

# The Rise of J-Beauty:

## TRADITION MEETS INNOVATION

'J-BEAUTY,' WHICH ENCOMPASSES COSMETICS, FASHION AND WELLNESS, SHOWCASES JAPAN'S SIGNIFICANT INFLUENCE ON GLOBAL CONSUMER TRENDS AND THE RETAIL AND MANUFACTURING SECTORS. TOGETHER, THESE INDUSTRIES CONVERGE TO OFFER HIGH-QUALITY, PERSONALIZED AND SUSTAINABLE PRODUCTS THAT CAPTIVATE BOTH INTERNATIONAL AND DOMESTIC MARKETS.

By Antoine Azoulay, Sasha Lauture and Bernard Thompson

**T**he global cosmetics, beauty and wellness industries are continuously evolving, with different regions showcasing their unique approaches to consumer tastes and changing demands, from skincare to wider trends including fashion and healthcare products.

Recently, the rise of so-called J-Beauty has captured international attention, symbolizing a cross-sector confluence of innovation, tradition and meticulous craftsmanship that is distinct to Japanese culture. In this special feature, we delve into the diverse fields contributing to this trend, profiling key industry players and exploring how Japan is today reshaping global beauty and fashion standards.

### Cosmetics

Japanese cosmetics have long been admired for their quality and effectiveness. Companies like Cathy Chemical Industry are at the forefront of this trend. Hiroyuki Harada, president of Cathy Chemical Industry, emphasizes the importance of personalized skincare solutions facilitated by digital technologies. "Our beauty staff are constantly communicating with customers to find a solution. They take a look at the customer's skin and ask questions about their lifestyle or eating habits to make the best proposal," Harada explains. This personalized approach, combined with digital tools to educate staff, ensures that customers receive tailored skincare advice, enhancing the effectiveness of product selection.

Midori Miyazaki, president of DHC Corporation, attributes the success of her company's award-winning Deep Cleansing Oil to its organic ingredients. "One of the keys to our great success is the utilization of organic olive oil from Spain. It maximizes cleansing capacity while reducing facial stimulation," she says. This emphasis on natural ingredients and minimizing skin irritation aligns with the broader J-Beauty philosophy of gentle, effective skincare.

### Health and Wellness

The intersection of health and beauty is another defining feature of J-Beauty. Takashi

Tajima, president and CEO of Naturally Plus, highlights the growing acceptance of supplements in Japan. "With increasing health consciousness, supplements have become more mainstream. Our high-quality supplements, like Super Lutein and Izumio hydrogen-infused water, support our customers' healthy lifestyles," Tajima notes. The company has leveraged functional food labeling to clearly communicate the benefits of its products, appealing to health-conscious consumers.

Brands like Naturally Plus are also increasingly focusing on preservative-free products, recognizing the demand for purity in skincare and health supplements. Such an approach caters to consumers looking for safer, more natural options while helping build a loyal customer base both domestically and internationally.

For instance, "Glyloid", a product by MP Gokyo Food & Chemical, showcases how traditional ingredients can be reimaged through innovation. President Hidemitsu Wakita explains, "GLYLOID, purified tamarind seed gum, has a unique viscosity similar to honey. It's used in sauces, dressings and low-fat mayo, offering a stable, natural alternative to chemical emulsifiers." This innovative product also has applications in the cosmetics industry, aligning with the trend towards conscious beauty.

### Fashion

Japanese fashion is renowned for its attention to detail and quality, characteristics that are gaining traction globally. Takuya Murayama, president of SB Planning, discusses the appeal of Japanese fashion overseas. "The Japanese have been very particular about creating goods with minute details. This detailed mindset is welcomed by high-fashion countries like France or Italy," he explains. This meticulous approach, rooted in the Japanese manufacturing mindset of *monozukuri*, or craftsmanship, is driving the popularity of Japanese apparel internationally.

Environmental sustainability is another critical concern in the fashion industry. Murayama notes the shift towards more environmentally friendly practices, such as locally contained production to reduce transportation footprints. "This type of production is a way to contribute to lessening

environmental burdens," he says. Companies like SB Planning are leading the charge in creating high-quality, sustainable fashion that appeals to conscious consumers worldwide.

Takahiko Takaura, president of Marutaka Iryo, also emphasizes the importance of durable recyclable fashion products and their impact on society. "Our products are pretty durable and often resold as recyclable products. However, we have not been reselling the recycled product ourselves. Moving forward, we plan to set up our ownshops for recycled products, and we aim to offer durable recycled products tailored to different communities at affordable prices," he explains.

Uniqlo, Japan's flagship global retail giant, exemplifies this trend by emphasizing a philosophy that promotes versatile, high-quality and sustainable clothing. The company's initiatives, such as recycling old clothes and using environmentally friendly materials, underscore Japan's commitment to responsible fashion.

Whilst Japanese fabric and clothing makers follow Uniqlo's lead on sustainability, the sector at large is characterized by traditional craftsmanship but with a growing adoption of cutting-edge technology to improve operational efficiencies. Maruhisa, led by President Kiminobu Hiraishi, exemplifies this approach. The company started as a producer of tabi socks and has evolved to meet modern demands. "We are characterized by the development of fabrics in our own factories, and we handle all genres of clothing," Hiraishi states. This ability to adapt and innovate while maintaining traditional craftsmanship has become a hallmark of Japanese manufacturing more widely.

### Retail and E-commerce

The rise of e-commerce has transformed the retail landscape, enabling Japanese companies to reach global audiences. Takahiro Goto, president and CEO of Shinnihonseiyaku, contrasts J-Beauty with the more elaborate K-Beauty routines. "Japanese beauty embraces a simpler approach with a focus on high-quality products," he says. This simplicity, combined with the use of e-commerce platforms, allows Japanese beauty brands to appeal to



international consumers seeking effective, straightforward skincare solutions.

Nanga Inc., an outdoor apparel company, has also adapted to the e-commerce boom. President Tomoyuki Yokota describes the company's dual approach: "We provide products exclusive to online sales and retain an offline (in-store) presence to ensure comprehensive customer engagement. It has only been six years since we started our online sales platform but since its establishment, we've made efforts to make sure our entire product lineup is available online. Having said this, there is more that we can do as our platform is currently only available in Japan." When it comes to brand recognition and global expansion, while the company does not offer overseas shipping through its e-commerce store, it has made steady efforts to be present at trade shows and exhibitions, including in New York and Paris.

The global eyewear market is also expanding, and Japanese companies like EYEVAN Inc. are capitalizing on this trend by focusing on personalized, high-end products. Noriyuki Yamamoto, president and CEO of EYEVAN, emphasizes the importance of in-store experiences in tandem with harnessing the added opportunities that come with e-commerce. "We offer eye examinations and adjustments that cannot be experienced online. Customers can customize

their eyewear in terms of color or patterns at our flagship stores," Yamamoto explains. This focus on personalized, luxurious eyewear ensures that customers receive products tailored to their unique preferences and needs.

### Demographic shifts

Japan's aging and shrinking population presents both challenges and opportunities for J-Beauty businesses and other fashion brands, manufacturers and retailers. Hiroshi Ueno, president of Intermestic Inc., highlights the need for experienced employees in the eyewear industry. "Our products require technical expertise, and the perpetual accumulation of technology is important," he says. The aging population also represents a market for products that cater to their specific needs, offering opportunities for growth.

This demographic shift also influences product development and marketing strategies. For instance, cosmetics companies are focusing on antiaging products and targeting older consumers with specific skincare needs. Additionally, fashion brands are creating lines that cater to mature customers, emphasizing comfort and elegance.

As a result of this shift, rebranding and cultural repositioning are strategies Japa-

nese companies are using to stay relevant in a competitive market. Yoshihide Kanzaki, president of TOA Inc., explains the recent rebranding from Nihon Kolmar. "The new name reflects our philosophy of 'Total Outsourcing Access' – or 'TOA' – emphasizing our commitment to quality and sustainability," Kanzaki states. This shift aims to better position the company in a market where consumer awareness of sustainability is growing.

### The Future of J-Beauty

The rise of the J-Beauty trend and its pillar industries is a testament to the innovation, quality and craftsmanship inherent in Japan. From cosmetics and fashion to manufacturing and retail, Japanese companies are setting new standards in the global consumer markets. As these sectors continue to evolve, driven by both tradition and cutting-edge technology, J-Beauty is poised to remain a significant influence in the world of beauty and beyond.

The fusion of *monozukuri*, sustainability and personalized customer experiences is at the core of this appeal. As consumers worldwide seek products that align with their values and lifestyle preferences, Japanese brands are well-positioned to meet these demands.

## SB PLANNING: REVOLUTIONIZING APPAREL with Designer Freedom

JAPANESE COMPANY SB PLANNING SPECIALIZES IN CASUAL APPAREL, OFFERING DESIGN, PRODUCTION AND LICENSING OF PRODUCTS, FROM BAGS TO JEANS. *By Antoine Azoulay*



**E**stablished in 2006, Japanese business SB Planning specializes in adult and children's apparel. The company offers both OEM (original equipment manufacturing) and ODM (original design manufacturing) services, carrying out everything from material procurement and product planning proposals to made-to-order production, as well as offering its own brands.

Takuya Murayama, president of SB Planning, explains that what makes the company unique is its management philosophy, allowing designers the freedom to create their own designs without having a strategy imposed on them. Murayama highlights: "We listen to the voices of the creators to understand what they want to create and convert that into a business."

An example of this philosophy in practice is the company's collaboration with designer Yoshiyuki Hayashi on its flagship brand, Resolute. Murayama explains that "Hayashi was given free rein to express himself through his patterns to produce denim jeans created with Japanese craftsmanship, manufactured on exclusive looms in the Niimi sewing center in Okayama." The company's other brand, Lantern, was conceived



**"Our designers convert inspiration into ideas and products, applying the monozukuri (Japanese manufacturing) spirit."**

**Takuya Murayama**  
president, SB Planning

**SB Planning**  
www.sb-planning.co.jp

by one of its in-house designers, who wished to create fashionable heat wear. Lantern's collection incorporates a USB rechargeable battery into padded clothing that allows the customer to adjust the temperature.

SB Planning is currently operating in China and Southeast Asia but is looking to expand its presence in the European and American markets.





**"The beauty of the shapes helps make our best-selling products."**

**Noriyuki Yamamoto**  
president & CEO, EYEVAN Inc.

**EYEVAN**

follow us:   
<https://eyevan.com/en/>



# EYEING GLOBAL EXPANSION *with Luxury Craftsmanship*

REVOLUTIONIZING EYEWEAR FROM MERE VISION CORRECTION TO FASHION ACCESSORY FOR OVER 50 YEARS, EYEVAN CREATES NEW VALUE AND ENHANCES LIFESTYLES WITH TRADITIONAL JAPANESE CRAFTSMANSHIP AND CONTINUOUS INNOVATION. *By Sasha Lauture*

**F**

ounded in 1972 under the concept of "eyewear for dressing as a fashion accessory," EYEVAN became Japan's first fashion eyewear brand. Half a century later, as the global market continues to evolve, the company has its sights set on opportunities presented by Japan's renowned craftsmanship and the current economic climate.

"Everyone recognizes that 'Made in Japan' products are the best in terms of quality, and this fact has been proven globally," says company president and CEO Noriyuki Yamamoto, who appreciates that this reputation is crucial as EYEVAN aims to expand its presence.

Japanese reliability along with the yen's depreciation have created a unique advantage for EYEVAN, with massive overseas orders arriving due to the fact that international customers can buy the firm's products much more cheaply. This economic shift aligns perfectly with its strategy to capitalize on its high-quality, luxurious eyewear offerings.

Unlike others, however, the company's focus is on in-store experiences, where a commitment to quality and customer satisfaction is paramount.

"We are focusing more on offline, real experiences, and more personalized purchases from our customers rather than an online channel," says Yamamoto.

This approach ensures the full benefit of services like eye examinations and personalized adjustments, which cannot be replicated online, while sustainability remains a cornerstone of EYEVAN's philosophy.

"We offer very good products that can be used for an extended amount of time, we're talking five to ten years," Yamamoto emphasizes, promoting longevity and quality.

As the global eyewear market continues to grow, EYEVAN is well-positioned to expand its reach.

"In North America we do see more room for potential growth and the same can be said in Europe too, particularly Italy," the president and CEO says, highlighting a recent venture in Los Angeles.

This growth keeps the company's dedication to combining traditional Japanese craftsmanship with modern luxury at its very heart.

"EYEVAN is defining and communicating Japanese culture through the medium of eyewear to the rest of the world, demonstrating the highest quality 'Made in Japan' products that anyone would be proud of," Yamamoto concludes.

**1** Brand: EYEVAN / Model: E-0505. **2** Brand: EYEVAN / Model: Webb. **3** THE EYEVAN KYOTO Gion.

**4** EYEVAN pop-up store in LA. **5** THE EYEVAN NAGOYA Sakae







follow us:

<https://nanga.jp/en>

# NANGA: JAPANESE HERITAGE

## *Meets Outdoor Innovation*

NANGA EXCELS IN HIGH-QUALITY DOWN PRODUCTS LIKE JACKETS AND SLEEPING BAGS, BLENDING JAPANESE CRAFTSMANSHIP WITH MODERN INNOVATION.

By Paul Mannion and Bernard Thompson

**F**ounded in 1941 as Yokota Sewing in Shiga Prefecture, Japan, Nanga Co., Ltd. has grown from its humble beginnings in the futon industry to become a respected name in the outdoor equipment sector. The company's journey from producing traditional Japanese futons to crafting high-performance down products is a testament to its commitment to quality and innovation.

Originally part of the thriving Omi cotton industry, Yokota Sewing expanded in 1950 to undertake sewing for major futon manufacturers. The pivotal moment came in 1988 when Nanga began making sleeping bags at the request of a major domestic outdoor brand. This venture laid the foundation for the company's future. The name "Nanga," adopted in 1995, is inspired by Nanga Parbat, one of the Himalayas' most challenging peaks, reflecting the company's aspirations for excellence and endurance.

Tomoyuki Yokota, the current president, joined the company in 2001 and played a significant role in diversifying Nanga's product line. Under his leadership, Nanga introduced its first down jackets in 2002, launching the Auro Down Jacket by 2003.



"Insulation and heat retention are our focus, and we have very strong confidence in our performance," Yokota remarks, highlighting the company's dedication to quality.

Nanga's first retail store, Nanga Shop Tokyo, opened in 2015, marking the beginning of a successful retail expansion across Japan. By 2018, the company had entered the Asian market, and in 2021, Nanga established the Nanga Mountain Laboratory (NML), reinforcing its commitment to research and innovation. The NML conducts advanced research to improve down products' thermal performance and comfort, re-examining material composition and product structures to ensure top-quality output. "Our company's concept is to provide the world's best and warmest down products," says Yokota, emphasizing the rigorous testing and development processes that underpin Nanga's reputation.

Nanga's integrated approach, managing everything from planning to production and sales in-house, ensures consistent quality across its product range. This includes its renowned down jackets, sleeping bags, and the Good Sleeping comforter line, which revisits the company's origins in bedding. The brand's sleeping bags are particularly celebrated for their ability to withstand extreme conditions, earning accolades both domestically and internationally. The company has gained recognition not only in the outdoor scene but more recently in the wider fashion scene as well.

Nanga's journey from a small sewing company to a global outdoor brand underscores its enduring commitment to quality, innovation and tradition.

For more details, explore their website at: <https://nanga.jp/>



**"Our company's concept is to provide the world's best and warmest down products."**

**Tomoyuki Yokota**  
president, Nanga







## Takahiko Takaura

president

<https://marutaka-iryo.com>

online shop



# FOR THE SMILES OF All the Children of the Earth

CHILDREN'S SMILES MAKE US ADULTS HAPPY, AND THAT DESIRE IS THE STARTING POINT FOR MARUTAKA IRYO'S BUSINESS PHILOSOPHY. *By Paul Mannion and Bernard Thompson*

# M

arutaka Iryo, led by President Takahiko Takaura, is adapting to Japan's changing demographic and market dynamics. With a declining population and increasing societal disparities, Takaura emphasizes the importance of basic marketing principles and leveraging digitalization for sustainable growth.

"By 2050, more than 700 municipalities may no longer exist in Japan. We cannot stick to the market share principle," Takaura states. He underscores the necessity of analyzing market demands using advanced AI technologies and digital tools. This ensures the company meets core demands efficiently.

**Daddy Oh Daddy**  
2023 autumn & winter



Sustainability is a cornerstone of Marutaka Iryo's business model. The company plans to establish shops for recycled products, offering durable and affordable clothing tailored to different communities. Addressing economic disparity, this initiative aims to create a recycling-oriented society.

Marutaka Iryo's brands, including Moujonjon and Daddy Oh Daddy, cater to various needs, from urban use to outdoor activities. The integration of unique textiles and innovative technologies positions these brands as leaders in the children's clothing market. Daddy Oh Daddy, for instance, blends urban aesthetics with practical outdoor styles, appealing to modern families seeking versatile clothing options.

The company's focus on quality and longevity is reflected in its product design and manufacturing processes. Takaura highlights the use of traditional Japanese textiles and innovative weaving techniques, such as Banshu-ori, to create high-quality, durable clothing. "Many of Daddy Oh Daddy's products are made in Japan, utilizing traditional weaving styles," he notes.

Marutaka Iryo is also exploring international markets to counterbalance shrinking domestic markets. With inquiries from Mongolia and Taiwan, the company is keen on expanding its brands overseas. "We want to expand all our brands," Takaura says, indicating a strategic push for international growth.

In-house designers play a crucial role in maintaining high standards. They prioritize children's comfort, safety and contemporary trends, ensuring the clothes are both practical and aesthetically appealing. "Most of our in-house designers have children, so they think about their children when they come up with ideas," the president shares.

In-house designers play a crucial role in maintaining high standards. They prioritize children's comfort, safety and contemporary trends, ensuring the clothes are both practical and aesthetically appealing. "Most of our in-house designers have children, so they think about their children when they come up with ideas," the president shares.

Looking ahead, Takaura envisions Marutaka Iryo continuing its legacy of producing high-quality, reasonably priced products cherished by consumers worldwide. His strategic vision and commitment to sustainability and innovation are set to guide the company through future challenges and opportunities.

**Moujonjon**  
2023 autumn & winter collection



**Crescent**  
ALWAYS BEHIND YOU





# Sewing Success: Maruhisa's Journey from Tradition to Trend

With roots dating back to 1900, Maruhisa specializes in producing high-quality clothing, blending traditional craftsmanship with modern innovation to cater to global markets.

By Sasha Lauture

Japan has a strong tradition of high-quality manufacturing, and nowhere is this truer than in the clothing industry. Traditional clothing is an embodiment of the craftsmanship that marks Japanese manufacturers, and one of the companies keeping this skill alive in a modern context is Maruhisa.

Upon its founding in 1900, the company focused on the production of high-quality *tabi* socks before expanding into the underwear sector. Fifth-generation president Kiminobu Hiraishi oversaw Maruhisa's movement into the outerwear market, and

the company swiftly became the chief supplier of clothing to Japanese retail giant Ito-Yokado.

Key to this success has been Maruhisa's dedication to establishing its own production lines as opposed to outsourcing. This allows the company to ensure the quality of its products remains optimal, sourcing the highest-quality materials and functioning as an integrated manufacturer that handles design, fabric production, sewing and sales. This expertise covers clothing for babies, children, men and women. Even for inexpensive products, Maruhisa

does not reduce its quality but instead narrows down the elements used to those that are strictly necessary.

Underlying this manufacturing prowess is Maruhisa's commitment to market research and insights. Hiraishi explains that dedicated teams handle the different categories of clothing, and merchandisers will research international fashion trends. "This approach has allowed us to always focus on supplying the appropriate product at the appropriate time. It is always based on the needs of the customers," he adds.

The company's growth as a specialized manufacturer of cut-and-sew products has enabled it to expand into Thailand, China and Bangladesh. In the latter, Maruhisa's factory takes care of knitting, dyeing, printing, processing and sewing, and Hiraishi points out the importance of working closely with local partners to ensure quality remains high. As he says: "We consider partners not only as vital to our business, but as



"We consider partners not only as vital to our business, but as our equals in terms of the quality they can provide."

Kiminobu Hiraishi, president, Maruhisa Co., Ltd.



ALVAREDOSA

[www.maruhisa.co.jp/en](http://www.maruhisa.co.jp/en)

our equals in terms of the quality they can provide."

Maruhisa aims to establish distribution networks in the U.S. and Europe, and the company is keen to further expand its network in these two regions with distributors who understand the local markets.



Maruhisa Pacific Co., Ltd.



Machinery in the factory





# Shinnihonseiyaku: Pursuing Simplicity and Living Better



Mr. Takahiro Goto, president of Shinnihonseiyaku, discusses the current state of the beauty industry in Japan in terms of simplicity and innovation, as well as shifting demographics and global strategies in the areas of beauty and health. *By Paul Mannion*

"Shifting demographics, particularly the aging population in Japan, have significantly altered the demand for cosmetics."

**Takahiro Goto,**  
president & CEO,  
Shinnihonseiyaku Co., Ltd.

As the Japanese beauty and health care industries booms, Shinnihonseiyaku Co., Ltd. stands as a vanguard of innovation, exploring the complex interplay of demographics, cultural nuances and environmental consciousness. Led by the visionary perspective of president and CEO Takahiro Goto, the company is not merely crafting cosmetics, health foods and pharmaceuticals, it is sculpting a narrative that transcends borders and generations.

## Embracing Change in a Shifting Demographic Landscape

One of the most serious prob-

lems facing Japan is an aging population coupled with a low birth rate, which is the root of significant disruption—both in terms of challenges and opportunities—within various industries, particularly the cosmetics sector.

"Many firms within various industries share similar concerns stemming from these demographic changes," says Goto, whose business has been an exceptionally pivotal player in the cosmetics sector. The company has navigated the changing landscape by redirecting its focus from the domestic market to global arenas.

The president continues, "Shifting demographics, particularly the aging population in Japan, have significantly altered the demand for cosmetics. The domestic market now calls for simpler and more basic cosmetic products. Over the next two decades, we can expect a growing population in their 60s, 70s and 80s. And with each generation, we anticipate the emergence of new beauty concepts."

Going forward, products catering to older consumers must have simplicity and functionality, he affirms.

"Ninety percent of our sales are generated through mail order, both online mainly by e-commerce and offline primarily over the phone," says Goto. "Furthermore, 70 percent of our customer



Perfect One Series  
for simple skincare

base falls within the over-60 age group, a market segment that we have an advantage in serving and one that will grow significantly in the future. Understanding and steadily catering to the needs of these senior generations would be an important business strategy for us."

The company has also designed a business model targeted at younger generations, emphasizing simple, all-in-one cosmetics. "While we already enjoy substantial support from the middle-senior segment, there is an opportunity for us to further penetrate the younger generation market. This approach will enable a smooth transition from younger consumers to the senior and middle-aged segments through our all-in-one cosmetic products," says Goto.

## Environmental Sustainability: Clean Beauty Initiatives

Clean beauty in Japan refers to a growing movement within the global beauty and cosmetics industry that emphasizes sustainability, natural ingredients and environmental consciousness. The trend reflects a shift in consumer preferences toward products that are not only effective but also eco-friendly and ethically sourced, with consumers increasingly looking for cosmetics that contain botanical extracts, plant-based oils and other naturally derived components, avoiding synthetic and

potentially harmful substances. Clean beauty also places a strong emphasis on reducing the environmental impact of product packaging.

Brands today adopt eco-friendly packaging materials, minimizing excess packaging and promoting recycling practices. These practices include sustainability initiatives, transparent labeling, compliance with a comprehensive wellness approach and consumer education. As consumers become more environmentally conscious and socially aware, the clean beauty trend is likely to continue evolving, influencing product development, marketing strategies and consumer choices in the Japanese beauty and cosmetics market.

Amid the industry's widespread use of petroleum derivatives in cosmetics, Goto highlights the company's commitment to environmental sustainability. "We recognize the importance of reducing our environmental impact by transitioning from petroleum-based ingredients to plant-based alternatives," Goto asserts. "As part of our initiatives for petroleum-derived raw materials, we are working within the industry to replace them with biomass naphtha."

## Global Expansion and Marketing Strategies: The J-Beauty Advantage

As the Japanese cosmetics



W no Kenko Aojiru (Doubly Healthy Green Drink), a highly functional food product



industry experiences a significant shift toward international markets, Goto admirably acknowledges the effectiveness of the global strategy of K-Beauty (the universally popular beauty and cosmetics trends exported by South Korea). In doing so, he recognizes the need for Japanese companies to refine their strategies for exporting culture and products, articulating the fundamental distinction between J-Beauty and K-Beauty—simplicity versus complexity in skincare.

"I greatly admire and recognize the effectiveness of K-Beauty. K-Beauty is a wonderful approach where they initially export their culture, and then the beauty industry follows suit," he says. "This can be seen as a national approach to global marketing. In contrast, the Japanese gaming industry, represented by iconic characters like Mario and Pokémon, enjoys global recognition. However, globally active local marketers often take the lead in penetrating markets for these products. In other words, Japanese individuals and companies need to learn more about effective strategies for exporting their culture and products."

The Shinnihonseiyaku CEO sees this as an exciting opportunity for cultural export, leveraging Japan's domestic processing technology and manufacturing capabilities. "There is indeed a significant export opportunity for Japanese companies," he affirms. The company's current marketing strategy, focused on the middle-senior age group, will expand in regions such as North America.

### Challenges and Adaptation: Tailoring Products for Diverse Markets

Goto stresses that Shinnihonseiyaku's current challenge is to adapt its products to diverse geographic regions, creating products tailored to each region and localizing them in the future.

"We are fully aware that the skincare needs in North America and Europe differ significantly from those in Asian markets due to variations in skin composition and climate conditions," says Goto. "Skin texture and local climate are critical factors to



Shinnihonseiyaku is No. 1 in the world in terms of sales share of the facial moisturizing gel market

consider. For instance, Japan experiences high humidity during the rainy season, which impacts skincare. To meet these unique needs, we believe it will be important in the future to develop and localize products for each region while using the same brand. Our company takes a market-in approach, not a product-out approach. In other words, we understand the specific skincare needs of each region and incorporate these insights into our product development. For instance, our product 'Perfect One' will retain the brand name and continue to uphold the concept of providing simple skincare. Simultaneously, we make sincere efforts to cater to the distinct requirements of each market."



### Revolutionizing Beauty: Shikon Extract from the Medicinal Plant Murasaki

After years of research, Shinnihonseiyaku has developed a raw material from shikon extract, which is known for its healing properties. The company's mission to harness its active ingredient has resulted in a recent breakthrough:

Murasaki fermented collagen. This achievement, a result of collaborative research with Hiroshima University, exemplifies the company's commitment to innovation and the integration of traditional knowledge with modern technology.

After years of research, Shinnihonseiyaku has developed a raw material from shikon extract, which is known for its healing properties. The company's mission to harness its active ingredient has resulted in a recent breakthrough: Murasaki fermented collagen. This achievement, a result of collaborative research with Hiroshima University, exemplifies the company's commitment to innovation and the integration of traditional knowledge with modern technology.

"This research traces back to 2006 when the Murasaki plant

was endangered, and even finding farmers cultivating it became very difficult," explains Goto. "Traditionally, this plant has been valued for its ability to heal wounds. Recognizing the efficacy of the Murasaki plant in wound healing, our company has made it a mission to revive its cultivation and harness its active ingredient for various ap-

plications, including cosmetics, hair care and aging care. Over the years, through dedicated research and development efforts, we have successfully established a method for cultivating the Murasaki plant and extracting shikon from its roots."

The company's commitment to such open innovation is evident in its partnerships with academic institutions and businesses. "We want to promote open innovation in our research and development efforts," states Goto.

### Health Initiatives: Cosmetics and Health Care for Well-Being

Goto also delves into the unique intersection of cosmetics and health care within the country. As Japan grapples with an overburdened health care system, the shift from treatment to prevention is a major opportunity for manufacturers. Therefore, he is looking into the use of highly functional foods and medicines to prevent health problems associated with aging.

"We aim to contribute to creating a cycle of prevention by offering health foods and highly functional foods," says Goto. "The simplicity of Japanese beauty routines also presents a significant opportunity on a global scale."

### Presidential Vision: Shaping the Legacy for Future Generations

In a glimpse into the future, Goto reflects on his dream of attending the company's 100th anniversary ceremony. His goal is to lay the foundation for overseas expansion in the health and beauty sectors before stepping down from the presidency. The vision extends beyond personal achievement, with a desire to see Shinnihonseiyaku products being used globally: "When I do attend the 100th anniversary ceremony, I hope to see our products being used worldwide," he says.

As Shinnihonseiyaku continues to shape the beauty and wellness landscape, it stands as a testament to innovation, sustainability, and a commitment to global excellence under the visionary leadership of Takahiro Goto. The journey toward the future of beauty is painted with the strokes of simplicity and environmental consciousness and a dedication to well-being.



Beyond innovation, for a beautiful smile!

<https://corporate.shinnihonseiyaku.co.jp/en>



# J-Beauty: DHC's Global Mission to Enhance Well-Being

DHC Corporation, a leading Japanese skincare and wellness company, excels in meticulous product development and strategic international expansion, emphasizing natural ingredients and preventive health care to enhance global consumer well-being.

By Sasha Lauture and Bernard Thompson



"Our meticulous nature and precision-based skills define Japan's national character and are evident in our beauty industry."

**Midori Miyazaki**,  
president, DHC Corporation

DHC Corporation, founded in Japan, is renowned for its meticulous approach to beauty and wellness. As one of the leading players in the Japanese cosmetics industry (J-Beauty), DHC has made significant strides in skincare, health supplements and beyond.

Midori Miyazaki, president of DHC, acknowledges the competition from South Korea's K-Beauty, driven by the popularity of Korean culture, but emphasizes the unique strengths of Japanese brands.

"The strengths of Korean brands are also the strengths of Japanese brands. Our meticulous nature and precision-based skills define Japan's national character and are evident in our beauty industry," she explains.

While the Korean market is noted for its dynamism, Miyazaki believes Japan's maturity and technological prowess make it an unshakeable force in the industry.

Today, DHC's international footprint spans more than 20 countries, with a strong emphasis on the Asian market. Miyazaki notes the challenges faced in different regions, such as Europe, where skincare needs differ due to variations in climate and skin types. "We have incorporated in the U.S., China and Taiwan, and growth is accelerating, particularly in Vietnam," she shares. This targeted expansion strategy highlights DHC's adaptability and focus on regions where their products resonate most.



DHC Protein Diet

One of DHC's flagship products, Deep Cleansing Oil, has garnered

multiple awards and widespread acclaim. Miyazaki attributes its success to the use of 100 percent natural ingredients, particularly organic olive oil from Spain. "The key to beautiful skin lies in practicing daily care and minimizing skin irritation. Our Deep Cleansing Oil reduces cleansing time and facial stimulation, making it superior to conventional products," she explains.

Japan's demographic challenges, with an aging population, have spurred growth in the antiaging cosmetics sector, and DHC has strategically positioned itself to cater to this market through both cosmetics and supplements.

"We focus on delaying the aging process with supplements that customers can start taking



DHC  
"SubeSube" set

in their 20s and that also benefit them in their later years," Miyazaki states. This proactive approach aims to build long-term habits that promote longevity and wellness.

As for health supplements—a staple of the growing antiaging product market—DHC seeks to make them more appealing without compromising on their nutritional value. Miyazaki emphasizes that the company's strategy is not about following trends but establishing sustainable habits. "We focus on making capsules easy to consume and reducing the amount needed per intake. Our Protein Diet Series, with diverse flavors, ensures that people experience continuity without the boredom," she notes.

In December 2023, DHC launched Naturiza E, a supplement designed to address circulation issues and stiffness. Miyazaki explains the broader approach behind this product, highlighting the company's commitment to preventive health care: "Naturiza E supports customers struggling with various ailments, while our Equol supplement, based on soy isoflavones, supports the physical

and psychological changes and worries that many middle-aged women face."

DHC's recent acquisition by the ORIX Group has created new domestic opportunities, and the company is actively seeking overseas partnerships.

However, despite its global ambitions, DHC remains firmly grounded

in its core values. "We balance quality and price, aiming to become an integral part of people's daily routines worldwide," Miyazaki concludes.



DHC Olive Virgin Oil

With a focus on promoting longevity, wellness and health, DHC continues to thrive as a leader in the beauty and wellness industry, dedicated to enhancing the happiness and well-being of its customers.

Elevating Happiness Every Day

# DHC

www.dhccare.com



Various DHC products



# HEALTH INNOVATION: *Naturally Plus Sets Trends*

NATURALLY PLUS IS MAKING WAVES IN GLOBAL MARKETS WITH ITS INNOVATIVE HEALTH SOLUTIONS, PARTICULARLY THROUGH ITS LEADING HYDROGEN WATER BRAND, IZUMIO.  
By Sasha Lauture and Bernard Thompson

**E**stablished in 1999, Naturally Plus has expanded under the “Made in Japan” label with high-quality products like IZUMIO. This hydrogen-infused beverage showcases the company’s dedication to scientific innovation and consumer health, offering a bottle of water with the highest concentrations of hydrogen in the world. In Japan alone, Naturally Plus has sold more than 300 million pouches and continues to be the number one

hydrogen-infused beverage. Company president and CEO Takashi Tajima notes: “By building on the trusted reputation of Japanese craftsmanship, we have successfully expanded throughout East and Southeast Asia.” Despite initial skepticism of entering the U.S. market, Naturally Plus launched there in 2014. The acceptance of IZUMIO there proved its universal appeal.

The company’s commitment extends beyond product sales to a philosophy of health

**“We build on the trusted reputation of Japanese craftsmanship.”**

**Takashi Tajima**  
president & CEO, Naturally Plus

and wellness. Tajima explains: “One of the attractions of hydrogen-infused water is its ability to reduce oxidation back to its original state.” Combining rigorous scientific research with practical health benefits, the company’s product claims are evidenced in a significant study by the head scientist Shigeo Ohta, PhD, a co-author of one of the first studies published on the antioxidative benefits of hydrogen.

Naturally Plus not only innovates but also educates, ensuring hydrogen-infused water is understood and effectively used worldwide to support a lifestyle of health.



**Naturally Plus®**

[www.naturally-plus.com/gl/en](http://www.naturally-plus.com/gl/en)

# CATHY CHEMICAL INDUSTRY: *Pioneers in Skincare*

THE JAPANESE SKINCARE COMPANY IS PIONEERING THE COSMETICS INDUSTRY OFFERING PERSONALIZED SKINCARE SOLUTIONS WITH ACTIVE INGREDIENTS.  
By Sasha Lauture

**E**stablished in 1952, Japanese skincare company Cathy Chemical Industry is at the forefront of the cosmetics sector, creating innovative solutions with unique ingredients.

The company’s flagship skincare line, Plaskin, launched in 1964 and features products addressing various needs, from cleansing to moisturizing, with a focus on maintaining skin moisture.

The secret to Plaskin’s success is in the ingredients, containing bovine-type placenta material. Company president Hiroyuki Harada explains the benefits of the material: “Placenta contains many active ingredients like amino acids and peptides with effects such as activating the metabolism of a user or the whitening and rejuvenation of the skin.”

The company’s sensitive skin brand, ATP—which was conceived 35 years ago by Ikuo Nishitani, director and general manager of the Development Division—consists of products containing beefsteak plant extract, an anti-inflammatory ingredient that blocks histamines. Nishitani discusses how the integration

of the extract came about due to his daughter’s struggle with atopic dermatitis. He notes:

“I applied a beefsteak plant on her skin and what I experienced was amazing, her condition really improved.”

Cathy Chemical Industry’s products are available in the United States and all over Asia, with the company looking to expand its reach particularly in Southeast Asia.



**“We offer skincare solutions to improve lives.”**

**Hiroyuki Harada**  
president, Cathy Chemical Industry



香粧化粧品

<https://cathy.co.jp>

Cathy website QR>

LIOVERITE

<https://lioverite.com>

Lioverite website QR>





# From Chemistry to Consumer: MP Gokyo's Trailblazing Solutions for Global Industries

A leading Japanese chemical firm pioneers high-quality, sustainable products like GLYLOID and TAMAVISCO, leveraging reliability and expertise to address global market demands, particularly in the semiconductor and conscious beauty sectors.

By Sasha Lauture



"The biggest focus for 2027 will be our overseas growth as well as our expansion in raw materials for the semiconductor market."

**Hidemitsu Wakita,**  
president, MP Gokyo  
Food & Chemical Co., Ltd.

Amidst the backdrop of a depreciated yen and changing global dynamics, MP Gokyo Food & Chemical is carving a path of innovation



(L-R): Tamarind seed, tamarind kernel powder and purified tamarind seed gum

and reliability, especially through its unique products GLYLOID and TAMAVISCO. Company president Hidemitsu Wakita emphasizes this as being an opportune moment for Japanese manufacturers to showcase their quality and credibility.

"The weak yen has created a situation where the high-quality, credibility and unique characteristics of Japanese products have been allowed to shine through," Wakita says, as he highlights the advantages for MP Gokyo in international markets.

"Our strategy revolves around letting the customers see the value we provide in our high-quality specialty products as well as our stable supply, rather than competing with cheap products in the market."

As Japan faces demographic challenges, Gokyo also sees opportunity in catering to the aging population, both domestically and overseas. In the domestic market,



(L-R): GLYLOID 2A and GLYLOID 3S for food; TAMAVISCO for cosmetics



it supplies polysaccharides as thickening agents for dysphagia and nursing

"A key strength is that GLYLOID doesn't have a slimy texture like other hydrocolloids," the president explains. "For emulsifications, dressings, and sauces, it is being increasingly used in North



Key visual of TAMAVISCO promotion in 2024

care, for example, aiding elderly individuals with swallowing difficulties. This not only benefits society but also enhances the company's expertise, enabling it to expand globally to serve overseas communities.

Discussing industry forecasts, Wakita acknowledges the complexities of the chemical market post-COVID-19. However, he remains optimistic about growth prospects, particularly in the food and cosmetics sectors.

"For the mid- and long-term, the clean label trend has already started and will go on," he notes, underscoring the company's commitment to sustainable and nature-based solutions.

Central to MP Gokyo's success are its flagship products, GLYLOID and TAMAVISCO, derived from tamarind seed. GLYLOID's versatility in food applications, replacing traditional ingredients without compromising quality, has garnered attention both in Japan and elsewhere.

"GLYLOID can make sauce and dressings adhere to the food and coat it with a honey-like texture," Wakita says, illustrating its unique sensory rheological properties.

America as an alternative and better solution."

In addition to sauce and dressings, he also mentions GLYLOID can partially replace locust bean gum to achieve slower-melting frozen desserts.

Turning to the cosmetics industry, TAMAVISCO embodies the concept of conscious beauty, offering natural and sustainable alternatives. With certifications from reputable organizations, TAMAVISCO aligns with global trends toward ethical and eco-friendly beauty products.

Looking ahead, the company has a clear international expansion strategy, targeting North America, Europe and ASEAN markets. With a vision set for 2030, the company aims to be at the forefront of global innovation, particularly in environmentally friendly materials.

By 2027, the president envisions MP Gokyo making significant strides in overseas expansion and electronic materials, with a steadfast commitment to sustainability.



GLYLOID 2A and GLYLOID 3S showcased at Fi Asia 2023, Thailand





Conference room in the new headquarters



"With fierce competition brands must focus resources on sales rather than development."

Yoshihide Kanzaki,  
president, TOA Inc.

# Embracing Change With Over a Century of Outsourcing Excellence

As TOA embarks on a new journey with a fresh name, there is a renewed focus on comprehensive outsourcing and sustainable growth for the global cosmetics industry. *By Sasha Lauture and Bernard Thompson*

TOA, previously known as Nihon Kolmar, is entering a new chapter with a rebranding that underscores its commitment to innovation and client partnership. Founded in 1912 under the name "Kinryoen," the company originally bore the name of a famous sake brand, reflecting its deep-rooted heritage. This year marks the company's 112th anniversary, and the rebrand comes at a particularly strategic time.

"TOA stands for 'Total Outsourcing Access,'" company President Yoshihide Kanzaki clarifies.

This new name is more than a mere rebranding, though, as it encapsulates the company's mission to provide comprehensive outsourcing solutions while

maintaining strong and accessible partnerships with clients.

"In Japan, the competition in the cosmetics industry has been intensifying, and the OEM/ODM market has been growing," the president says. "We have been reaffirming that our mission is to keep providing high quality and diverse products, and the new name is a reflection of this."

It is fair to say that the company's journey has been one of resilience and adaptation. After its factory in Osaka was destroyed during World War II, what is now TOA pivoted from operating under its own brand to focusing exclusively on OEM/ODM (original equipment manufacturing/original development manufacturing) operations. A

significant milestone in this was the licensing agreement with Kolmar Laboratories in 1968, which lasted until TOA gained its own technological prowess and independence around 2000.

As the company now looks forward, the name change aligns with a broader cultural and operational shift within TOA.

"We thought that this would be the perfect time to change the company name," Kanzaki says, tying it neatly to a move to a new headquarters and a refreshed corporate identity. And despite the inevitable challenges of such a transition, TOA remains focused on preserving its core values.

TOA's philosophy of not competing against its clients remains a cornerstone of its business ethos, something that will always remain. This commitment is crucial in the evolving landscape of the industry, where sustainability and demographic shifts are driving new global market dynamics.

The company is poised to leverage its deep experience and robust capabilities to meet the growing demand for OEM/ODM solutions, particularly as new entries and startups proliferate. Kanzaki reflected on his four-decade tenure

at the company, during which both sales and the workforce have grown tenfold, and acknowledged the foundational work laid by previous leaders.

"There is no doubt in my mind that past generations of our company have contributed greatly to getting us into the position we are in today," he said.

The new corporate culture Kanzaki envisions is one that fosters proactive decision-making at all levels, saying: "Rather than a top-down approach, we would like to build a system and corporate culture that encourages each employee to think and act proactively to make a decision and take on challenges."

And with regard to the president's legacy, the idea is very much based on the phrase "the customer is always right."

"We would like to strengthen the attitude of speaking out to our clients in order to build a robust relationship with each of them," he says. "We believe this mindset will be very beneficial for both our clients and ourselves."



New headquarters building

**TOA**  
www.toa-cosme.co.jp





*This report has been provided by The Worldfolio and carefully edited by Newsweek staff.  
It is a paid partnership with The Worldfolio. To reach the editor of this article, please email  
[partnership.content@newsweek.com](mailto:partnership.content@newsweek.com)*