4
- (5) White Lion, Dentor Lion, Rolling Brush, Vitalis, Ban,
- 6 South-East Asia & Africa (15 countries)

7 Atsushi, Kobayashi

MARNER COSMETICS CO., LTD.

29, 1-chome, Minami-Yahata, Ichikawa City, Japan



<u>o</u>

- 4 MARNER
- 5 All kinds of Cosmetics
- 6 Southeast Asia, Hongkong & Africa.

7 Hirohisa Ida

MITSUWA SOAP CO., LTD.

2 20, Ryogoku, Nihombashi, Chuo-ku, Tokyo, Japan







Mitsuwa, 美之華 Mitsuwa Soap

- 5 Toilet Soaps, Shampoo & Detergent.
- 6 Southeast Asia.

7 Yoshio Miwa

KISS ME COSMETICS CO., LTD. (Isehan Trading Co., Ltd.)

- 7, Goban-cho, Chiyoda-ku, Tokyo, Japan
- 3
- 4 "KISS ME"
- 5 Lipstick, Perfume, Eau de Cologne, Make-up Cake, Lipcream, Hand Cream, Lotion.
- 6 21 countries in the world.

7 Kamenosuke Sawada

IHEI MATSUMOTO & CO., LTD.

- ② 1, Honcho Sanchome, Nihonbashi, Chuo-ku, Tokyo, Japan
- 3



- (5) Cosmetic Materials, Organic Titanium, Adhesive (VISCA18-M)
- 6 Switzerland, France, Netchirland, Germany & U.S.A.

Thei Matsumoto

MONNA CO., LTD.

- ② 1-1, Kyuhoji, Yao-shi, Osaka, Japan
- 4 MONNA



- ⑤ Chlorphyl Astringent, Royal-Jelly Cream, Lemon Cleansing Face-Wash Paste, Eau de Cologne.
- 6 Near East & Southeast Asia.

7 Masuichi Kojima

MOMOTANI JUNTENKAN CO., LTD.

- ② 2, 2-chome, Takao-cho, Minato-ku, Osaka, Japan
- (3)
- 4 MEISYOKU, JEUNESSE
- (5) "Meisyoku" Astringent Lotion, Cleansing Cream, "4711" Eau de Cologne (West Germany, technical co-operation).
- 6 Okinawa, Korea, Taiwan & Southeast Asia.
- 7 Kashiro Momotani



NAKAYAMA TAIYODO CO., LTD.

- (2) 40, Mizusaki-cho, Naniwa-ku, Osaka, Japan
- 4 CLUB, CORONA, CLUB LADIAN.
- (5) Cosmetics & Toiletries. Skin Preparations, Make-up Care Cosmetics, Hair Preparations, Men's Toiletries.
- 6 Okinawa, Hongkong, Malaya & Hawaii.

7 Juichi Nakayama

PIAS CO., LTD.

- 2 18, 1-chome, Toyosaki Nishidori, Oyodo-ku, Osaka, Japan
- 3
- 4 PIAS
- (5) Pias HAI Color, Pias HAI Cake, Pias Bel Cream.
- 6 Okinawa, Hongkong, Philippines, Thailand, Singapore & Korea.

7 Masahiro Sakamoto

RUBOTAN CO., LTD.

- (2) 20-2, Ichigaya-Tamachi, Shinjuku-ku, Tokyo, Japan
- 3
- 4 RUBOTAN
- (5) "Rubotan" Lipsticks, Nail Polishes, Nail Polish Removers, Eye Shadows, Eye Shapes, Hie Shapes, Eye Catch Colors (Mascara), Eye Matches & Perfumes.
- (6) Okinawa, Hongkong, Bangkok, Lebanon, Syria, Peru, Singapore, Australia & Swiss.

7 Seisaku Hirota

SODA AROMATIC CO., LTD.

- 2 14, 4-chome, Honcho, Nihonbashi, Chuo-ku, Tokyo, Japan
- 3 Taipei, Taiwan



7 Masaji Soda



- (5) Aromatic Chemicals, Essential Oils, Compound Perfumes, Flavoring Es-
- (6) France, Netherlands, Switzerland, U.K., West Germany, Canada, U.S.A., Arzentine, Brazil, Taiwan & Korea.

"ONE STAR" COSMETICS FACTORY MISTER YANGCONG CO., LTD.

- Mitejima-nishi, 2 8, 2-chome, Nishiyodogawa-ku, Osaka, Japan
- 4 ONE STAR
- (5) All kinds of Cosmetics; One Star Cosmetics "class ELLE", "class YOU" and others.
- 6
- (7) Wang Yen Fu

PAPILIO COSMETIC CO., LTD.

- (2) 10-20, 3-chome, Minamiazabu, Minato-ku, Tokyo, Japan
- (3)
- 4 PAPILIO
- (5) Cosmetics & Toiletries.
- 6 Okinawa & Taiwan.

7 Sakae Ito

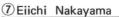
SANBAZURU CHEMICAL INDUSTRIES, LTD.

- ② Mandai-Nishi 6, Sumiyoshi-ku, Osaka, Japan
- (3)
- 4 CLOVER
- ⑤ Make-up Cosmetics, Lipstick, Eye Make-up, Compact & Cake Make-up, etc.; Tinctured Cosmetic Bases.
- 6 Southeast Asia, Central Asia, Africa, Central America & South America.

7 Sadao Tatsuoka

SAKAE AROMATIC CO., LTD.

- (2) 11, 4-chome, Nihonbashi-Honcho, Chuo-ku, Tokyo, Japan
- (3)
- (4)
- (5) Essential
- Oils & Aromatic Chemicals, Compound Perfumes, Flavors & Essences.
- 6 Korea, Taiwan, & Southeast





SHISEIDO CO., LTD.



- ② 7-3, Ginza-Nishi, Chuo-ku, Tokyo, Japan
- (3)
- 4 SHISEIDO
- (5) All kinds of Cosmetics.
- 6
- 7 Hideo Okauchi

SANYO CHEMICAL INDUSTRIES, LTD.



- 211, Nomoto-cho, Ichinohashi, Higashiyama-ku, Kyoto, Japan
- 3 New York & Düsseldorf.
- 4 Nonipol, Sanyo PEG, Lebon, Emulmin, etc.
- ⑤ Surfactants for industrial uses, Petrochemicals.
- 6 Southeast Asia, Australia, Europe, Africa, etc.
- 7 Masatoshi Yoshimura

SEIJUDO CO., LTD.



- 2 4-4, Ebie Kami, Fukushima-ku, Osaka, Japan
- ③ Okinawa: 2-60, Matsushita-cho, Naha, Okinawa. Hawaii: 3024 Kamakini Street, Honolulu, U.S.A.
- 4
- 5 Many kind of Cosmetics.
- 6 Okinawa & Hawaii.
- 7 Mitsuyoshi Muraoka

TAIYO PERFUMERY CO., LTD.



- 249, 3-chome, Oimatsu-cho, Kitaku, Osaka, Japan
- 3 Compound Perfumes (Toilet4 Soap, Detergent, Cosmetics, Tooth Paste), Soft Drinks.
- **(5)**
- 6 Formosa, Korea, Philippines & Thailand.

7 Tozo Kodachi

SHIONO KORYO KAISHA, LTD.



- 2 Doshomachi Sanchome, Higashiku, Osaka, Japan
- (3)
- 4"FAN" Brand
- (5) Aromatic Chemicals, Perfumery Compounds, Flavors & Essences
- 6 Korea, Taiwan, Okinawa, E.E.C., U.S.A., etc.
- 7 Taro Shiono

SIBOLEY CO., LTD.



- ② 878, Hojo, Daito-shi, Osaka, Japan
- 3 Bangkok & Seoul.
- 4 SIBOLEY
- 5 Hair's Cosmetics, etc.
- 6 Southeast Asia, Middle East & U.S.A.

7 Kichizaemon Kitamura

TOYOTAMA PERFUMERY CO., LTD.



- ②5,1-chome, Honcho, Nihonbashi, Chuo-ku, Tokyo, Japan
- (3)
- 4) 17
 - TOYOTAMA BRAND
- ⑤ Aromatic Chemicals, Compound Perfumes, Flavors & Pharmaceutical Materials including Styrene Oxide.
- 6 Whole world.
- 7 Tatsuzo Inouye

TANCHO CO., LTD.



- 2 12, Juniken-cho, Higashi-ku, Osaka, Japan
- ③ Manila, Bangkok, Korea, Singapore, Taiwan, Brasil & Mexico.
- 4 TANCHO
- Tancho Mycoom, Tique, Po-made, Hair Tonic, Hair Cream.
 - U.S.A., Hongkong, Panama, Peru, Canada, Malaysia, Indonesia, Philippines, Thailand, Korea, Singapore, Taiwan, Brasil, & Mexico.
- 7 Hikoji Nishimura

