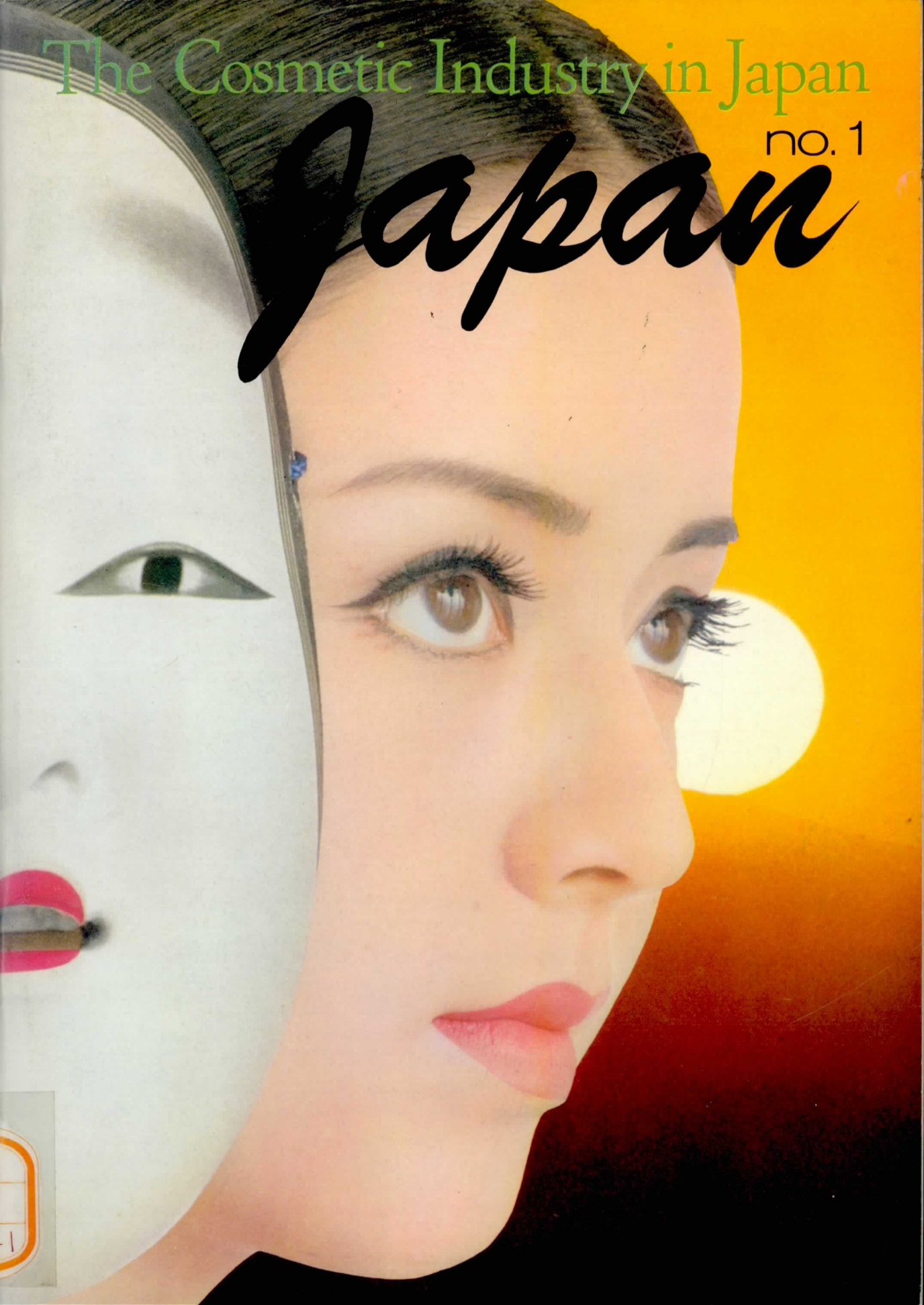
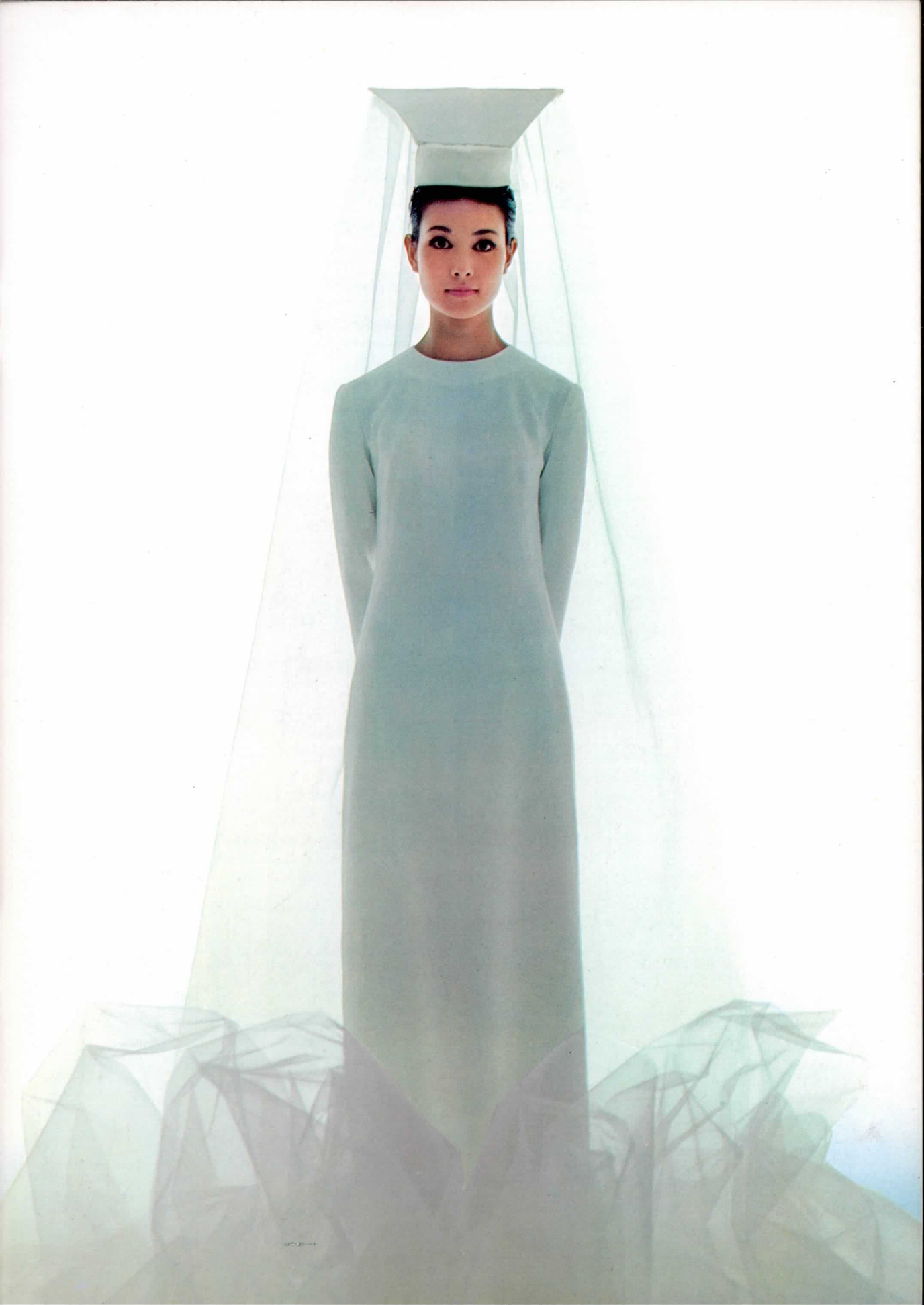


The Cosmetic Industry in Japan

no. 1

Japan





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GREETING

We take immense pride in the steady steps Japan has taken towards the development in every industrial field. Certainly the advances made in the chemical industry have been outstanding. The progress in cosmetics and dentifrice manufacture, apparent in both quality and quantity, has kept pace with the overall development, and in 1966 its total outputs reached 114,189 million Yen and the amount of exports has been increasing year by year.

It gives me great pleasure to observe the publication of this booklet, "Cosmetic Industry in Japan", which is issued for the purpose of introducing to the world the actual situation of this industry in Japan.

I sincerely hope that this booklet will be of assistance to people in different countries, to contribute to a deeper awareness of the cosmetics and dentifrice produced in Japan, and at the same time, to promote human health and beauty and friendly relationship between people in the world.



Wataro Kanno
Minister of International Trade and Industry



"A woman, raising her left hand and girdling up her sleeves with 'tasuki'."

In the possession of the Tokyo National Museum.

"Haniwa" is an earthen unglazed pottery which was decorated around an ancient tomb in the 4th to 7th centuries.

The red coloring at her cheeks is regarded as the origin of modern rouge.

A national treasure "Portrait of Kissho Tennyō". In the possession of the Yakushiji Temple, Nara.

This portrait was drawn before about 1200 years, at the end of the 8th century. This is a Buddhist picture which was drawn on a small hemp cloth (length 53.3cm×width 32.0cm). At that time it is persuaded and also trusted that one who has faith in this Buddha can get happiness of this life.

Her cheeks are plump, her eyebrows are bushy and long, and her lips are thick and voluptuous.

It may be a proof that the Chinese culture, which was imported in the 5th century, and also methods for make-up of women were gradually assimilated and absorbed up to that time, and that it were becoming to be Japanized.

This was a portrait of an ideal beauty at that time.

"One of the most beautiful women of this time is watching her pose in the mirror."

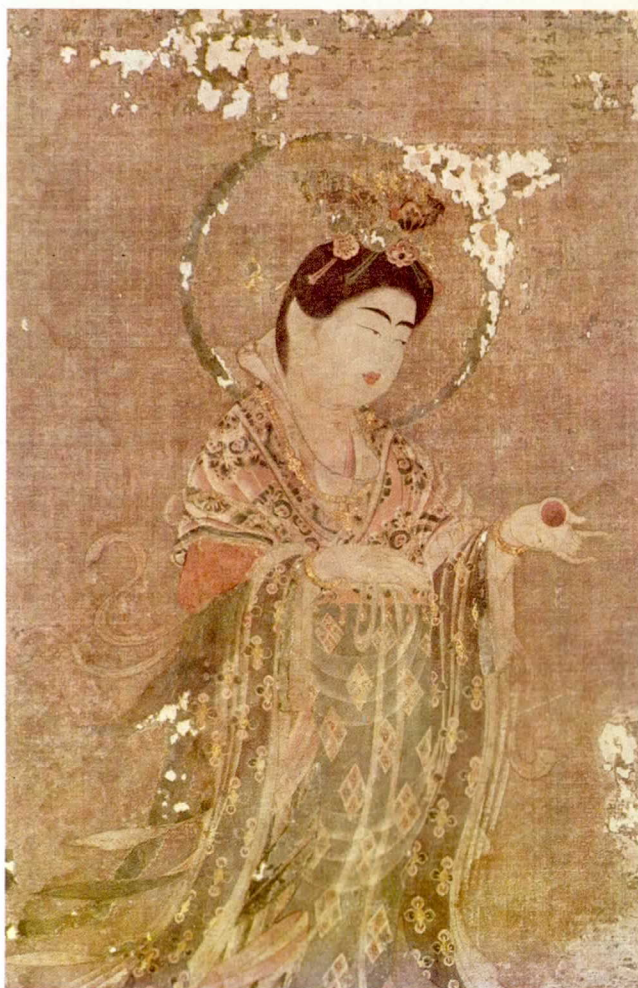
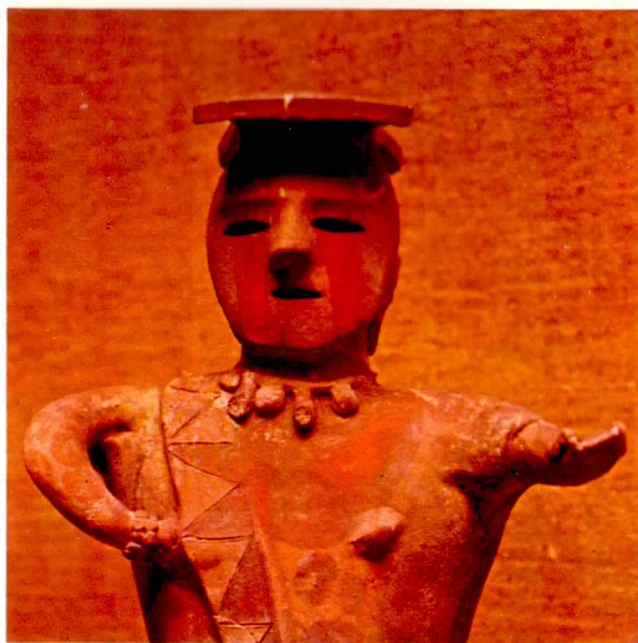
Drawn by Keisai Eisen (1790–1848), in the possession of Watanabe Woodprint Shop.

Keisai Eisen was an expert artist in painting 'Ukiyoe' of beauties. He was fond of drawing portraits of prostitutes at the decadent period of Bunka and Bunsei eras and was expressive of women's sexual beauty.

Japanese methods of make-up at the old time were as follows: at first one uses a liquid face paint and settles by using face powder on it and then finishes up to virgin-white.

This portrait shows that the woman is giving a brush with face powder on her nose by using nose-brush.

And at that time rouge was made from safflowers and it was a fashion that specially the lower lip was glittered iridescently. It was called "Sasabeni" (a bamboo grass rouge).



美八會
中鏡

時 六 毎
佳 撰

江戸
近江
泉南



Cosmetics in Japan from the Time of the Ancients

The history of make-up and cosmetics in Japan dates back to very ancient times. Some cosmetics, for instance those for eyebrows, cheeks, etc., and also powder made from natural red soil were used around 100-200 A.D. In 538 A.D., priests from Pèkcé (ancient Korea) introduced Buddhism. They were accompanied by the respective craftsmen with their materials and artistic commodities making an enormous contribution to the development of our culture.

Recorded in the "Nihon Shoki", the oldest written history of Japan, is a paragraph to the effect that in 690 A.D., Kanzei, a noted Buddhist priest, made a face powder through a method introduced from China and presented it to the reigning Empress Jito.

The doctrine of Buddhism, which was to purify one's soul and body, was readily accepted by the Japanese who like to keep themselves clean. For this reason, Japanese people were very fond of scent and in olden days enjoyed the pleasant odors from smouldering incense wood. These trees, found in South East Asia, have a high resin content which, in burning, yields a fine fragrance. Because of the variety of different smells available a pleasant pastime called Kohdo (incense ceremony) or Koh-Awase (incense game) developed in which people attempted to guess the name of the wood by its scent. A high appreciation and knowledge of incense was then regarded with respect as one of the essential cultures. Koh-Awase has been handed down to the present together with other traditional ceremonies as flower arrangement and the tea ceremony over a period of more than 1200 years. From these records we can easily imagine that cosmetics in the past were used only among the aristocracy and those belonging to high society.

In 1603 A.D., Japan came under the rule of the Tokugawa Dynasty, when the seat of Government was transferred from Kyoto to Edo (present-day Tokyo). It was from this period that cosmetics began to be commonly used by all classes of Japanese people.

A method of producing lip rouge from a safflower was discovered and hair oil, skin tonic, brilliantine and others were in popular use. The cosmetics, however, were made by very primitive methods and on a small scale, and the cosmetic field as a modern industry in Japan, was only developed since 1900.

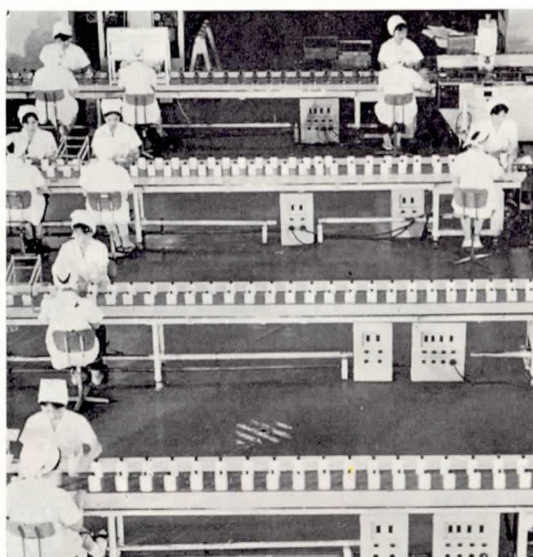
Progress of the cosmetic industry in relation to the modernization of Japan

Emperor Meiji, well known as the founder of modern Japan, ascended to his throne in 1868. From then on Japan entered into relations with such advanced nations as the U.S.A., England, France, Germany and other European countries. Japan made eager efforts to absorb as much as possible of the Western civilization and its sciences, resulting in encouragement of various industries. Medical and chemical sciences, in particular, made a rapid progress. It was against this background, that the cosmetic industry in Japan advanced steadily.

The Japanese industries developed rapidly after World War I and the cosmetic industry also continued to expand until around 1935. With the outbreak of World War II however, materials and workers in the cosmetic field were channelled by the Government to priority munitions factories. This brought about a temporary decline in the industry, which, coupled with the imposition of a high commodity tax, almost suspended operations in this field.

Furthermore, most of the cosmetics factories were concentrated in the two largest cities of Tokyo and Osaka and consequently a majority of these were destroyed by the frequent air raids on the two cities.

With the end of World War II in 1945, the cosmetic industry resumed its operations and manufacturers redoubled their efforts to bring their products into each and every household. Around 1951, Japan resumed its course towards economic rehabilitation and a remarkable progress followed. Accordingly, the national standard of living was also improved. The demand for cosmetics increased year after year and new production equipment was set up. Many research groups were organized for the development of new products as well as the improvement of existing ones. Thus, the cosmetic industry in Japan was once again restored to active performance and steady growth.



① Portion of a Cosmetic Factory.

NOW!
with
protease

protease

Amazing new
Discovery—
Found Only in Sunstar
Teeth are Cleaner.
Whiter, Healthier!

NEW!

CHILDREN'S TOOTH PASTE
with
Real Fruit Flavor

SUNSTAR PRODUCTS BRIGHTEN YOUR HOME.....

 *new tooth paste with protease*
Sunstar
SHIONOGI

produced by SUNSTAR DENTIFRICE CO., LTD. OSAKA, JAPAN OSAKA,

FOR BEAUTY THE MODERN WAY



Secrets of beauty that

UTENA provides



① UTENA MILK CREAM

Utena Milk Cream is indeed the most up-to-date and ideal overall nutritive cream. It is the world's first cream that has been made by microemulsifying the rich milk nutrition to 3/1,000 mm. Besides eliminating small wrinkles, it will basically rejuvenate your skin. You cannot do without it, if you expect to insure physical beauty and happiness.



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 wrinkles, darkening of skin, and cause of premature aging will be no problem when you depend in Utena Vanishing Cream.



③ UTENA COLD CREAM

Two hormones and several nourishing ingredients of latest discovery are blended into this rich, nutritive cold cream. Massage with the cream morning and night. UTENA COLD CREAM not only soothes and smooths roughened skin, but also restores its radiance and beauty.



④ UTENA LEMON MILK CREAM

Fresh lemon and pure white milk were blended into perfect cream for young ladies. Beautify and nurish your skin with this cream. You will enjoy its refreshing touch.



⑤ UTENA FACE POWDER

It is almost impossible to describe adequately refined fragrance and elegant finish of exquisite depth you will get from Utena Face Powder. It comes in all tints that can match your skin regardless of shade.



⑥ UTENA LEMON MILK-LOTION

Milk lotion utilizing whitening effect of a fresh lemon. This smooth touch is no comparison Many Japanese ladies enjoy UTENA Lemon Milk Lotion as the best lotion. Especially suitable for greasy skin.



⑦ UTENA HOMO ASTRINGENT

Fragrant astringent. Pleasure for young ladies. Refresh and keep your naturally tender skin beautiful. Indispensable beauty mascot as your make-up base.



⑧ UTENA MEN'S CREAM

For good etiquette of men living in the modern time. Protect your skin after shaving. With masculine fragrance and refreshing touch. UTENA Men's cream is always welcomed in your office as well as at home.



Early history of dentifrice

In looking back on the history of dentifrice in Japan, we cannot but realize that its origin was closely related to religious ceremonies. In offering prayers to Deities and Buddha, people were accustomed to washing their hands, rinsing their mouths, thus cleansing their hearts and bodies. This old custom served to accelerate the development of dentifrice for purposes of cleaning the teeth and preventing tooth decay.

There is an old record which mentions the arrival of some Chinese to Japan in 1279 to give dental treatment and it is conceivable that the first dentifrice might have been introduced in this country by these same visitors. Another ancient document indicates that a man called Kizaemon Chojiya produced and sold dentifrice in 1643, following which, dentifrice began to sell widely together with face powder rouge and haberdashery; during the period of 1804 to 1809, a dozen brands of dentifrice were in use among the general public.



② Portion of a Dentifrice Factory.

Progress of dentifrice industry and it's contribution to national mouth hygiene

Following the establishment of diplomatic relations with foreign countries in the Meiji Era and the inflow of Western customs, the sciences of chemistry and medicine progressed by leaps and bounds. Simultaneously, there was a widespread diffusion of sanitary awareness among the populace. The production of dentifrice based on modern chemistry started towards the end of 18th century. The national standard of living evidenced great advancement after the end of World War I and, with the enhanced sense of oral hygiene, the quality of dentifrice was improved to the extent that some brands claimed to have sterilizing powers or de-odorising effects.



Production of dentifrice, however, was brought to a temporary impasse due to shortage of raw materials with the outbreak of World War II. After the end of the War, the demand for dentifrice increased by the year and, with the development of medical science, chemical dentifrice was modified and developed into biochemical dentifrice. In addition, production facilities were streamlined and efforts were made for the improvement of quality and the creation of new products. As a result, various kinds of dentifrice were produced, each with unique functions and properties, bringing about both health and beauty to people.

③ Portion of a Dentifrice Factory.

Kurobara

Cosmetics



Kurobara Neo poan...
the hair cream that gives your
hair nourishment and youth



Kurobara yomo hair tonic



Kurobara perfumed hair oil



Kurobara Leg Fresh...
eliminates body and feet odors



Kurobara Jako Brillan...
high grade pomade



Kurobara Eau de cologne...
a refreshing aroma



Kurobara Hair Lemon Spray...
fresh lemon essence



Kurobara Men's 7...
for manly appeal



Kurobara Hair Oil...
economy size

Himetsubaki Cosmetics

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



Himetsubaki Cosmetic Factory

NAKAMURA SANKODO CO., LTD.

4-7, 4 chome Higashikomagata, Sumida-ku, Tokyo

Tel. Tokyo (624) 4621-4



④ A Beauty Parlour organised and managed by a Cosmetic Manufacturer.

Changed living pattern of Japanese women and the influence on cosmetics

Make-up relates very much to the way of life, habits and costumes of the time. The Japanese female has naturally used make-up to match the Kimono, Japanese dress. Since it was common knowledge that Kimono is chosen from the viewpoint of colour rather than design, the general rule of make-up leaned towards the expression of quiet and placid beauty with subdued colours.

Up to 1914, people in Japan were busily trying to absorb as much as possible from Western culture. With the outbreak of World War I in 1914, a way of self-support had to be discovered. With the remarkable improvement in culture and economy, Japanese women, accustomed to staying at home, found their way into various occupations. And as the number of so-called career women increased so was their culture as well as social status gradually elevated, leading to the present preference among most Japanese women for western style clothes instead of Kimono as daily wear. The former is of course easier to work in and less expensive than the latter.

Make-up has come to emphasize individual loveliness in a more colourful and variable beauty harmony from top to toe. From face powders, rouges and eye make-up to hair dyes, cosmetics manufacturers are constantly striving to discover new colours and new ways of application.

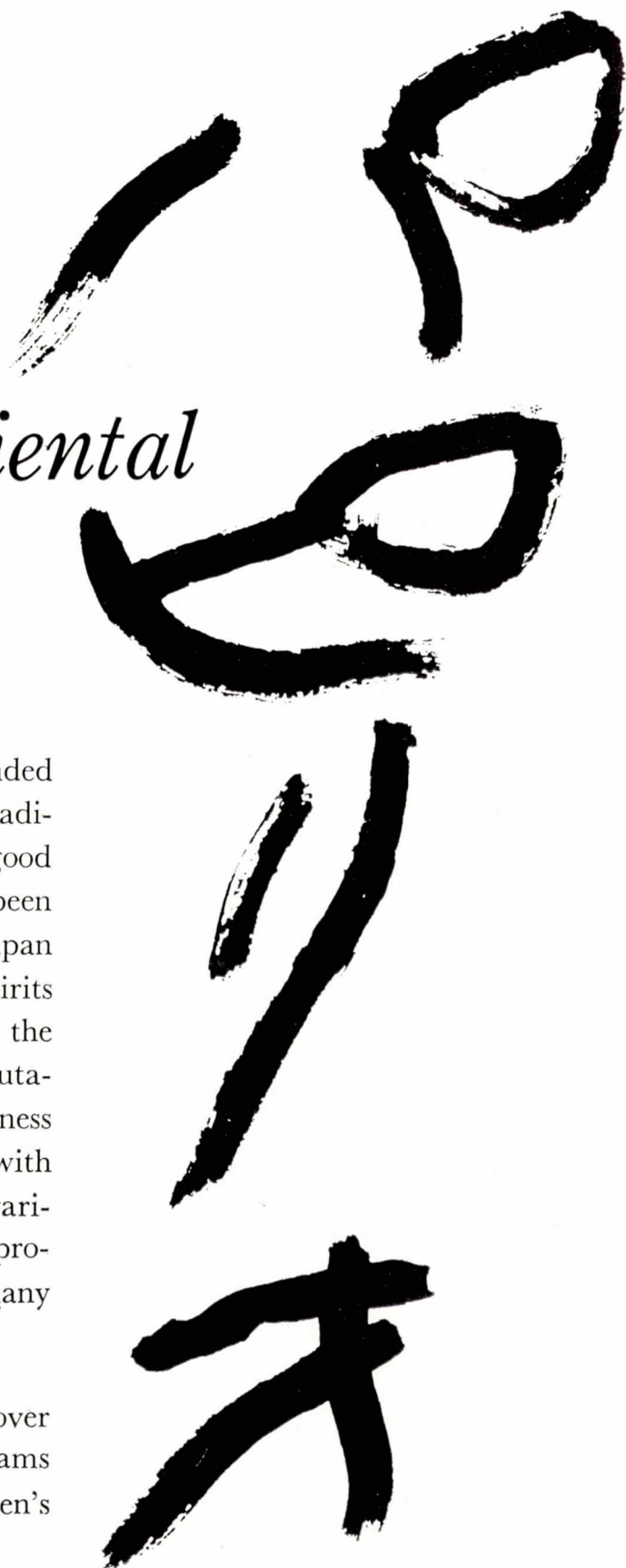
The skin colour of Japanese women is generally a shade of tan, so that the main point in producing cosmetics is to find unique colours which will harmonize properly with their skin colour. Having been bred in a mild climate with four distinct seasons, many Japanese women have dry and delicate skin. Manufacturers are therefore required to take infinite care in their choice of raw materials, colours and perfumes and use only carefully selected materials.

Cosmetology, as well as Dermatology, has shown much progress in the study of Japanese skin. At present, cosmetics are distinguished by such considerations as the user's age, sex, condition of skin and so on. Toiletries for men are also currently seen on the market.

*Make up,
like the oriental
silk by*
PAPILIO

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 pursuit 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.



HAIR PREPARATIONS



AMERICAN BRILLIANTINE



NEW AMERICAN HAIR-TONIC



AMERICAN HAIR-SPRAY

NAME	PRICE
AMERICAN BRILLIANTINE	¥ 250
ALL AMERICAN BRILLIANTINE	¥ 250
AMERICAN BRILLIANTINE S	¥ 200
AMERICAN BRILLIANTINE Z	¥ 150
THE MAN AMERICAN BRILLIANTINE	¥ 300
NEW AMERICAN HAIR-TONIC	¥ 300
AMERICAN HAIR-TONIC	¥ 200
THE MAN HAIR(LIQUID BRILLIANTINE)	¥ 300
AMERICAN HAIR-CREAM	¥ 200
AMERICAN HAIR COSMETIQUE(100g)	¥ 300
AMERICAN HAIR COSMETIQUE(60g)	¥ 200
AMERICAN HAIR-SPRAY	¥ 400

AMERICAN BRIAN CO, INC.
MANUFACTURING



⑤ Portion of a Cosmetic Factory
(Automatic Hair Cream Filler).

Rapid growth of cosmetics and dentifrice sales

From 1956 to 1966, the sale of perfumes, cosmetics and dentifrice was as follows: The values are based on manufacturers' selling price.

(In unit of ¥1,000 or U.S. \$2.78)

As the above list shows, the sales of cosmetics and dentifrice are continuing a steady yearly upward trend. The 1962-1963 increases in particular were outstandingly high.

Some of the reasons for the increased demand for toilet articles are listed below:—

1. Elevation of the national living standard
2. Increased income of women due to their participation in occupations and raising of their social status
3. Newly aroused demand for cosmetics with the introduction of excellent qualities
4. Modern containers and packing materials
5. Advertising and sales promotion activities by manufacturers
6. Reduction in the commodity tax

The above amounts are held to be the second highest in the world next to the U.S.A.

Year	Cosmetics		Dentifrice	
	Amount	Increase/Decrease* Over Previous Year	Amount	Increase/Decrease* Over Previous Year
1956	26,699,824	13.0%	8,140,953	19.5%
1957	31,595,909	18.3 "	8,055,942	*1.1 "
1958	36,501,811	15.5 "	8,003,310	*0.7 "
1959	40,385,649	10.6 "	8,407,236	5.0 "
1960	45,769,668	13.3 "	8,967,528	6.7 "
1961	51,450,667	12.4 "	10,124,952	12.9 "
1962	63,383,495	23.2 "	11,906,958	17.6 "
1963	81,022,487	27.8 "	16,582,902	39.3 "
1964	93,966,603	16.0 "	18,486,584	11.5 "
1965	104,043,896	10.7 "	21,233,903	14.9 "
1966	114,500,000	10.0 "	23,943,000	12.8 "



SIBOLEY COSMETICS



Pure Vegetable
Pomade

Hard Tique

Eau De Cologne

One-touch Patent
Hair Perfume Spray

Hair Spray

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



Soaps for baby,
home detergents,
industrial
chemicals...
all Kao quality

From **Kao**, leader in toilet soaps, detergents and shampoos, also come some 350 chemical and petrochemical products for modern industry. They fall into six basic groups: surfactants, plasticizers, fatty acids, fatty alcohols, edible oils and glycerines. All result from intensive research, both fundamental and in product development and application, at the four **Kao** research laboratories. In the more than three quarters of a century since its founding, **Kao** has always stressed product quality and consumer satisfaction. Its slogan, "Kao Soap from baby's first bath," is known in millions of homes. Whether it is soap products from **Kao** or industrial products from Kao-Atlas and Karonite Chemical, you can be sure it is the best in its field.



KAO SOAP CO., LTD.

Head Office: 2-chome, Bakuro-cho, Nihonbashi, Chuo-ku, Tokyo, Japan
Cables: KAOSEKKEN TOKYO

The range of distinguished Japanese cosmetics

The following list shows the sales figures and wide selection of various Japanese cosmetics.

Sales in 1965	Unit 1,000 Yen
Product Item	Amount
Face cream (Vanishing, Cold, Cleansing)	21,204,445
Liquid cream	8,217,176
Foundation cream	5,458,162
Skin lotion	11,561,127
Hair pomade, Hair conditioner	8,133,033
Hair tonic	2,569,805
Hair spray	3,953,680
Compact face powder	7,816,817
Other face powder	1,866,995
Lipstick	4,842,477
Other make-up preparations	3,834,661
Perfume and cologne	3,095,507
Toiletries for men	2,519,262
Medicated cosmetics	10,130,454
Other cosmetics	8,840,295
Total	104,043,896

As the above list indicates, the demand for such basic treatments as face cream and skin lotion is phenomenal. Japanese women place high value on their fine complexions and are more than careful about their skin. This is the main reason for the tremendous production of face creams and skin lotions in Japan.

With the availability of superb fat and oil raw materials and emulsifying agents after the end of World War II, Japanese cosmetics engineers have made a remarkable progress. Creams of high quality have been produced in rapid succession, and bolstered by a strong demand for these, Japanese cosmetics manufacturers have been making special efforts in the study and development of basic treatments. As a result, they have succeeded in producing articles of outstanding quality which can be recommended to each and every user in the world with utmost confidence. The lengthening of average life expectation in recent years has also brought more clients in terms of middle-aged or elderly women. To cater for this need, various nutritious creams with hormone



⑥ Premises of a Cosmetic Retailer.

and other nourishing contents have been manufactured to prevent wrinkles or aging and to preserve youthfulness.

Development of new raw materials and emulsifying agents were also invaluable in producing various new type of cosmetics, for instance, the foundation cream which is used as a foundation for make-up. Powder has been evenly dispersed in the cream and natural beauty can be easily expressed by using this smooth spreading cream available in liquid, cream and stick forms.

Solid face powder of an emulsion type is also one of the articles which have recently become popular. It enhances the make-up effect, is easy to use, good for the skin and can be carried conveniently in a handbag. That which is used by wetting a sponge in water is suitable for people in warm climates because it maintains make-up readily.

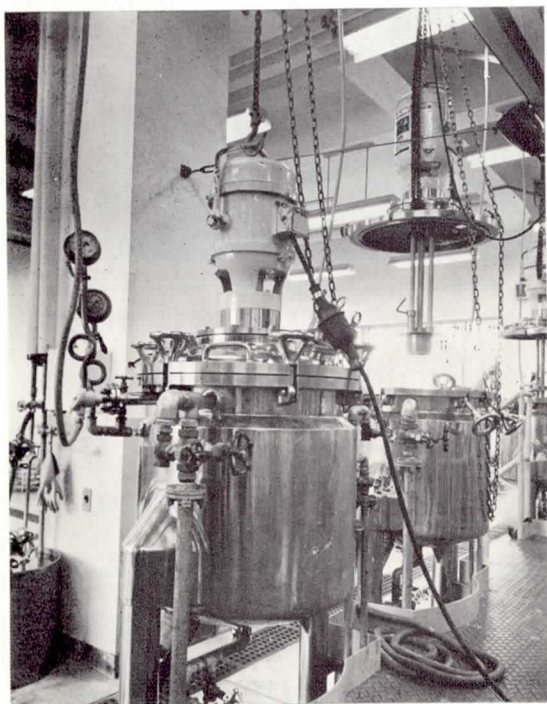
There has also been a remarkable increase in the demand for lipsticks year by year. Japanese lipsticks enjoy a high reputation of not being influenced by climatic changes, and adhering and spreading well. Under the Pharmaceutical Affairs Law, use of some coal-tar colours which might possibly be injurious is prohibited and a strict supervision is being exercised by the Health and Welfare Ministry. All the lipsticks can therefore be used quite safely. From simple to de-luxe types, various containers are available. Many colours are also to be found to suit peoples in various foreign countries. Thus a large quantity of lipsticks is being exported together with nail enamels.

Eye-shadow, eye-liner, mascara, etc., are among the items which have seen a remarkable increase in production recently. This attests to the high standard of Japan's production technology in cosmetic field.

A vegetable oil hair pomade was mostly in use formerly, a product unique to Japan and well-suited to the stiff hair of Japanese and other Asian peoples. Another characteristic of the pomade is its easy washability. It has not only been used in the domestic market but has been exported in great quantities to various areas in Asia. In some instances, production is being conducted in those areas in joint ventures with foreign capital.

The recent tendency, however, is for young men to prefer a more or less natural hair style. Since, in addition, a hair dryer has come to be used for hair grooming, it has become of less importance for a hair dressing to have a strong restraining effect. As a result of such changes in consumer preference, hair dressing made from an emulsion-type hair cream or polyoxyethylene glycol has been developed use of which is rapidly spreading.

An aerosol type hair spray incorporating high pressure



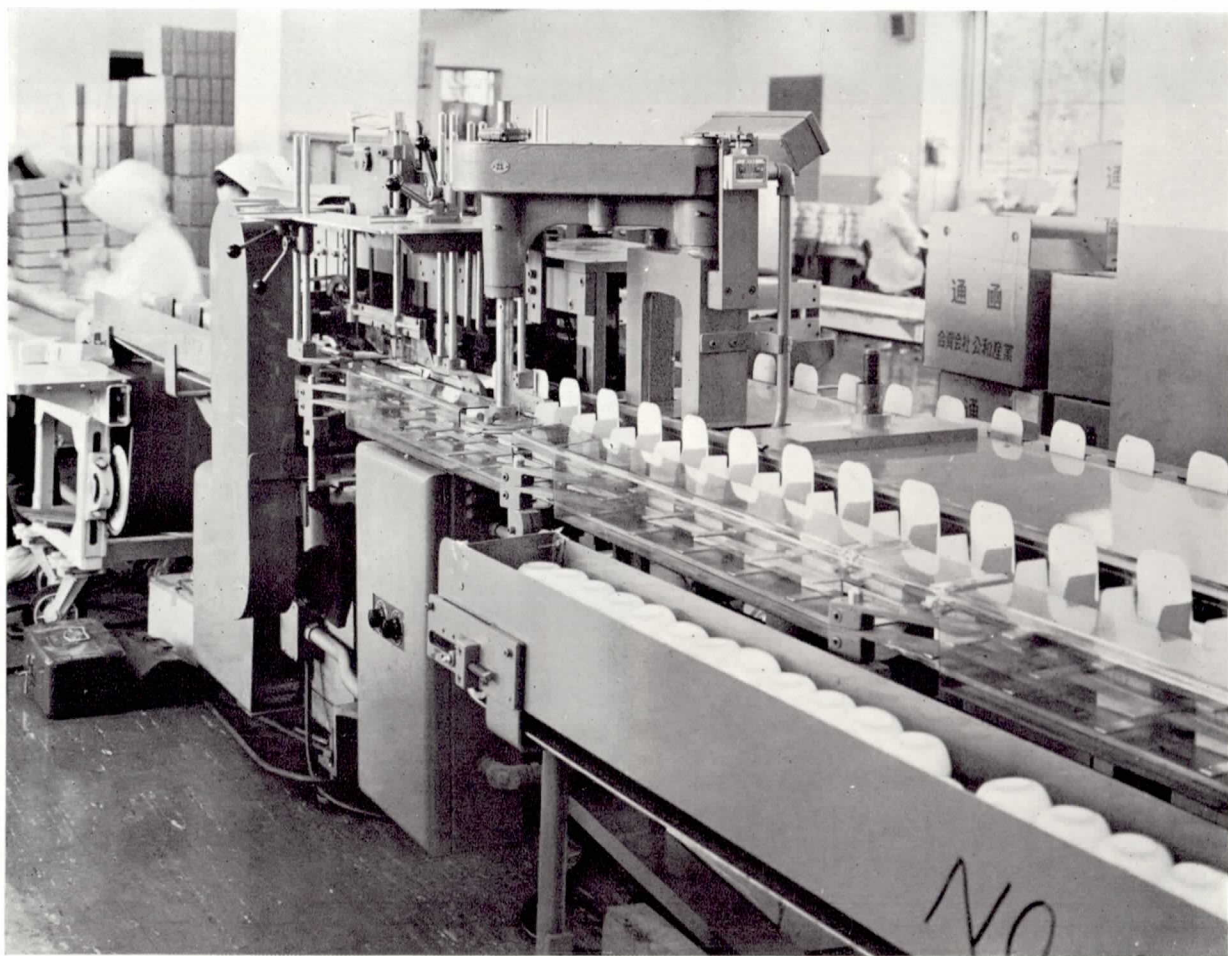
⑦ Portion of a Cosmetic Factory (Emulsifying Machine).

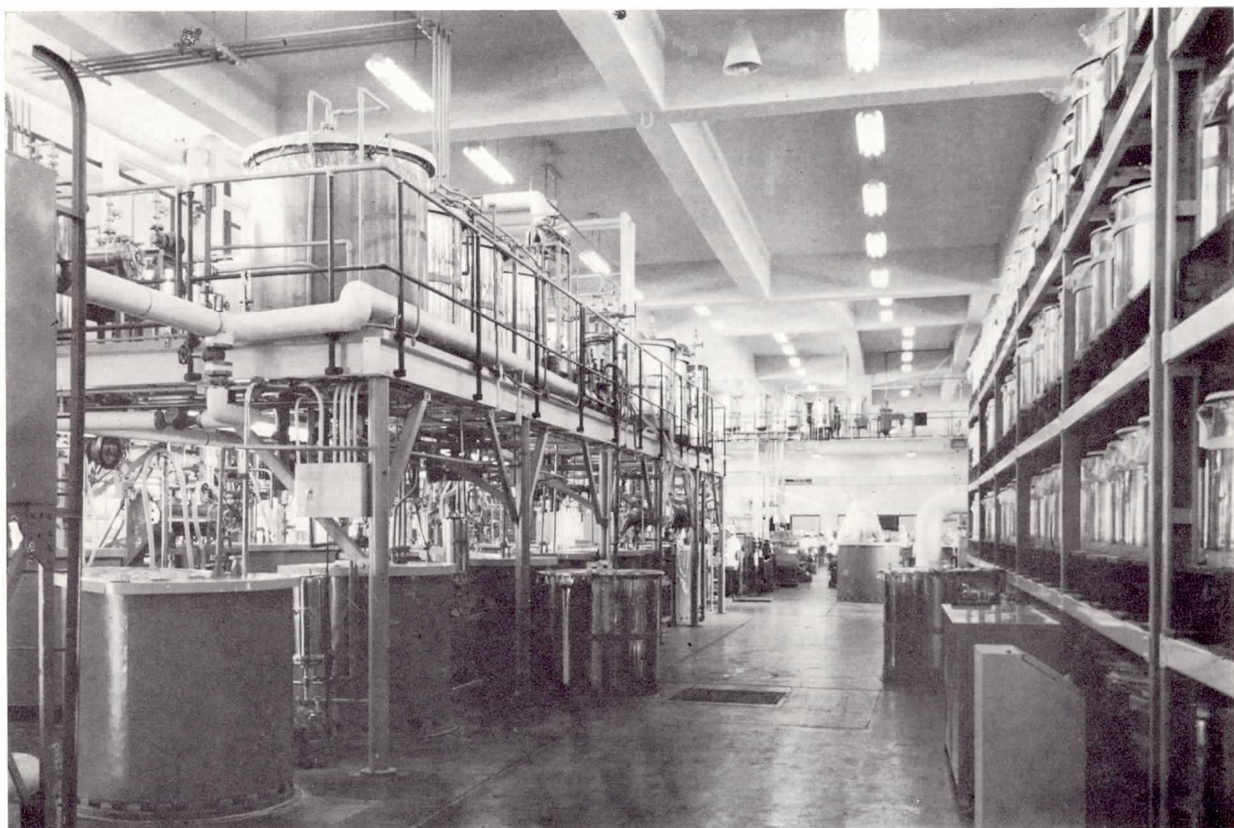
gas is one of the hair grooms now achieving popularity and has a wide range of demands. Only the use of non-inflammable gas is permitted in this system, and all precautionary measures are taken against fire hazards. Demands for men's toiletries are expected to gain momentum, and various products of excellent quality are being produced to protect the skin before and after shaving and promote a manly odor.

There are some unique medical cosmetics, such as a special cream to make the skin white, a special hair growing agent, etc. A depilatory, a cream against sunburn, baby powder and so on are being produced.

As already mentioned, Japanese people have been credited with a deep taste for and fine appreciation of fragrances. Based on this traditional artistic sense, various kinds of perfumes and eau de cologne have been produced. In some cases, a distinctively Japanese odor has been filled into a container which itself depicts the essence of Japan. In this age when Oriental culture is winning wide recognition, Japanese perfumes with their Japanese odors are welcomed in Europe and the U.S.A. and their export is increasing.

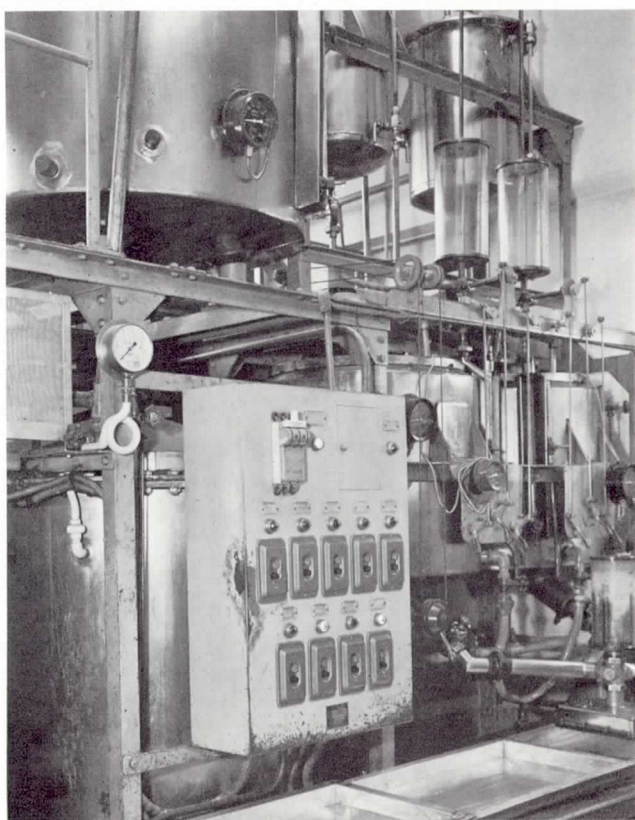
⑧ Portion of a Cosmetic Factory (Automatic Cream Dispenser).





⑨

⑨ Portion of a Cosmetic Factory.



⑩

⑩ Portion of a Cosmetic Factory (Pomade Manufacturing Machine).

Dentifrice as the result of advanced medical researches

Recently new base agents and medical agents have been developed and widely used as raw materials of dentifrice. At the same time, there has been a marked progress in the production technology of dentifrice.

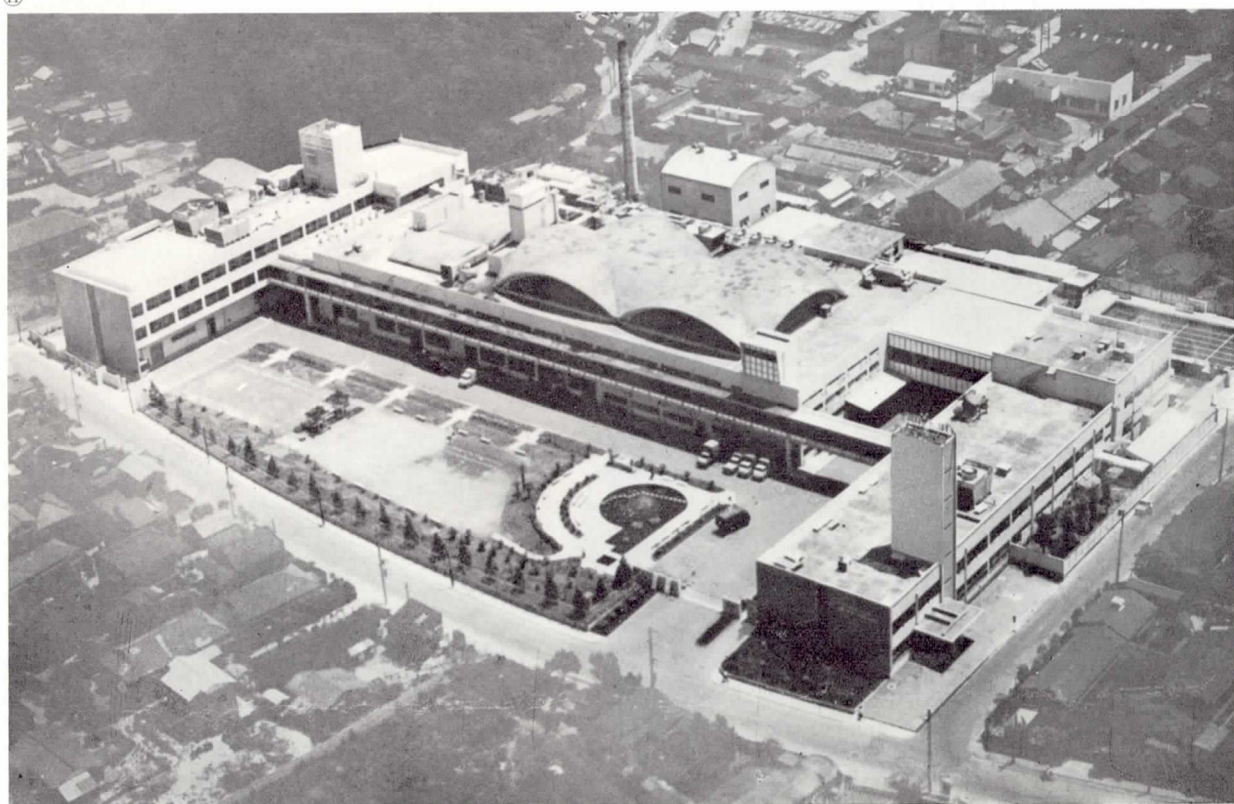
Starting with the production of tubes, most processes have come to be conducted by automated equipment. In keeping with the progress in advanced quality control, dental science, and especially in preventive dental science, new products have been created one after another. One characteristic of Japanese dentifrice is its availability in various types, each having its own functions to suit the needs and tastes of individual users. For the sake of improved oral health, dentifrice for children is also being marketed. Special attention is being paid in this case to odor, the choice of non-stimulating materials, and last but not least, to the preventive effect of decayed teeth. Special care goes also to packages. "Disney" or cartoon dentifrice have been produced to arouse children's interest and foster the habit of cleaning their teeth.

A product unique to Japan, a moist kind of dentifrice has been developed, making up for the shortcomings of powder dentifrice and utilizing the advantages of toothpaste. In spite of its fine grains, the moist type has a distinguished odor and spreads easily without scattering as compared with powder dentifrice. Since the main emphasis is placed, not on the scrubbing effect, as on abrasiveness, a high sense of cleaning is to be enjoyed. Besides, it is quite economical. Again using the advantages obtained from the moist type, a tobacco dentifrice has been produced which is capable of removing nicotine stains, ensuring white teeth and eliminating mouth odor. It is popular among cigarette and tobacco smokers.

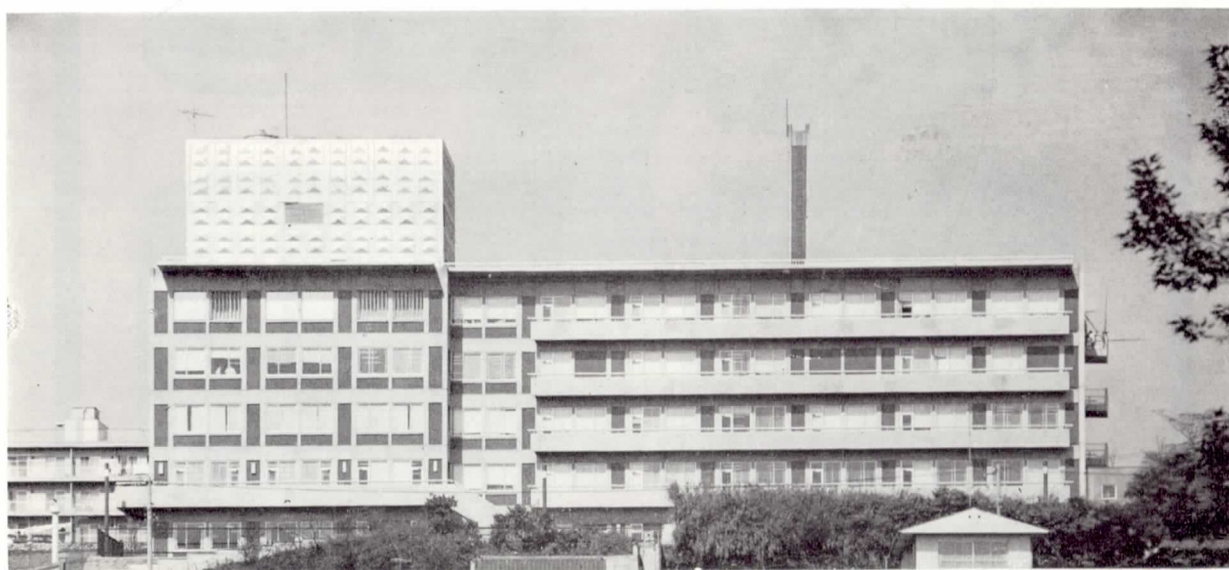
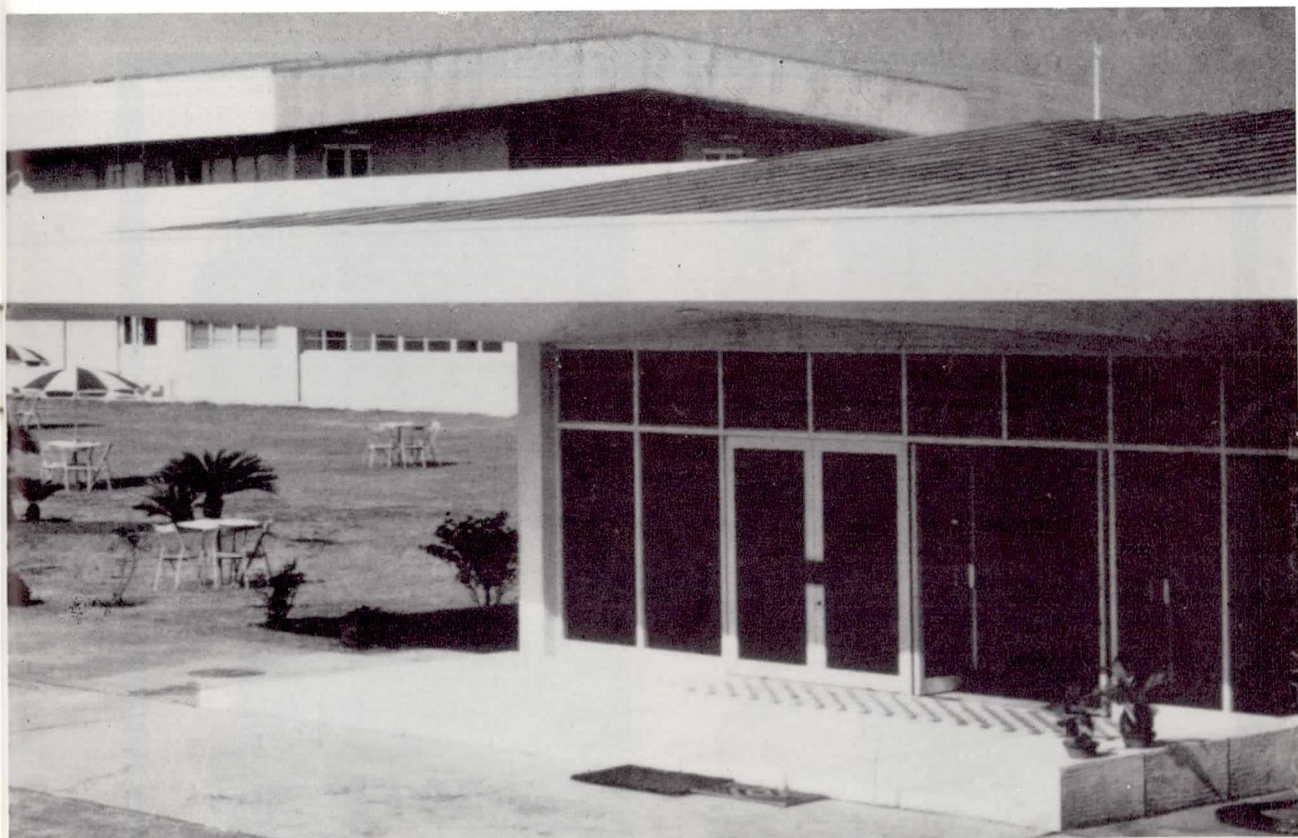
In efforts to prevent tooth decay, the question of water fluoridation is under debate from a viewpoint of public dental sanitation. A study was made on the nature of fluorine as a tooth cleaner and although fluorine is in itself an unstable product a stable combination of fluorine was successfully obtained. By applying fluorine dentifrice to the surface of teeth, it has become possible to enhance the resistance of the teeth against decay and to decrease remarkably the occurrence of decayed teeth. This fact proves that Japanese dentifrice are not only superior in smell, variety of uses and the sense in use, but have a higher medical effect. This is something of which we can be rightly proud in the face of the world.



⑪



⑫

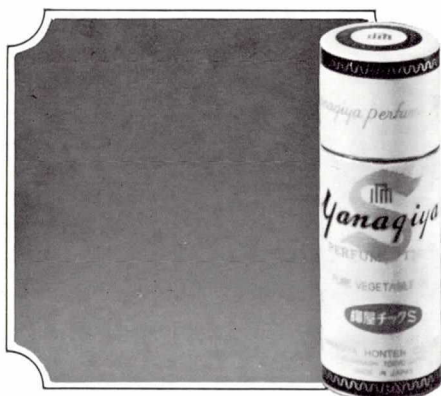


⑬

⑪ Panorama of a Cosmetic Factory.

⑫ Panorama of a Cosmetic Factory.

⑬ Panorama of a Cosmetic Manufacturer's Laboratory.



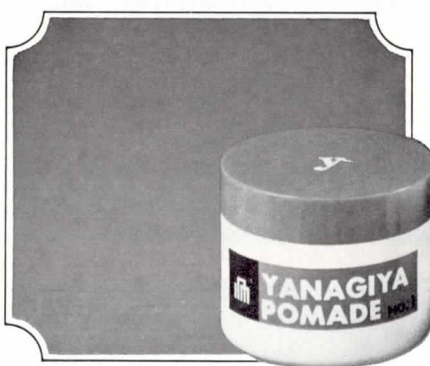
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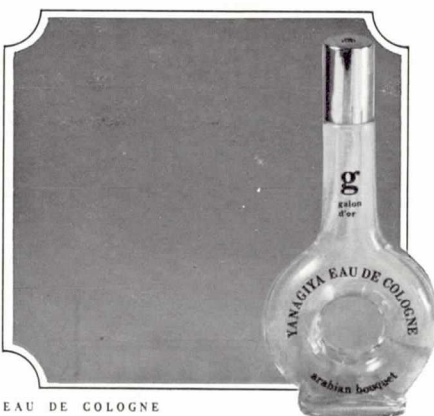
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HAIR CREAM



POMADE



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HAIR SPRAY

High Quality
 **YANAGIYA COSMETICS**
 YANAGIYA HONTEN CO., LTD. NIHONBASHI, TOKYO, JAPAN

Kaminomoto

HAIR!!
How
deep
is
your
concern?

EVERYBODY has hair trouble.
But NOBODY likes to publicize it.
Is your hair trouble dandruff? itchy scalp? excessive hair falling out?

Kaminomoto *CAN* help **YOU!**
Because it has helped others in more than 35 countries the world over, to solve hair troubles. The sooner the treatment, the quicker you will find relief.

Try Kaminomoto today!
Tomorrow MAY bring more troubles if you don't act now.



World Famous

Kaminomoto Co., Ltd. Kobe, Japan

Excellent research staff and manufacturers persist in efforts to develop superior quality products

Manufacturers of cosmetics in Japan have been making efforts for the modernization of their equipment and these have now been almost completed.

As a result, we now find Japanese cosmetics being produced in clean and well-equipped factories under sanitary conditions. Production processes are highly mechanized and scientific operation is being conducted. This tendency towards mechanization has taken place not only among leading manufacturers but among small and medium-sized makers as well, according to their scale of production. Efficient production is therefore going on in virtually all factories.

The purpose of cosmetics is to cleanse the skin and hair, preserve their health and to make them beautiful. It is therefore of prime necessity to analyse the physical growth of skin and hair and then to produce appropriate cosmetics. At cosmetic companies, there are specialists in skin medicine who are devoted to research and study in this field. These specialists maintain a close cooperation with groups of scholars on dermatology with a view to improving the quality of their products.

Cosmetics form part of the chemical industry and the tempo of technological revolution in this field is very quick. In order to be up-to-date, cosmetics makers in Japan have installed well-equipped laboratories where many chemists are continuing studies on production technology, products and raw materials and are also developing new products.

There is one laboratory, for instance, where 140 chemists are devoted to their respective special studies. This company has acquired about 33,000 m² of land some 30 km from Tokyo and is constructing a basic laboratory there to embark on a thorough and extensive research. Another maker owns a 4-story laboratory of 4,600 m² at Yokohama where serious studies continue every day. These are just a few of many instances. All the makers are intent on consolidating their research departments and this forms the core of the driving force for developing the Japanese cosmetics industry.

At present there are 220 chemists belonging to the Japan Cosmetic Chemists Association. This number is the second largest in the world, second only to the U.S.A. The Association is a member of the International Federation Societies of Cosmetic Chemists (IFSCC) which

⑭ Portion of a Laboratory.



holds a general meeting every two years. The 5th meeting was held in Paris in June, 1966 and the 6th one is scheduled to be held in Tokyo in May, 1968. This is the first occasion when the meeting will take place in Asia.

The forthcoming meeting in Tokyo is considered an excellent opportunity to display the high standard of the Japanese cosmetics industry to chemists from various countries in the world.

Government control and sanitary assurance

Cosmetics manufacturers in Japan are strictly guided by the Pharmaceutical Affairs Law. According to this law, cosmetics manufacturers require governmental approval. Necessary conditions are as follows: They are to have facilities for sanitary manufacturing plants and testing equipment for products in the presence of responsible persons with authorized license.

In producing and selling a new cosmetic product, it is necessary for the manufacturer to make an application for approval to manufacture the new article together with its formulation.

This law also stipulates that cosmetics shall indicate, on their package, their product name, manufacturer's address and net weight (or capacity). It is essential that the name and address of a manufacturer are indicated. The limited number of 90 coal-tar colours proved non-poisonous by the Government are usable for cosmetics. However, the above mentioned 90 colours are under re-examination and it is expected that a certain reduction will be made in this number.

A few years ago, efforts were begun to establish standard specifications on the use of raw materials in cosmetics by the Japan Cosmetic Industry Association and the Standard for Raw Materials (188 items) was made in 1964. Using the materials in conformity with this standard, cosmetics manufacturers are making great efforts to improve the quality of their products.

As described above, Japanese cosmetics are produced under the strict guidance of the Government and the eager study of the manufacturers concerned. Thus excellent cosmetic products of high sanitary condition are being obtained.





Cosmetics of Japan exported to 98 countries in the world

The amount of cosmetics exports from Japan has been increasing year by year as shown below:—(In Units of ¥1,000)

1961	1,181,522
1962	1,181,475
1963	1,590,895
1964	1,812,807
1965	1,946,173
1966	2,436,446

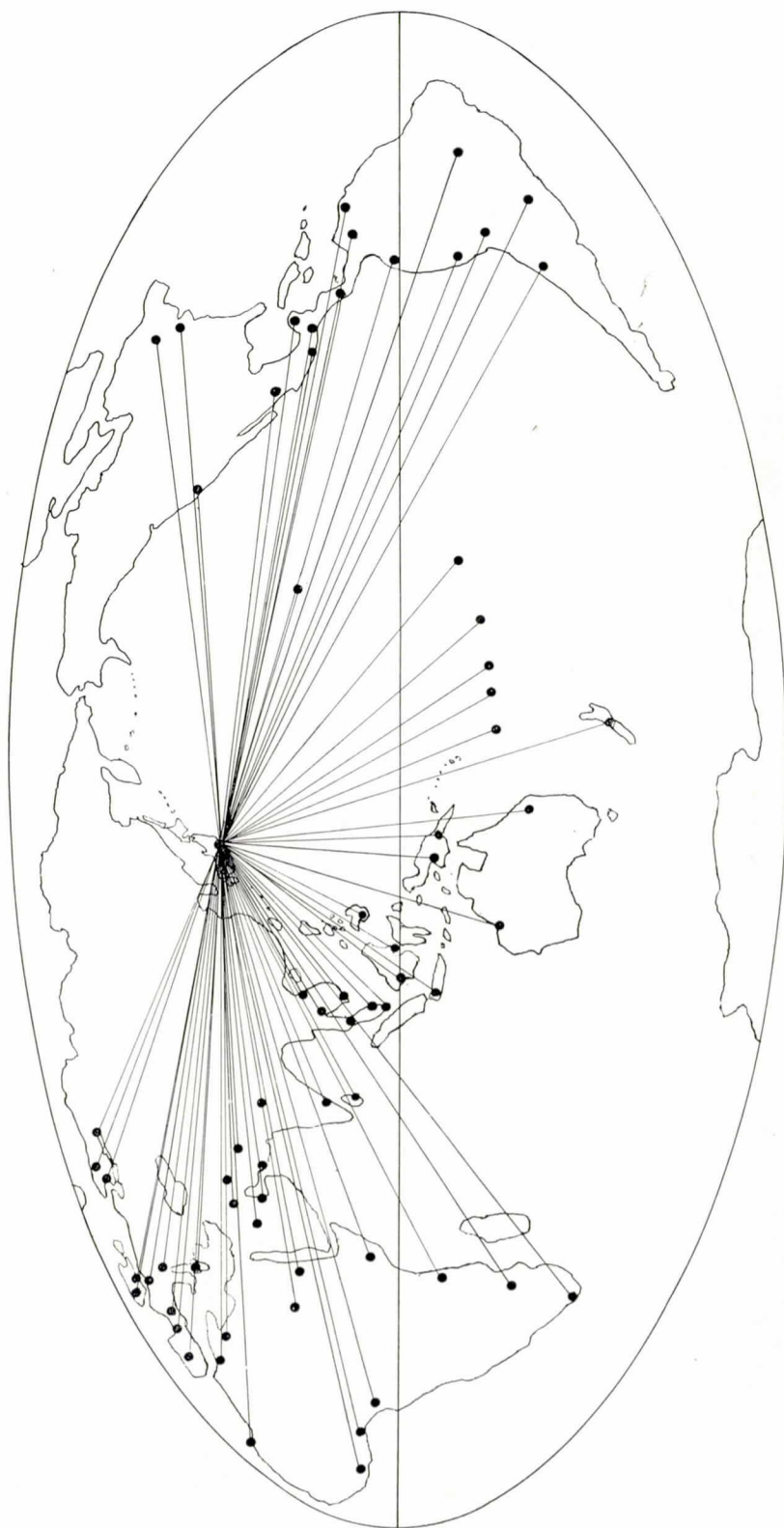
Shown below are main destinations in 1966.

Ryukyu	901,398	Trucial Oman and	
Hongkong	335,934	Qatar	17,107
Thailand	245,714	Aden	16,249
Singapore	241,230	Saudi Arabia	11,935
U.S.A.	124,703	Netherlands	10,911
Kuwait	76,242	Nigeria	10,849
Philippines	63,283	Iraq	10,284
Indonesia	56,687	Sabah	9,606
Fed. of Malaya	43,296	Marianas, Marshalls	
South Korea	34,992	and Carorines	9,191
South Vietnam	27,132	Netherlands West	
Italy	26,079	Indies	7,407
Lebanon	24,198	Pakistan	7,225
Bahrein	18,624	Others	88,135
Syria	18,035	Total	2,436,446

Most of the destinations are in South East Asia and Middle East Asian countries. New markets, however, have been found in the U.S.A., and such European countries as Italy, Holland, etc.

In 1966 our cosmetics were exported to 98 countries in the world where they enjoyed high popularity.

It is our sincere wish that all the women in the world gain more and more in their beauty by using Japanese cosmetics.





Kanebo

COSMETICS

Kanebo is one of the world's leading producers of fabrics, fashions and cosmetics, from raw 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 and 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"



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

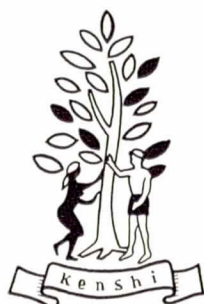
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MEN'S Hair Cosmetics

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Top Golf Medical Hair Tonic "HASSEI"	¥800
Top Golf Pomade	¥300
Top Golf Hair Cream	¥300
Top Golf Hair Tonic	¥300
Top Golf Cosmetique	¥300
Top Golf Hair Spray	¥350
Top Golf Eau de Cologne	¥500
Top Golf Cleansing Lotion "PRASE"	¥400
Top Golf Face Lotion "FIEUR"	¥300
Top Golf Fortified Hair Tonic "QUININEAT"	¥500

KENSHI "BARON" SERIES

Kenshi Baron Pomade	¥200
Kenshi Baron Hair Cream	¥200
Kenshi Baron Hair Tonic	¥200
Kenshi Baron Tique	¥200
Kenshi "Kamino Kaori"	¥200
Kenshi Eau de Cologne	¥350
Kenshi Men's Cream	¥200

Tokyo

kenshi seiko co., Ltd.

Osaka

JAPAN

LIST OF MANUFACTURERS

American Brian Co., Inc.

Head Office: 5, 2-chome Kodenmacho Nihonbashi, Chuo-ku, Tokyo
Tel.: Tokyo (661) 5262, 6383
Main Products: Brilliantine, Hair Tonic, Hair Cream, Hair Stick, Hair Spray

A-One Co., Ltd.

Head Office: 456, Asahi-machi, Nerima-ku, Tokyo
Tel.: Tokyo (930) 3226
Main Products: "A-One" Cosmetics, "A-One Mirts" Cosmetics

Arimino Chemical Co., Ltd.

Head Office: 247, 1-chome Shimo-Ochiai, Shinjuku-ku, Tokyo
Tel.: Tokyo (363) 8211~6
Main Products: Toilet Goods, Cold Wave Lotion, Hair Spray, Cream Hair Dressing, Shampoo, Cream Rinse, Hair Dye, Oil Bleach, Set Lotion

Hollywood Cosmetic Co., Ltd.

Head Office: 64, Zaimoku-cho Azabu, Minato-ku, Tokyo
Tel.: Tokyo (403) 2511~5
Main Products: "Hollywood Star" Cosmetics, "Orchid" Cosmetics, "Parisienne" Cosmetics

Izutsu Cosmetic Co., Ltd.

Head Office: 2304, 2-chome Aoto-machi, Katsushika-ku, Tokyo
Tel.: Tokyo (601) 7700
Main Products: Shaving Foam, Hair Spray, Hair Cream, Set Lotion, Perfume Oil

Juju Cosmetics Co., Ltd.

Head Office: 12, 2-chome Koenji-Minami, Suginami-ku, Tokyo
Tel.: Tokyo (311) 2121
Main Products: Nourishing Creams by Age-Groups; Miss-Juju, Madame-Juju, Enrich Madame-Juju, Juju-Cream, Juju-Cold Cream, Men's Cream Mr. Juju-S, Liquid Cream, Lotion and Make-up Preparations

Kaminomoto Co., Ltd.

Head Office: 2, 3-chome Kumochibashi-dori, Fukiai-ku, Kobe

Tel.: Kobe (23) 1455

Main Products: "Kaminomoto" Hair Lotion

Kanegafuchi Spinning Co., Ltd.

Head Office: 123, Tomobuchi-cho, Miyakojima-ku, Osaka

Tel.: Osaka (921) 1231

Main Products: Cosmetics, Toiletries, Textiles (Yarns, Fabrics and made-up goods of Cotton, Wool, Nylon, Chemical Fibre), Foodstuffs, and Resin

Kao Soap Co., Ltd.

Head Office: 1, 2-chome Bakuro-cho Nihonbashi, Chuo-ku, Tokyo

Tel.: Tokyo (661) 3311

Main Products: "Kao" Soap for toilet and bath, "Kao Feather" Shampoo (Powder, Jelly and Liquid), Detergent for Clean Clothing; "Zab", "New Beads", "New Wonderful" & "Emal", Hand Bleach; "Heiter" Kitchen Detergent; "Family" & "Wonderful K", Household Liquid Detergent; "My Pet"

Kenshi Seiko Co., Ltd.

Head Office: 3, 5-chome Minamisenju, Arakawa-ku, Tokyo

Tel.: Tokyo (801) 2131~3

Main Products: Kenshi "Top Golf" & "Baron" brand: Hair Spray, Hair Tonic, Pomade, Hair Cream, Hair Stick, Eau de Cologne and Men's Toiletries.

Kimigayo Co., Ltd.

Head Office: 20-15, 3-chome Asakusabashi, Taito-ku, Tokyo

Tel.: Tokyo (851) 4131~4

Main Products: "Kimigayo" Black Hair Dye
"Kimis" Black & Brown Hair Dye
"Kimis" Black & Brown Hair Tique
"Kimis Color tone" Hair Color

Kiss Me Cosmetics Co., Ltd.

Head Office: 7, Goban-cho, Chiyoda-ku, Tokyo

Tel.: Tokyo (261) 8351

Main Products: Lipstick, Foundation Cream, Cream Compact, Nail Polish, Face Powder, Perfume, Face Cream, Hand Cream, Lotion, Eye Liner, Eye Shadow

Kobayashi Kose Co., Ltd.

Head Office: 5-1, Tori-3-chome Nihonbashi, Chuo-ku, Tokyo
Tel.: Tokyo (273) 1511
Main Products: Face Powder, Lipstick, Face Cream, Skin Lotion, Milk Lotion, Hair Preparations & Perfume

Kokuryu-Do Co., Ltd.

Head Office: 5, 3-chome Yaesu, Chuo-ku, Tokyo
Tel.: Tokyo (271) 5506
Main Products: "Kokuryu" Medicated Cream, "Kokuryu Sharon" Lotion, "Kokuryu Helen" Beauty Soap, "Kokuryu" Cream Powder, Lipstick, Astringent Lotion, Cleansing Cream, Summer Cake, Acne Lotion, Milk Lotion, Nourishing Cream

Kurobara Honpo Co., Ltd.

Head Office: 7-17, 2-chome Honjo, Sumida-ku, Tokyo
Tel.: Tokyo (622) 0040, 8382
Main Products: "Kurobara Neo Poan" Hair Cream, "Kurobara" Hair Tonic, Hair Spray, Hair Seven, Perfumed Hair Oil, Lemons Spray, Leg Fresh

The Lion Dentifrice Co., Ltd.

Head Office: 3-7, 1-chome Honjo, Sumida-ku, Tokyo
Tel.: Tokyo (624) 1111
Main Products: Toothpaste: White Lion, Dentor Lion, Dia Lion with Fluoride, Tooth Powder: Tobacoo Lion, Toothbrush: Rolling Lion, Cosmetics: Vitalis, Vitalis Tique, Score, Ban

Menuma Cosmetic Co., Ltd.

Head Office: 6, 2-chome Tatekawa, Sumida-ku, Tokyo
Tel.: Tokyo (631) 8370, 6412
Main Products: "Menuma" Pomade (Pure Vegetable) (Net, Wet 60 g, 95 g, 120 g.), Hair Tonic (120 ml), Hair Cream (150 ml)

Mister Yangcong Co., Ltd. ("One Star Cosmetics Factory")

Head Office: 8, 2-chome Mitejima-Nishi, Nishi-yodogawa-ku, Osaka
Tel.: Osaka (472) 3121~4
Main Products: Cream, Toilet Water, Cosmetics for Make-up, Cosmetics for Hair, Perfumed Water, Eau de Cologne

Mitsuwa Soap Co., Ltd.

Head Office: 20, Ryogoku, Nihonbashi, Chuo-ku, Tokyo
Tel.: Tokyo (851) 4121
Main Products: "Mitsuwa" Bath Soap, Beauty Soap "Soft", Germicidal Toilet Soap "Muse", Shampoo, Synthetic Detergent "Plus", Detergent for Dishes "Plus Z"

Mitsuyoshi Co., Ltd.

Head Office: 6-14, 3-chome Koishikawa, Bunkyo-ku, Tokyo
Tel.: Tokyo (814) 3721
Main Products: Cosmetics for Television, Cinema & Stage Make-up

Momotani Juntanken Co., Ltd.

Head Office: 2, 2-chome Takao-cho, Minato-ku, Osaka
Tel.: Osaka (571) 0661~7
Main Products: "Meisyoku" Astringent Lotion, Soft Astringent Lotion, Lemon Astringent Lotion, Cleansing Cream, Lemon Cleansing Cream, Soft Nourishing Milk, Soft Nourishing Lemon, Soft Nourishing Cream, Vanishing Cream with Hormone, "Almic" Baby Powder, "Nikibi Bigansui" Pimple Lotion

Nakamura Sankodo Co., Ltd.

Head Office: 4-7, 4-chome Higashikomagata, Sumida-ku, Tokyo
Tel.: Tokyo (624) 4621~4
Main Products: "Himetsubaki" Hair Oil, Pomade, Hair Cream, Hair Tonic, Brilliantine, Hair Spray, Eau de Cologne

Nakayama Taiyodo Co., Ltd.

Head Office: 40, Mizusaki-cho, Naniwa-ku, Osaka
Tel.: Osaka (641) 2331~5
Main Products: "Club" Lemon Cleansing Cream, Hormone Cream, Royal Cream, Bishin Cream, Milk Lotion, Astringent Lotion, Fanlight, Face Powder, Make-up Cake, Hair Tonic, Hair Cream, Men's Cream G, Men's Lotion G, Men's Milk Lotion G

New Opera Co., Ltd.

Head Office: 6, Funa-machi, Shinjuku-ku, Tokyo
Tel.: Tokyo (353) 4511~5
Main Products: "Opera" Lipstick, Nail Enamel, Eye Liner, Eye Shadow, Eye Brow Pencil, Sun Oil, Suntan, Lip Cream

Nihon Zeola Co., Ltd.

Head Office: 400, Unane-cho, Setagaya-ku, Tokyo
Tel.: Tokyo (701) 0819
Main Products: "Zeola", "Green Zeola", "New Touch Zeola" Denti-frice

Papilio Cosmetic Co., Ltd.

Head Office: 20-10, 3-chome Minami-azabu, Minato-ku, Tokyo
Tel.: Tokyo (473) 2121
Main Products: "Papilio" Cosmetics, "Papilio Dor" Cosmetics such as Treatments, Lipstick, Perfumes and Men's Toiletries etc. . . . About 400 kind of Products.

Pias Company, Ltd.

Head Office: 18, 1-chome Toyosaki-Nishidori, Oyodo-ku, Osaka
Tel.: Osaka (371) 4151~5, 5151~5
Main Products: "Pias" Hai Color, Haimat, Hailustre, Bel Cream, B-Up Cream, Cocktail Meal, Hai Powder, Honey Rouge, 101 Lipstick, Eye Shadow, Eye Color, Colorful Eye Liner, Hair Spray, Colorful Nail Enamel, Fourluck Cream Rinse, Eau de Cologne

Picaso Cosmetic Laboratory Ltd.

Head Office: 9-20, Ikedacho, Nishinomiya, Hyogo-ken, Japan
Tel.: Nishinomiya 0798-(33)-5901
Main Products: Compact Powder, Face Powder, Liquid Foundation, Lipstick, Lotion, Milky Lotion, Face Cream

Pola Cosmetic Co., Ltd.

Head Office: 4-1 chome Ginza, Chuo-ku, Tokyo
Tel.: Tokyo (535) 2151
Main Products: "Pola" Cosmetics

Pomgee Co., Ltd.

Head Office: 13, 2-chome Kyobashi, Chuo-ku, Tokyo
Tel.: Tokyo (561) 1447
Main Products: "Pomgee" Cream, Lotion, Powder, Lipstick, Perfume & Soap

Rubotan Cosmetic Co., Ltd.

Head Office: 20, 2-chome Ichigayatamachi, Shinjuku-ku, Tokyo
Tel.: Tokyo (260) 5380, 1094, 8457
Main Products: "Rubotan" Lipstick, Nail Polish, Nail Polish Remover,
Eye Shadow, Eye Shape, Hie Shape, Eye Catch Color
(Mascara), Eye Match, Perfume

Sanbazuru Chemical Industries, Ltd.

Head Office: 20, Mandai-nishi 6-chome, Sumiyoshi-ku, Osaka
Tel.: Osaka (672) 3651~2
Main Products: Lipstick, Rouge, Cream Powder, Powder Cake, Stage
Cream Color, Face Powder, Manicure, Eye Shadow
& Eye Brow Pencil

Seirin-Do Co., Ltd.

Head Office: 366, Higashi-Oizumi-machi, Nerima-ku, Tokyo
Tel.: Tokyo (922) 0874
Main Products: "ShiBui" Perfume, Eau de Cologne

Shionogi & Co., Ltd.

Head Office: 12, 3-chome, Dosho-machi, Higashi-ku, Osaka
Tel.: Osaka (761) 1131
Main Products: "Sunstar" Dentifrice

Shiseido Co., Ltd.

Head Office: 3 Ginza-Nishi 7-chome Chuo-ku, Tokyo
Tel.: Tokyo (572) 5111
Main Products: Cosmetics & Toiletries
Skin Care Preparations, Make-up Cosmetics, Hair
Preparations, Fragrances, Men's Toiletries, Soap,
Tooth Brush, Tooth Paste, Detergent, Razor Blade
and The Other Sundries

Siboley Co., Ltd.

Head Office: 878, Hojo, Daito-shi, Osaka
Tel.: 0720-(76)-1771~3
Main Products: "Siboley" Pure Vegetable Pomade, Hair Tique, Eau de
Cologne, Hair Spray

Smoca Dentifrice Co., Ltd.

Head Office: 11, 1-chome Mitejima-naka, Nishi-Yodogawa-ku, Osaka
Tel.: Osaka (471) 0151
Main Products: "Smoca" Dentifrice

Sunstar Dentifrice Co., Ltd.

Head Office: 1038, Akutagawa, Takatsuki-shi, Osaka
Tel.: Takatsuki 0726-(85)-5541
Main Products: "Sunstar" Dentifrice
Tooth Paste: Sun Fresh Sunstar, Green Sunstar, New White Sunstar, Green Sunstar, Fusso Sunstar with stannous flouride, Tobacco Sunstar, Tooth Powder: Tobacco Sunstar, Tooth Brush: Rolling Sunstar, Spring Sunstar

Takahashi Toyodo Co., Ltd.

Head Office: 31, 3-chome Shin-ogawa-machi, Shinjuku-ku, Tokyo
Tel.: Tokyo (269) 7331
Main Products: "Ideal" Cosmetics as Cream, Toilet Water, Make-up Preparations, Hair Preparations, Eau de Cologne, Perfume

Tancho Co., Ltd.

Head Office: 12, Juniken-cho, Higashi-ku, Osaka
Tel.: Osaka (762) 5531
Main Products: "Tancho" Pomade, Stick Brilliantine, Hair Tonic, Hair Cream, Hair Dresser, Face Cream, After Shave Lotion etc. for Men

Utena Company, Ltd.

Head Office: 219, Karasuyama-machi, Setagaya-ku, Tokyo
Tel.: Tokyo (303) 4111~4
Main Products: "Utena" Milk Cream, Vanishing Cream, Cold Cream, Lemon Milk Cream, Face Powder, Lemon Milk Lotion, Homo Astringent, Men's Cream, Make-up Base, Eau de Cologne, Homo Skin Milk, Vitamine Lipstick, Flesia Astringent, Soft Make-up, Eye Shadow, Stick etc.

Yaetsubaki Honpo Co., Ltd.

Head Office: 6-9, 5-chome Asakusabashi, Taito-ku, Tokyo
Tel.: Tokyo (851) 5275, 5276
Main Products: "Yaetsubaki" Pomade, Hair Cream, Hair Oil, Hair Tonic, Hair Spray, Stick Brilliantine

Yamahatsu Sangyo Kaisha, Ltd.

Head Office: 2, Dojima-kami 1-chome, Kita-ku, Osaka
Tel.: Osaka (344) 5771~6
Main Products: "Peacock" brand Black Hair Dye, "Paon" brand Black Hair Dye, "Ann" Hair Color, Other Hair Treatment

Yanagiya Honten Co., Ltd.

Head Office: 2, Tori 2-chome Nihonbashi, Chuo-ku, Tokyo
Tel.: Tokyo (272) 3781
Main Products: Pomade, Hair Tonic, Hair Cream, Hair Spray, Stick Brilliantine, Eau de Cologne etc.

ASSOCIATIONS OF THE INDUSTRY

Japan Cosmetic Industry Association

Head Office: Hatsumeji Bldg., 17, Nishikubo-akefuncho Shiba, Minato-ku, Tokyo.
Tel.: Tokyo 502-0576
President: Takao Ito
Vice President: Takeshi Tashiro
Managing Director: Takeji Baba

The East Japan Dentifrice Manufacturer's Association

Head Office: 3-7, 1-chome Honjo, Sumida-ku, Tokyo.
Tel.: Tokyo 624-1111
President: Tomijiro Kobayashi
Managing Director: Tsutomu Suzuki

The West Japan Dentifrice Manufacturer's Association

Head Office: 119 Minami-kawaboricho, Tennoji-ku, Osaka
Tel.: Osaka 771-1631
President: Jitsumi Yamashita
Managing Director: Chiyo-shiro Iwai

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and
Oriental spirit
in a combination
of beauty



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One Star

COSMETICS

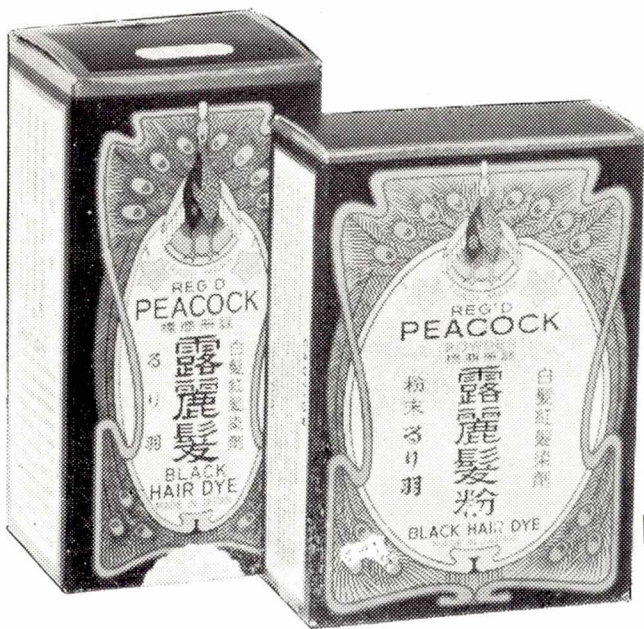


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- meisyoku SOFT LEMON NOURISHING LOTION
- meisyoku LEMON CLEANSING CREAM
- meisyoku SOFT LEMON CREAM

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OSAKA, JAPAN / TOKYO, JAPAN



In America, Europe, Asia...
Tancho Men's Cosmetics
Are Known And Used
All Over The World.

Tancho, pioneer maker of men's cosmetics in Japan, has maintained its position as top maker, with innumerable satisfied customers.

Tancho cosmetics has been exported to many countries since production was begun, and this international products is now made in factories in seven different countries.



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Tancho Mycomb (Special)
Tancho Pomade (Special)
Tancho Hair Tonic (Special)
Tancho After Shave Lotion (Special)
Tancho Face Cream (Special)
Tancho Tique
Tancho BL Tique
Tancho Cold Tique
Tancho Younger Tique
Tancho Black Tique
Tancho Nourishing Pomade
Tancho High Class Pomade
Tancho BL Pomade
Tancho Choice Pomade
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Tancho Hair Cream
Tancho Harmonic
Tancho Hair Tonic

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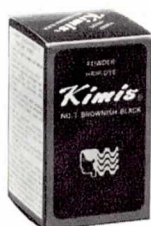


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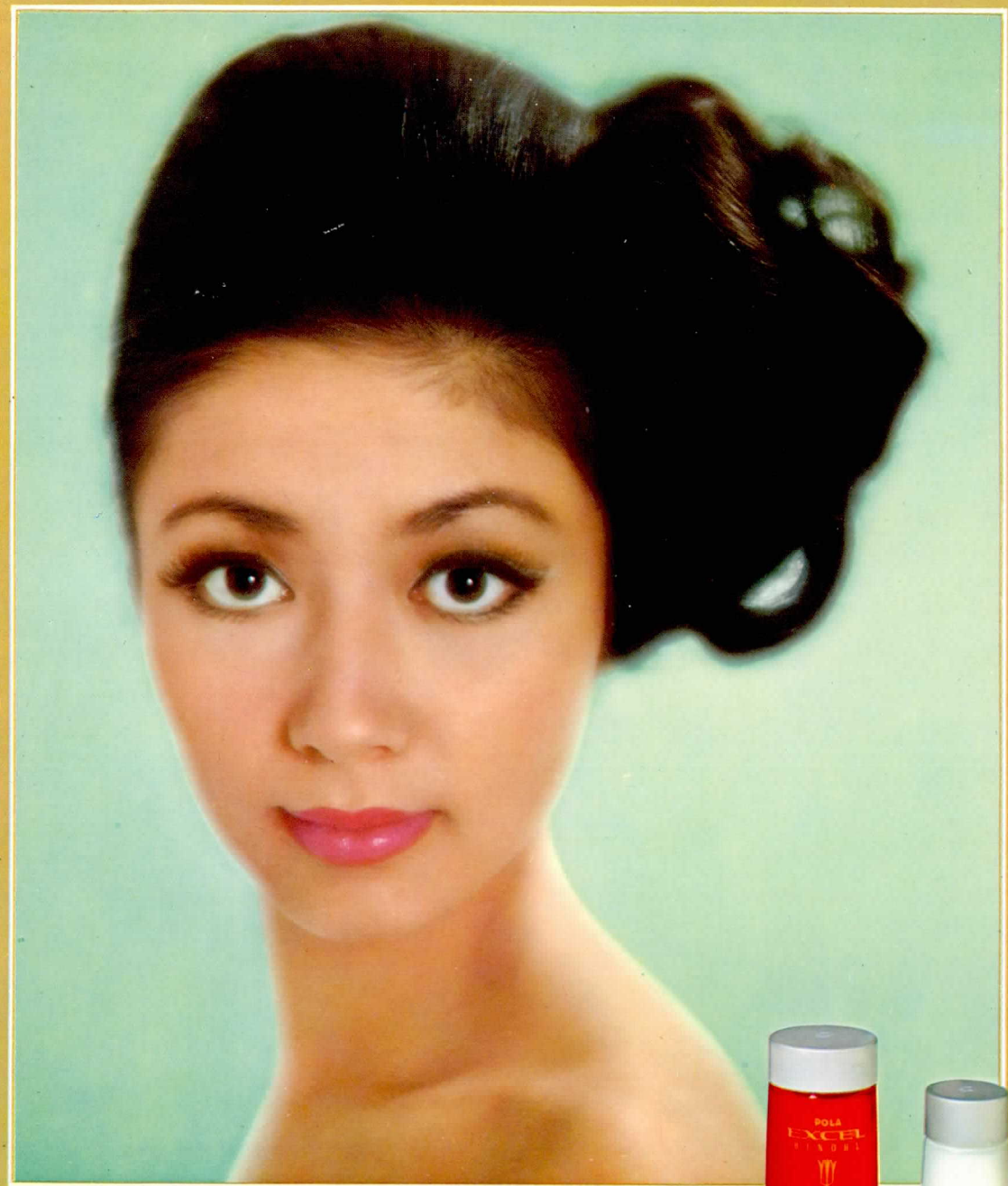
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