

# JAPAN'S LIFESTYLE BRANDS TURN DAILY ROUTINES INTO LONG-LASTING, TRUST-BASED WELL-BEING EXPERIENCES

JAPANESE LIFESTYLE BRANDS REFINE EVERYDAY TOOLS, SCIENCE-BACKED CARE AND AGE-POSITIVE EXPERIENCES, STEADILY BUILDING POWERFUL LOYALTY AMONG AGING CONSUMERS AND GLOBAL VISITORS SEEKING TRUSTWORTHY, LONG-TERM WELLBEING. *By Daniel de Bomford and Bernard Thompson*

**J**apan's lifestyle market today looks less like a fireworks show and more like a calm, carefully tended garden. Trends appear, bloom and fade, but what really matters is the soil: an aging yet active population, a deep concern for health and safety and a preference for products that feel trustworthy close to the skin.

Japan is one of the world's oldest societies, with people over 65 already nearing a third of the population. That demographic weight is reshaping demand. Consumers are not chasing novelty for its own sake; they are looking for skin care that calms rather than shocks, supplements with proof behind their promises, clothing that moves comfortably through long days and services that maintain appearance and function over time.

**"Our vision is to create a portfolio of distinctive brands through the fusion of scientifically proven evidence and sensorial beauty."**

**Tomoko Uchiyama,**  
Executive Officer and  
President of Global Consumer  
Care, Kao Corporation's  
Cosmetics Business



At the same time, inbound tourism has returned as a powerful current. Visitors arrive in record numbers, seeking "real Japan" experiences and taking home soaps, serums, garments and gadgets discovered in hotels, clinics and neighborhood shops. Domestic e-commerce and social platforms add another layer, extending local favorites into national and regional brands.

In this landscape, Japanese lifestyle companies compete less on speed and more on trust. They invest in research, refine textures and fits and choreograph experiences that turn daily routines into small rituals of care. The following cases show how that quiet, cumulative approach is becoming Japan's defining edge.

## Everyday Tools for Wellbeing

Asanuma positions itself as a force behind global color cosmetics, blending traditional Japanese craftsmanship with forward-looking R&D. Originating in pencil-making, it has evolved into a full-service OEM/ODM partner across skincare, fragrance and make-up, with particular strength in technically demanding categories such as liquid eyeliner and advanced powders. The company is investing in clean formulations, sustainable packaging and "skinnification," developing hybrid textures that feel gentle yet perform strongly. As President Takashi Asanuma says, "Consumers today expect more than brilliant colors or long wear. They want products that deliver real benefits without causing harm."

Four Nines (999.9) has built a luxury eyewear brand on a simple, demanding idea: glasses must first serve as reliable tools. Drawing on its founders' years on the retail floor, the company set out to correct what customers repeatedly complained about—discomfort, fragility and fussy handling. President Toshiyuki Itabashi says, "Eyewear should be a tool, and that is the core of our philoso-

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phy." Frames are engineered to "embrace the shape of the user's face," using flexible titanium and precise fitting to deliver long-term comfort, robustness and durability. Today, Four Nines is elevating Sabae-made eyewear while attracting a growing base of inbound and foreign customers.



**"Our philosophy is 'Ageless Beauty.' We encourage women never to say, 'I can't do this because of my age."**

**Keiko Hayashi,**  
Founder and CEO,  
DoClasse

Pelican Soap has spent more than 75 years specializing in solid bar soaps that address specific skin concerns rather than cleanse. President Nobukazu Shibui notes, "Simply producing soap that cleans well is no longer enough; innovation must go far beyond that." The company develops functional bars such as its For Back medicated body soap, "hip care" products and a three-in-one body bar that cleanses, exfoliates and moisturizes, often after years of trial and error. Pelican keeps development and production tightly integrated in-house, enabling close collaboration between marketers and engineers and supporting long-term, habitual use in Japan and expanding markets across Southeast Asia.

## Science, Safety and Holistic Care

Suppose Japanese brands show how Japanese companies refine the "tools" of everyday life. In that case, these lifestyle brands also reveal what sits beneath those tools: a deep insistence on science, safety and holistic care. As consumers age and grow more cautious, they scrutinize what they put on their skin, into their bodies and even onto their teeth. They want products and services that can prove their claims, feel gentle in daily use and support long-term well-being rather than quick cosmetic wins.

Kao sits at the center of J-Beauty's quiet power, translating a clear philosophy into global growth. Executive Officer Tomoko Uchiyama argues that J-Beauty's strength lies in nurturing inherent beauty, and that "J-Beauty is not just about products; it's a holistic approach to skincare." Quality and safety are non-negotiable, supported by decades of research into naturally derived ingredients and how to deliver them to the skin stably and effectively.

Within this framework, Kao is concentrating investment on six flagship brands and organizing them into three models: Japan-origin Curél, Europe-origin SENSAI and MOLTON BROWN, and Asia brands such as KANEBO KATE and Sofina. Each is initially focused on the region where its DNA gives it the strongest chance to win, then expanded outward as a proven case. Curél, backed by more than 25 years of ceramide research and strong dermatological endorsement, is at the forefront of Kao's expansion in Europe as a leading brand for dry and sensitive skin, while MOLTON BROWN and hotel amenities turn inbound tourism into lasting emotional ties with the brand. Across markets, Uchiyama's R&D background shapes a strategy grounded in scientific credibility, localized skin insights, digital engagement and an inclusive view of beauty that "leaves no one behind."



**"My mission is to help them remain vibrant, healthy, and beautiful — what in Japan we call 'PPK'."**

**Yuri Takano,**  
Founder and  
Chairwoman, Takano  
Yuri Beauty Clinic

Royal Cosmetics occupies a distinctive niche within J-Beauty, built around a simple but radical idea: skin thrives on water, not oil. Founder and CEO Tadashi Momozono was inspired by *yu-agari hada*, the hydrated radiance of post-bath skin, and set out to recreate that look with entirely water-based, oil-free formulas supported by circulation-enhancing pure gold. For him, "cosmetics are meant to enhance beauty, not harm the skin," so safety, traceability and ingredient integrity sit at the center of the brand. Eschewing mass advertising, Royal has grown through word of mouth and, increasingly, luxury hotel amenities that introduce its distinctive textures to global travelers.

White Essence has turned dental whitening into a beauty and lifestyle service rather than a one-off medical procedure. Over 20 years, it has grown to around 300 member clinics and more than 80 percent share of Japan's medical whitening market by offering dentists a clear, profitable franchise model and patients an uplifting experience. Founder Yoshiaki Sakamoto reframed whitening as



## OUR SELECTION

"lifestyle improvement through whitening," linking brighter teeth with confidence, communication and long-term oral health. Its patented Whitening Pro agent delivers enhanced results, while bundled cleaning and preventive care encourage customers to return for 10-15 years, treating oral esthetics as ongoing self-care.

Eminet focuses on ingestible beauty for Japan's aging yet health-conscious consumers, especially those over 50. Its flagship collagen supplement, Tenshi no RaRa, is designed for effortless daily use—odorless, flavorless and portable—so benefits come from long-term continuity rather than quick fixes. President Yukio Uchida stresses that "our philosophy is to support, not to replace, the body's own systems," reflecting a J-Beauty belief in simple routines that respect the skin's natural functions. Eminet backed Tenshi no RaRa with clinical trials and "Foods with Function Claims" approval, testing the finished formula to give consumers confidence in both efficacy and safety.

**Age-Positive Style, Body and Experience**  
If science and safety form the backbone of Japan's lifestyle offer, its heart lies in how people actually live, dress and move through the world as they age. Consumers in their 40s, 50s and beyond are not trying to return to youth. They want to feel agile, dignified and expressive in the bodies they have now. That shift is redefining beauty and style as daily maintenance rather than occasional transformation, and as something that should feel welcoming, not intimidating. Apparel, esthetic services and holistic body care are converging into experiences that promise comfort, confidence and a quietly optimistic view of getting older.

DoClasse speaks directly to Japan's middle-aged and senior consumers, offering clothing that makes them feel energetic rather than invisible. Founder and CEO Keiko Hayashi created the brand at 47, inspired by the idea that "youth is not about physical age but about spirit." Built on direct marketing and a generous 100 percent satisfaction guarantee, DoClasse treats every purchase as a one-to-one relationship. Its "Ageless Beauty" philosophy focuses on solving concrete issues—changing body lines, comfort, ease of care—while helping customers look a little younger and slimmer without chasing fast-fashion trends. Flagship stores and e-commerce together anchor a growing, age-positive community.

Takano Yuri Beauty Clinic weaves esthetics, medical care and hospitality into a single vision of graceful aging. Founder and Chairwoman Yuri Takano's playful slogan "Eternal 27" captures a serious philosophy: "it also embodies a philosophy: that beauty is about vitality, energy, and timelessness." Her group now spans salons, two medical clinics, spas and a wellness resort near Lake Kawaguchi, where hot springs, esthetics and hotel stays deliver "beauty and healing" together. Clients move between in-salon treatments, preservative-free "esthetician cosmetics" and occasional clinical procedures in a hybrid model that prioritizes visible results, emotional care and lifelong relationships with an increasingly age-diverse clientele.



**We carefully research new ingredients and invest in technologies that ensure safety, stability, and user satisfaction while complying with each market's regulations."**

**Takashi Asanuma,**  
President, Asanuma

### Japan's Lifelong Care Advantage

Taken together, these cases sketch a distinct Japanese answer to the question of how people want to live now. Rather than chase spectacle or speed, they refine the ordinary: the soap in the shower, the fit of a jacket, the feel of a serum, the way glasses sit on the nose. They treat each of these as a small but serious contributor to long-term well-being.

Across categories, three patterns repeat. First, everyday items are engineered as precise tools that work quietly and reliably over years. Second, science and safety are not marketing add-ons but foundations, whether in derma care, ingestible beauty or fully water-based skincare. Third, age is treated neither as a problem to erase nor a niche to park on the margins, but as a continuum of changing needs that can be met with comfort, optimism and respect.

In a crowded regional market, this "lifelong care" approach gives Japanese lifestyle brands a clear, credible point of difference. It aligns with domestic realities, resonates with inbound visitors and offers partners abroad a model built on trust, proof and accumulated satisfaction rather than rapid churn. That quiet confidence may be Japan's most durable competitive edge.



## AGELESS FASHION FROM JAPAN'S DOCLASSE

BORN FROM A SINGLE TABLE AND BOLD VISION, DoClasse HAS GROWN INTO A LEADING JAPANESE FASHION INNOVATOR, NOW BRINGING ITS REFINED CRAFTSMANSHIP TO A GLOBAL AUDIENCE. *By Daniel de Bomford and Cian O'Neill*



**"Youth is not about physical age but about spirit."**

**Keiko Hayashi**  
CEO, DoClasse

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ike a single thread that began a great tapestry, DoClasse started as something small, an IKEA table, four phones and an idea and, from there, grew into one of Japan's most compelling modern fashion success stories.

When Keiko Hayashi founded the company in 2007 at age 47, she says she felt as if she was entering a new chapter in life. Inspired by Samuel Ullman's poem *Youth*, she embraced the conviction that would become the brand's philosophy: youth is not measured in years, but in spirit. "I imagined tourists visiting Japan not just for the temples, shrines and food, but also being impressed by the people—how youthful, active and attractive they could be at any age," she says.

From the start, Hayashi sought to empower people to look and feel confident at any age. Direct marketing became the company's engine, using media to speak one-on-one with millions. Its bond with customers was built on an unwavering creed: "We cannot earn money without gratitude." This philosophy drives one of the industry's most generous guarantees: 100 percent satisfaction with free returns. Today, more than 3.7 million customers in Japan form DoClasse's domestic foundation.

As Japan's global influence grows, its refined aesthetic, minimalist culture and textile traditions are directing DoClasse's vision. The culmination of the company's uniquely Japanese direction led to the creation of J.Dot, expressly designed for the world stage.

The J stands for both Japan and Junko, Hayashi's business partner. "Junko has a remarkable gift for transforming flat fabrics into beautiful three-dimensional garments," she says. The line showcases creativity while also celebrating Japan's textile heritage, like the Nishijin and Bishu weaving traditions. Its core message is simple yet powerful: every woman is precious and deserves the finest.

J.Dot targets the world's fast-growing affluent markets, and DoClasse strengthens e-commerce and international logistics partnerships such as ZigZag. The company is laying the groundwork for a new era of global accessibility. Retail partnerships, influencer collaborations and a strong global e-commerce presence will further anchor its international reach. "What will remain constant is our philosophy: putting the customer first. That cannot easily be copied, and it will continue to be our strength," Hayashi says.

From humble beginnings to international ambition, DoClasse and J.Dot embody the timeless Japanese belief that beauty is crafted with care, and with the right spirit, any thread can be woven into something extraordinary.

# DoCLASSE



**"We can deliver everything from fragrances to advanced skincare and color cosmetics."**

**Takashi Asanuma**  
President, Asanuma

ASANUMA CORPORATION

<https://asanumacorp.com/en>



# CLEAN BEAUTY BY ASANUMA

ASANUMA'S PIONEERING HYBRID FORMULAS AND PRECISION MANUFACTURING SHOWCASE JAPAN'S LEADERSHIP IN NEXT-GENERATION SKIN CARE AND MAKEUP INNOVATION.

By Daniel de Bomford, Paul Mannion and Cian O'Neill

In beauty, trends rise and fall with shifting consumer currents. Yet beneath the surface lies a force as steady and precise as a master craftsman's hand. This is Japanese expertise, where innovative formulations are shaped with the patience of a tea ceremony and the rigor of a centuries-old artisan tradition.

For more than 70 years, Asanuma has been one of the engines behind the products that millions love, an OEM/ODM partner whose work often remains invisible, even as it is felt on vanities and store shelves around the world. In an age dominated by flashy marketing and rapid-fire product cycles, Asanuma represents the pursuit of beauty as a craft, rather than a fleeting trend.

While Japanese products may be understated in the market, Takashi Asanuma, president of Asanuma, says that foreign brands frequently rely on Japanese suppliers for advanced ingredients, sensorial textures and technical support. Japan's advantage is that the demand for quality in the domestic market is exceptionally high, driving the industry to create lasting value beyond surface appeal. "Japanese consumers themselves are increasingly discerning, recognizing value even in products that use only minute quantities of highly active ingredients," he says.

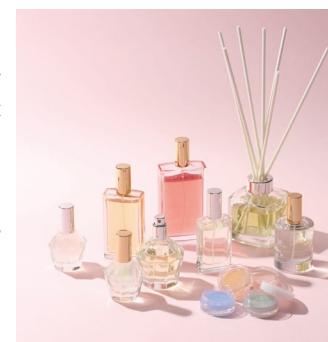
Asanuma offers a full slate of makeup, skin care and packaging solutions built on over 70 years of Japanese R&D. The president says that the company's historical strengths lie in liquid eyeliner, which is a highly technical product. "Producing consistent, high-quality eyeliners is challenging, and only a few ODMs in Japan—and have the experience to

Japan is globally known for its ability to create textures that feel pleasant to the touch. Asanuma is proud to offer products like Zohkeibi, by Rakugan technology, a traditional sweet-making technique involving unique molding, marbling and gradient design. "For us, it's about combining respect for traditional craftsmanship with a commitment to thoughtful innovation—a mindset that guides everything we do," Asanuma says.

Decades ago, Asanuma also established a dedicated skincare research and development team and has since been offering high-performance cleansing balms, serums with capsule essences and all-in-one gels. This expertise with active ingredients is increasingly crucial as makeup is now expected to deliver skincare benefits amid the booming global "skinification" trend.

In recent years, the company has expanded its clean beauty and sustainability efforts as consumers seek safe, transparent and responsible products. With regional standards varying, Asanuma meets global expectations by elevating its own internal benchmarks. Its in-house packaging team drives innovation from concept to development, offering recyclable materials and refillable solutions.

As the company looks ahead, it aims to scale its global operations while shifting from product replication to meaningful innovation that supports both external beauty and inner well-being. President Asanuma says that consumers now want more than brilliant colors or long wear; they expect products that deliver benefits without harm and reflect a balance between outer appearance and inner wellness. "We aim to develop technologies and formulations that can be clearly explained and trusted, products that support both surface beauty and deeper, holistic care."



# LUXURY JAPANESE SKINCARE EVOLVES THROUGH TAKANO YURI'S PIONEERING BEAUTY BREAKTHROUGHS

CELEBRATED FOR BREAKTHROUGH SKINCARE AND WORLD-CLASS ESTHETIC EDUCATION, TAKANO YURI CONTINUES SHAPING GLOBAL BEAUTY STANDARDS THROUGH SCIENCE, WELLNESS AND EXCEPTIONAL CLIENT CARE. *By Daniel de Bomford and Bernard Thompson and Kyann Edouard*



**Takano Yuri**  
BEAUTY CLINIC

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**"My mission is to help clients remain vibrant, healthy, and beautiful."**

**Yuri Takano**

Chairwoman, TAKANO YURI BEAUTY CLINIC

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eauty can become an inner driving force, guiding a person's innate confidence and awakening vitality from within.

Yuri Takano, founder and chairwoman of Takano Yuri Beauty Clinic, was inspired in 1978 by the concept of "natural healing power" she encountered in France, which led her to advance the esthetic industry in Japan. Her decision to develop her own line of skincare products also stemmed from a heartfelt desire to



The answer became a decades-long pursuit of high-quality, additive-free cosmetics developed in-house, now central to one of Japan's most recognizable beauty brands.

Takano's early work grew into a line of signature products that deliver salon-level results at home. Among the standouts are the EstheFact All-in-One Gel, which combines plant stem cell moisturizers with proprietary platinum ingredients, and the Super Cell Series, inspired by rejuvenation treat-

ments she discovered in Switzerland decades ago. Years of development later, her team achieved a major milestone: a human umbilical cord blood stem cell-conditioned medium produced entirely in Japan.

Takano's mantra, "Eternal 27," reflects her belief that at 27, a woman shines not only in appearance but also as a fully mature individual. It is an age when the mind and body are in perfect balance, and the desire to maintain that harmony

continues to guide Takano's beauty philosophy and actions.

"Beauty is about vitality, energy and timelessness," she says. That belief continues to

guide the brand as it expands from esthetic salons into clinical care, a shift driven partly by demographic change. With fewer young workers entering the profession and strict limits on foreign hiring, Takano sees medical clinics as essential for delivering advanced treatments such as lasers and injectables.

Still, she places a high value on esthetics as a source of emotional healing and human connection. The company operates spas and wellness hotels, including a lakeside resort near Mount Fuji, where guests experience spa esthetics and restorative hospitality in one setting. A loyal workforce supports this vision, with over 300 of the company's 800 employees having been with the brand for over a decade.

The brand stands on three pillars: beautiful skin, healthy bodies and graceful aging. Through science, education and respect for well-being, Takano is bringing the beauty of Japanese esthetics to the world.





# WHITE ESSENCE TRANSFORMS SMILES AND ELEVATES ORAL AESTHETICS

JAPAN'S TOP TEETH-WHITENING FRANCHISE BLENDS ADVANCED TECHNOLOGY WITH BEAUTY-FOCUSED CARE, DELIVERING BRIGHTER, HEALTHIER SMILES AS IT EXPANDS ACROSS ASIA'S GROWING AESTHETIC MARKET. *By Daniel de Bomford and Cian O'Neill*

**"Teeth-whitening is a service that fulfills personal satisfaction, health, and aesthetic goals."**

**Yoshiaki Sakamoto**  
President, White Essence



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**D**escribing a beautiful smile is almost always associated with light. A smile can light up a room, be radiant and at the same time, transform perceptions and shape first impressions. In Japan, there is one company that has spent over two decades perfecting the art of bringing that light to the forefront.

White Essence, the country's leading professional teeth-whitening provider, has built a nationwide network of dental clinics dedicated to helping people unlock the confidence that comes with a brighter, healthier smile. By redefining teeth-whitening not as a medical procedure, but as an accessible beauty experience, the company has illuminated a new path for oral aesthetics, where wellness, self-care and personal expression shine together.

Yoshiaki Sakamoto, president of White Essence, says the company captured over 80 percent of the market in Japan by reframing it as a service that supports personal satisfaction, aesthetic goals and overall well-being, instead of positioning teeth-whitening as a procedure tied to clinical necessity. "We shifted this perspective by advocating 'lifestyle improvement through whitening,' transforming the mindset of both dental professionals and patients," he says.

At the core of White Essence's dominance in professional teeth-whitening is its development and deployment of government-approved medical devices. White Essence utilizes high-quality medical equipment, including proprietary technologies. For instance, White Essence's patented bleaching agent, "Whitening Pro," a breakthrough formulation that achieves three times



the whitening effect of conventional treatments when combined with White Essence's specialized light device. In partnership with the Japanese pharmaceutical industry, Sakamoto successfully secured regulatory approval for this innovative bleaching agent.

"Technological superiority alone is not enough," Sakamoto says. "To earn trust from both consumers and dental clinics, brand reliability and marketing image are essential." The company manufactures in-house, lowering costs and ensuring quality and affordability.

White Essence embodies a holistic philosophy rooted in the treatment's original purpose of preventive care for cavities and gum disease. By integrating teeth-whitening into a broader regimen of regular cleaning and oral maintenance, the company positions the treatment as a meaningful component of long-term dental health. The result has been exceptionally strong patient loyalty, with clients returning for over 15 years, contrary to the common belief among dentists that patients view whitening as a single procedure.

Following strong global interest at the World Dental Show, White Essence is expanding across Asia, prioritizing partners who understand the medical and aesthetic value of teeth-whitening. By collaborating with reputable dental groups rather than traditional distributors, the company ensures its advanced teeth-whitening philosophy is communicated accurately and consistently.

White Essence aims to make professional teeth-whitening a global lifestyle standard by uniting beauty, wellness and confidence so that people everywhere can experience the transformative power of a brighter, healthier smile.



# ROYAL COSMETICS LEADS JAPANESE SKINCARE WITH GOLD-INFUSED FORMULATIONS

UNITING ANCIENT GOLD TRADITIONS AND MODERN SCIENCE TO DELIVER TRULY TRANSFORMATIVE JAPANESE SKINCARE.

By Daniel de Bomford, Cian O'Neill and Kyann Edouard

**G**old has always been a benchmark of beauty, a simple band on a finger, an indicator of devotion and its purity a measure of status. Royal Cosmetics, like gold, complements beauty through purity and luxury. While global skincare brands race to out-shout one



another with flashy marketing and trend-driven formulas, Royal Cosmetics has built a four-decade legacy away from spectacle, instead in science and the philosophy that true beauty should never compromise the skin.

In an era defined by intense competition, from Western multinationals to the meteoric rise of K-Beauty, Japanese brands face unprecedented pressure.

However, as CEO Tadashi Momozono says, Japan maintains an intrinsic edge: a culture grounded in simplicity, ingredient integrity and formulations that genuinely work. It's little wonder that active ingredients powering rival market products originate in Japan.

The turning point for Momozono was a landmark Osaka lawsuit 50 years ago, which highlighted the dangers of unsafe formulations. "Cosmetics are meant to enhance beauty, not harm the skin," he says. "That was my starting point: to create skincare products that truly help the skin and deliver lasting benefits, not just surface-level effects." Here lies the ethical foundation of Royal Cosmetics.

Momozono's research led to a transformative insight: the industry's reliance on oil-based formulas only created the appearance of moisture. "Water is what truly moisturizes and supports skin health without side effects," he says. Water is the essence behind *yu-agri hada*, or post-bath skin, celebrated in Japanese culture for its natural glow and suppleness.



ROYAL HERB SKINCARE SERIES

niques, Momozono turned to pure gold. Long revered in Japan, China and ancient Egypt for its energetic and healing properties, gold offered a unique advantage. A Swiss comparative study confirmed what history had hinted at: gold-infused formulas significantly improved circulation, brightness and texture compared to identical formulas without gold.

Royal Cosmetics' business model is as distinctive as its formulation. The company has never relied on retail stores, advertising or mass-market campaigns. Instead, it thrives through direct relationships and word of mouth, evidence of the efficacy of its products, and the trust it earns from consumers.

Today, the brand is accelerating its global expansion through Amazon, Alibaba and luxury hotel amenities from Japan to Hawaii, including partnerships with the Sheraton, where premium amenity kits introduce Royal Cosmetics to discerning travelers. "This allows us to reach a high-end global audience through hospitality, not retail," Momozono says.

From its origins in Japan to its growing global footprint, Royal Cosmetics is proving that when beauty is crafted with purity, science and the enduring brilliance of gold, it becomes nothing short of timeless.



ROYAL INNERCARE SERIES

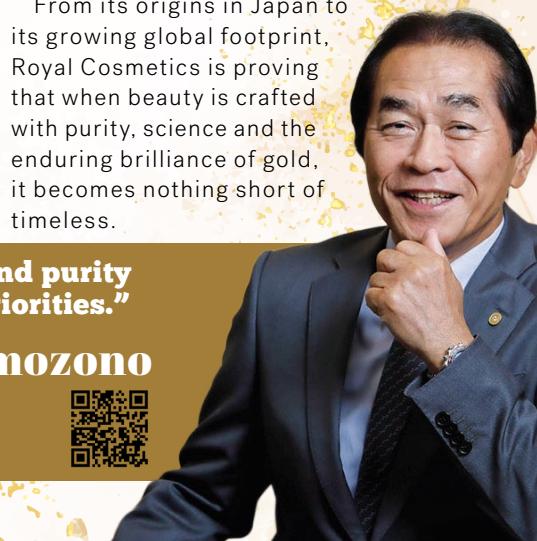
Royal Cosmetics pioneered a fully water-based skincare philosophy, rejecting oils in favor of formulations that mirror the skin's healthiest, most radiant state.

But hydration was only one element of skin vitality. Circulation is responsible for firmness, tone and luminosity, and it became the next frontier. Rather than relying on inconsistent manual massage tech-

**"Quality, safety and purity are our highest priorities."**

**Tadashi Momozono**

CEO,  
Royal Cosmetics  
[www.royalcos.co.jp](http://www.royalcos.co.jp)



## TENSHI NO RARA SUPPORTS BEAUTY NATURALLY

EMINET MERGES NATURE AND SCIENCE FOR SIMPLE, CONSISTENT BEAUTY RESULTS. *By Daniel de Bomford and Bernard Thompson*

**Yukio Uchida**, President and Representative Director, Eminet Co., Ltd.



**E**minet, a wellness company based in Tottori Prefecture, builds its work on a simple idea: beauty grows when people live in step with nature rather than work against it. President Yukio Uchida often explains that the company's surroundings, clean air, pure water and quiet, expansive forests, inspired this belief. "Simplicity, or harmony with nature, is the foundation of how we create our products," he says.

That approach shapes the company's signature product, the collagen supplement Tensi no RaRa. The liquid formula contains no additives and has no flavor or scent, so it blends easily into daily routines. People can mix it with any drink, from morning coffee to an evening glass of something warm or cold. Uchida also stresses that consistent use is essential for noticeable results.

Tensi no RaRa has carved out its place in Japan's crowded beauty market through science-based development.

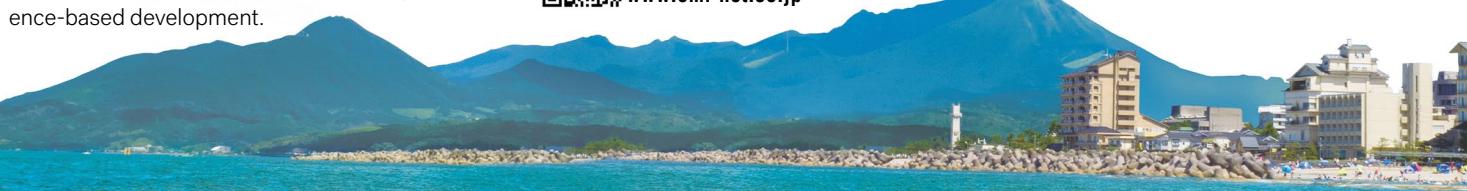


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In 2019, after clinical testing, safety reviews and publication in peer-reviewed journals, the product was registered with government authorities as a food with functional claims. To build consumer trust, Eminet chose a stricter path: instead of testing a single collagen ingredient, the company verified the skin benefits of the finished product itself.

Moisture retention has long been the company's central research focus. Eminet notes that modern living—climate, air-conditioning and stress—can dry the skin and weaken its natural defenses. Its products are designed to support the body's own ability to hold moisture.

As Eminet expands into overseas markets, including across Asia, it plans to keep three commitments at the center of its work: simple routines people can maintain, clear scientific evidence and the respect for the natural world that has shaped the company from the start.



## SUSTAINABLE JAPANESE SOAP FOR A GLOBAL MARKET

WITH ISO 22716 CERTIFICATION AND RSPO MEMBERSHIP, PELICAN SOAP LEADS IN SAFE, RESPONSIBLE MANUFACTURING. *By Daniel de Bomford and Kyann Edouard*

**F**or more than 75 years, Pelican Soap has upheld the traditions of Japanese craftsmanship, earning a loyal following for its gentle, skin-first formulas. Operating its own factory in Japan, Pelican combines long-standing expertise with advanced technologies to create innovative soaps and body care products that other companies cannot replicate. "What enables us to meet such challenges is the tight integration of development and production," says Nobukazu Shibui, president of Pelican Soap.

The company's Keana Shirazu, a



facial cleansing soap developed specifically for pore-related concerns, delivers the kind of mild, yet effective care that discerning consumers expect. The brand's creativity shines in the Koisuru Oshiri Soap Scrub, a 3-in-1 exfoliating, cleansing and hydration scrub. Crushed into a fine scrub texture, it lathers richly, allowing it to function as both an exfoliant and a full-body cleansing soap. For seasonal care, the Koisuru Oshiri Hip Care Body Butter targets dryness commonly experienced in autumn and winter, delivered by a rich, moisturizing vegetable butter blend.

"We design products for long-term, habitual use," Shibui says. "Rather than chasing a quick, one-time sale, we focus on building trust so customers will keep using a product for ten years or more."



**"We design products for long-term, everyday use, prioritizing trust and reliability over trends so customers continue choosing them for many years."**

**Nobukazu Shibui**  
President, Pelican Soap Co., Ltd.



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# EYEWEAR AS A TOOL: THE PURSUIT OF PURITY AND PURPOSE IN 999.9

WE SOMETIMES FORGET THAT EYEGLASSES BEGAN AS TOOLS. THEY WERE HUMBLE AND ESSENTIAL, CREATED TO HELP PEOPLE SEE THE WORLD CLEARLY. OVER TIME, THEY HAVE BECOME PART OF FASHION AND OFTEN SERVE AS SYMBOLS OF INDIVIDUALITY. STILL, THEIR PURPOSE HAS NEVER CHANGED. THEY WERE MADE NOT TO BE SEEN, BUT TO HELP US SEE. *By Megah Bintang and Anudari Erdenebulgan*

**F**rom Italian monks to the artisans of snow-covered Sabae, the history of eyewear has always been rooted in purpose. In Japan, that meaning runs even deeper. The sacred Yata no Kagami has long symbolized truth and clarity.

999.9, or Four Nines, reflects this philosophy. Its name comes from gold measured at 999.9 out of 1,000, a level considered nearly pure. The brand works toward that remaining 0.1 each day, aiming for the highest standard of quality and moving as close to “1,000” as steady refinement allows.



Its focus on durability, comfort and a natural fit guides every detail. Within that strict commitment to quality, function and beauty meet.

## Craftsmanship Born in Sabae

999.9 is produced in Sabae, a city in Fukui Prefecture, and is recognized as one of Japan's leading eyewear brands. Sabae is considered one of the world's three major eyewear production cen-



ters and is known for its precise work with titanium and acetate.

Working with many partner workshops, 999.9 has focused on achieving what it calls “ideal comfort when worn.” Every step, from design through final adjustment, follows strict standards.

The brand's key innovation is its patented Gyaku-R Hinge, or Reverse R Hinge. The mechanism eases stress when glasses are put on or taken off, helps the frame keep its shape and offers a fit so natural that wearers often forget they have glasses on.

## Comfort as a Philosophy

The quality that 999.9 seeks goes beyond manufacturing techniques. At its directly operated stores, the brand provides personal fitting, vision measurement and lifetime maintenance.

This approach reflects a founding belief: “Eyeglasses are not ornaments, they should be fine tools.”

Its flagship line, 999.9, uses several proprietary mechanisms designed to ensure comfortable wear, long-term durability and precise micro-adjustment.

## Global Recognition and Commitment to Japan

As interest in Japanese craftsmanship has grown around the world, 999.9 has built a strong presence overseas. Inbound visitors now account for about a quarter of its sales. The brand has

expanded across Asia, Europe, North America and Australia, and it operates a boutique in Singapore.

In 2021, it worked with Salvatore Ferragamo on a collaboration that paired Japanese precision with Italian design traditions.

Even with its global reach, 999.9 remains closely tied to Japan. Its stores, beginning with Ginza, follow a restrained and polished aesthetic. The brand avoids showy displays and depends instead on its core values: comfort, longevity and an instinct for what feels right.

## To See the Future

999.9 created Vision Lab with the belief that clear vision can expand human potential. The program trains athletes' visual responses and helps develop quicker, more instinctive “seeing power.”

Feedback from those athletes is used directly in the brand's product development.



## A Brand That Returns to Essence

In a market crowded with eyewear made primarily for fashion, 999.9 continues to hold to its core purpose. Each frame reflects careful craftsmanship. When form supports function, beauty follows.

The brand continues to carry that conviction forward.

**999.9**



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