

What sets Japanese beauty apart from its contemporary rivals is its focus on perfecting the small and the unseen. It's the small conveniences that allow it to fit into busy routines during the quiet hours of the evening, and the precision and trust needed to maintain habits over a lifetime. The Japanese beauty industry has a centuries-long history that continues to evolve while holding true to its core values that have made it what it is today.

StylingLife Holdings Inc. BCL COMPANY shows how Japanese beauty is adapting to modern life by making routines simpler, faster and easier to maintain. Its appeal is in practical products that fit busy schedules without sacrificing quality. As Company Executive President Kazushige Omura said, "The brand communicates the idea that you do not need to over-exert yourself to achieve beauty."

Japanese beauty differentiates itself through harmony rather than spectacle. Arsoa Keio Group links skincare to physical health, emotional balance and the natural environment, giving its products a wider philosophy of care. President Reiko Takiguchi captured this philosophy, saying, "The skin is not separate from the body. It is part of the body," thereby making beauty inseparable from well-being.

OSHIMATSUBAKI differentiates itself by treating heritage as a strength. In a beauty market shaped by rapid launches and novelty, it has stayed focused on camellia oil, purity and credibility built over time. President and Group CEO Ichiro Okada summed it up simply: "The priority is trust, safety, and quality," a philosophy that remains central to Japanese beauty's distinct appeal.

Modern Japanese beauty is defined by the systems that support the finished products, as proven by Saticine Medical. Through formulation support, scientific evaluation and

low-volume production, it helps new brands enter the market with credibility. As CEO Satoshi Yamazaki said, "Our mission is to help as many women as possible access the right beauty solutions."

SPIC reflects the growing overlap between beauty and wellness in Japanese consumer culture. By focusing on nutrient delivery and preventive health, it extends the logic of J-Beauty into a wider health context. "The fundamental idea is that no matter how high-quality a nutrient may be, it has little value unless it reaches its intended destination," CEO and Representative Director Takayuki Shibata said.

As Japan's society ages, FAST BEAUTY adapts through a data-driven, service-led model built on specialized care. Its evolution from gray hair maintenance to broader aging support illustrates how Japan foreshadows beauty trends other markets will face later: President Ken Takahashi put it plainly: "Currently, we are transitioning into a new phase where we are redefining our service from simple gray hair maintenance to a broader concept of aging care."

Japanese beauty's modern identity lies in how it changes with the times while staying grounded in its core strengths. Across these companies, differentiation is based on precision and a deeper understanding of how beauty fits into everyday life.

# How Japanese Beauty Differentiates Itself in a Fast-Changing Modern Era

BY DANIEL DE BOMFORD



# Arsoa Keio Group's Sustainable Skin Care Vision Connects Beauty and Nature

# ARSOA

Arsoa Keio Group unites Japanese beauty, regenerative agriculture and nature-led research to create skin care rooted in inner health, environmental responsibility and a refined philosophy of harmony between people, skin and the natural world.

BY DANIEL DE BOMFORD

In the town of Kobuchisawa, nestled high in the mountains of Japan's interior, lies the Arsoa Keio Group. Among the verdant fields and wooded slopes, built in congruence with the natural surroundings, the company's headquarters appear more like a nature retreat than a cosmetics head office. This connects to the company's core, beauty in harmony with nature and embodies Japan's approach to cosmetics, simplicity, refinement and quality.

President Reiko Takiguchi said that the company's approach focuses on naturally empowering the body. Skin doesn't exist separately from health, both physical and mental. And where some might try to create beauty by simply covering blemishes, for the last 50 years, Arsoa Keio Group has focused on the natural abilities within all bodies. "When the body is not feeling well, the complexion can become dull or lose its natural vitality," Takiguchi said. Central to the group's philosophy is that water quality is the foundation of effective cosmetics. "Since most cosmetic

products are largely composed of water, we believe that the quality and characteristics of that water are extremely important," she said. The company has developed a type of water that is more effectively absorbed by the skin and enhances the efficacy of ingredients. "We also use natural hot spring water sourced from Tokachi in Hokkaido," she said. "This water contains a high level of moisturizing components, and through long-term research, we have been able to use it in its pure form within our products." Likewise, the company's focus on natural ingredients is reflected in its R&D. Takiguchi said the company's researchers leave the lab to observe and explore nature, seeking new possibilities. "This connection with nature is a fundamental part of how we approach innovation," she said.

Arsoa Keio Group takes an approach that emphasizes a complete, continuous cycle in which everything is connected. It grows vegetables without pesticides to produce an enzyme-based drink. After the production process, the remaining plant materials are returned to the soil, enriching it, activating the microorganisms and nourishing future crops. "Through this process, we have even discovered new beneficial bacteria, such as a unique type of lactic acid bacteria, *Apilactobacillus kosoi*,

that has strong immune-supporting properties and may also contribute to other aspects of health," she said.

Rather than relying on mass-market advertising and online sales, the group uses consultants to make personalized recommendations, relying on product expertise, experience and skin knowledge. "Our consultants, called beauty counselors, first use the products themselves and then recommend them based on their own positive results," she said. Rather than relying on aggressive sales techniques, purchases are made in a conversational, personal way. At the same time, the consultants can gather feedback. As Arsoa Keio Group looks to gradually expand in Asian markets such as Vietnam and Thailand, its strength lies in the consistency of its vision. From its nature-inspired headquarters and circular farming practices to its skin care research and consultant-led customer relationships, every element reflects a single philosophy. Arsoa Keio Group presents a model of beauty grounded in health and harmony with nature.



**"When the body is not feeling well, the complexion can become dull or lose its natural vitality."**

Reiko Takiguchi  
President, Arsoa Keio Group.



<https://www.arsoa-keio-group.co.jp/>



## SPIC Redefines Wellness Through Nutrient Delivery

SPIC presents a Japanese wellness philosophy centered on nutrient delivery, preventive health and long-term trust in an increasingly crowded global market.

BY DANIEL DE BOMFORD

In today's wellness market, shelves are crowded with bright packaging and bold promises competing for attention. SPIC Corporation wants people to see beyond the surface. For the company behind Lypo-C, the real question isn't what people put into their bodies, but whether those nutrients reach the places they are needed most. The focus on delivery has become the foundation of its approach to preventive health. Representative Director and CEO Takayuki Shibata sees that approach as part of a distinctly Japanese strength. Despite rising competition from South Korea and the West, Japan still stands out due to its depth of research and refinement. "Japanese products tend to focus on fewer ingredients, but with a strong emphasis on quality, purity and effectiveness," he said. The challenge is communication; Japan has not always been as effective at explaining that value clearly to consumers.

As Japan itself becomes a preview of the future, effective messaging is becoming increasingly important. The country's population is aging rapidly, with people older than 65 accounting for almost 30 percent of the population. "From that perspective, Japan represents a kind of preview of future global



**"We are a company that creates the mechanism for delivering the health of the future."**

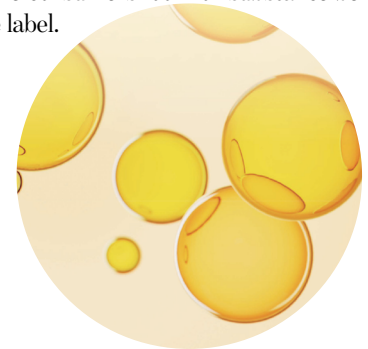
**Takayuki Shibata**  
CEO and Representative Director,  
SPIC Corporation.

trends," Shibata said. SPIC's answer is to focus on delivery. "Many consumers focus on how much of a nutrient they take, but far fewer consider how much of that nutrient is actually delivered to the body," he said. "The fundamental idea is that no matter how high-quality a nutrient may be, it has little value unless it reaches its intended destination." That thinking shapes Lypo-C's expansion across supplements that include vitamin C, vitamin D, ceramides, CBD and minerals for use in health, sports and skincare products. Lypo-C's liposomal technology has been established through long-term collaborative research with Dr. Atsuo Yanagisawa. "Customers often feel a difference because the nutrients are effectively delivered," Shibata said.

Since its launch in 2015, Lypo-C has enjoyed support from places where trust matters most: among professionals. The brand



has built strong support among professionals and is carried at more than 3,500 locations across Japan, including medical institutions, aesthetic salons and specialty wellness retailers. "Our true strength lies in this accumulated knowledge of how health, beauty and wellness function within real communities," he said. SPIC's emphasis on delivery and absorption has resonated with both practitioners and consumers everywhere, from medical institutions to salons nationwide. The same steady approach shapes SPIC's international strategy. Rather than pursue rapid overseas expansion for its own sake, the company focused on dialogue and hands-on engagement with medical, aesthetic and wellness professionals in each market. Its products are currently available in Taiwan, South Korea and Singapore. Its international goals lie beyond mere expansion; they are to introduce a Japanese philosophy of preventive health as a way of thinking. "Our approach is not to expand quickly, but to understand each market deeply," he said. "We prioritize long-term collaboration and aim to contribute to improving health in each market." What SPIC is presenting to the world is a Japanese approach to wellness. Its products are part of that story, but the deeper idea is that future health should be supported deliberately and over time. That perspective gives the brand room to grow well beyond Japan as more consumers look for substance behind the label.



**SPIC**

<https://www.spic.com/en>



# How the Future of J-Beauty May Be Rooted in Camellia Oil Tradition



Through meticulous processes guided by its own rigorous standards and thorough management, from seed selection to final refinement, OSHIMATSUBAKI Co., Ltd. has built a product philosophy rooted in uncompromising quality, earning the trust of generations of loyal users over decades.

**BY CIAN O'NEILL, QUENTIN LANGE AND BERNARD THOMPSON**

**L**ike the camellia flower, which blooms through winter, some Japanese beauty philosophies are not built on fleeting trends. Resilience, purity and care rooted in decades of tradition, these are the bywords of a timeless approach to beauty. In an era dominated by fast-moving cosmetics cycles and viral marketing, this enduring approach reflects a deeper belief: true beauty begins with balance, integrity and the patient cultivation of well-being over time.

For nearly a century, OSHIMATSUBAKI has embodied this philosophy, building its reputation around the refinement of camellia oil and a steadfast commitment to purity, safety and long-term care. It is a commitment the company does not take lightly. President and Group CEO Ichiro Okada attests to the company's heritage, explaining, "Our philosophy is not about appearance or instant visual effects, but about maintaining healthy hair and skin. We believe health is the foundation, and beauty is born from it. This mindset underlies everything we do." Founded on the refinement of camellia oil, the company has spent decades perfecting purification techniques designed to remove impurities that can irritate sensitive skin while preserving the ingredient's natural benefits. "The goal was to remove as many impurities as possible and maximize the product's features of camellia oil," Okada says. Today, all camellia oils used by the company are refined in Japan according to its own strict stan-

dards, resulting in highly stable camellia oil with minimal odor and a smooth feel. While many modern beauty brands compete through rapid product cycles and influencer-driven marketing, OSHIMATSUBAKI has built its reputation differently: through trust accumulated over generations. "We are camellia oil specialists and this positioning remains unwavering," says Okada. The company instead focuses on becoming the leading name within its niche, prioritizing specialist expertise over mass-market expansion.

The same long-term philosophy has also guided the company's overseas expansion. OSHIMATSUBAKI's international business began nearly 60 years ago in Hawaii before gradually expanding across North America and Asia. Today, the company's core overseas markets include the United States, Canada, Hong Kong, Taiwan, Thailand, Malaysia and Australia. Rather than pursuing scale alone, the company prioritizes markets where oils are already widely used in hair and skincare routines. "Rather than aiming for mass sales, the target is consumers who understand the value of camellia oil," Okada explains. As OSHIMATSUBAKI approaches its 100th anniversary in 2027, the company continues to strengthen its global presence while remaining rooted in the principles that have guided the company since its founding: quality, safety and the enduring culture of camellia oil.



<https://www.oshimatsubaki.co.jp/>



OSHIMATSUBAKI

TOKYO



# WHERE THE NEXT GENERATION OF BEAUTY BRANDS BEGINS

THROUGH ITS WITH BRAND PROJECT, SATICINE MEDICAL IS REDEFINING THE ROLE OF A COSMETICS OEM BY ENABLING ANYONE TO CREATE THEIR OWN COSMETICS TO RESOLVE SKIN CONCERNS THAT EXISTING MARKET PRODUCTS CANNOT SOLVE, COMBINING ADVANCED FORMULATION EXPERTISE, LOW-VOLUME PRODUCTION AND COMPREHENSIVE BUSINESS SUPPORT TO ACCELERATE INNOVATION IN JAPAN'S RAPIDLY GROWING D2C BEAUTY SECTOR. *By Daniel de Bomford*



**"Many of the most meaningful innovations in cosmetics begin with someone who personally understands a skin concern. Through the WITH BRAND Project, we provide the foundation that allows those ideas to become real brands."**

**Satoshi Yamazaki**  
CEO, Saticine Medical Co., Ltd.

**S**aticine Medical Co., Ltd. brings deep expertise in Japan's beauty market to brand development, product testing and formulation. The company has supported the launch of more than 900 cosmetic brands, building a record that reflects both market knowledge and technical strength.

Its role goes beyond manufacturing. Saticine Medical positions itself as a strategic partner that works with clients from brand launch through long-term growth. The company's approach recognizes that success in beauty requires more than production capacity alone. It also depends on the ability to clear market barriers with practical, end-to-end support.

To meet that need, Saticine Medical focuses on three core strengths. The first is its proprietary ingredients, developed through the Furusato Genki Project, or FGP. By identifying and using underutilized resources from across Japan, the company helps brands incorporate distinctive ingredients with both performance value and a clear story.

The second is its in-house evaluation system. Saticine Medical conducts safety and efficacy testing internally, giving brands access to a streamlined process backed by scientific evidence. The third is its formulation capability. Drawing on a team of specialists, the company develops custom formulations tailored to each brand's concept and to consumer demand. By pairing market insight with technical expertise, Saticine Medical aims to help beauty brands stand out in a crowded market and build lasting growth.



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# THE BUSINESS OF AGING GRACEFULLY: FAST BEAUTY'S NEXT EVOLUTION

**J**apan's beauty industry, rooted in precision and craftsmanship, is evolving beyond salon services into aging care and wellness. Driving this shift is FAST BEAUTY, led by President Ken Takahashi, built around gray hair and the care that follows.

Focused on women over 35, the company has accumulated data since 2014, building a decade of insights and over 1 million annual touchpoints. "Japanese beauty's strength lies in depth of execution and detail,"

Takahashi said. Now operating more than 150 fufu salons, the company is repositioning fufu as a comprehensive aging-care platform. Years of regular visits have built rare trust, and clients bring their next questions on hair density and scalp condition to one place. The company answers with an in-salon protocol built around a Japanese stem cell-derived active and a home-care line launching this summer.

Having entered Thailand, FAST BEAUTY is now expanding into East and Southeast Asia and beyond, taking Japan's insights into global aging. "It's a preview of what's coming globally," Takahashi said.



BLENDING JAPANESE PRECISION WITH CUSTOMER-CENTRIC INNOVATION, FAST BEAUTY IS EVOLVING FROM GREY HAIR MAINTENANCE INTO A BROADER PLATFORM FOR AGING CARE AND WELLNESS.

*By Quentin Lange and Bernard Thompson*



**fufu**

<https://fufucolor.com/>



# BEAUTY MADE EASIER BY BCL JAPAN

THROUGH ITS FOCUS ON SIMPLIFYING ROUTINES, JAPANESE QUALITY AND ENVIRONMENTALLY CONSCIOUS PRODUCTS, BCL COMPANY SETS A NEW STANDARD FOR BEAUTY AND SKIN CARE. *By Daniel de Bomford*

**A** cluttered landscape of glass bottles, sticky residue from endless layers and 30 minutes lost to the bathroom mirror can make “self-care” feel more like a second shift. But one Japanese company emphasizes traditional precision and quality with time performance. StylingLife Holdings Inc. BCL COMPANY goes beyond chasing trends and provides taipa, or time performance. It anticipates life’s needs, rather than piling product after product just to follow trends.

### Beauty for Your Real Life

Company Executive President Kazushige Omura said that there is a growing need for products that simplify routines without compromising results as people’s schedules become increasingly busy. The company’s approach is shaped by its philosophy of *gambaranakutemo ii jibun*—it’s okay not to work too hard. BCL focuses on the “real you,” whether you are a busy professional, parent or just someone who wants to look great without the stress. In this way, BCL designs its products to fit into people’s lifestyles, not the other way around.

This approach is most apparent in its Saborino 60-second morning mask. Omura said that skin care routines have traditionally focused on nighttime care, as mornings are often very busy, leading people to cut corners, even though the skin needs hydration throughout the day. “The brand communicates the idea that you do not need to overexert yourself to achieve beauty,” he said. “It promotes a more relaxed and realistic approach to skin care, which has resonated strongly with consumers in Japan.” Likewise, Kansosan takes a taipa approach to moisturization and environmental dryness. “While many skin care products offer similar benefits, Kansosan clearly focuses on dryness as its central concern,” he said. It is a 6-in-1 tool that combines lotion, serum, emulsion, cream, UV protection and primer, allowing users to move directly from washing their face to applying makeup. “We also differentiate by season, offering products focused on moisture retention for autumn and winter, and hydration-focused products for spring and summer,” Omura said.

BCL takes product development seriously and often looks to the experiences of its own staff. Omura himself dyed his hair blond as part of the “blonde hair project,” which sought to solve the pain points and led to the development of Blondy me. “I asked who wanted to try more expressive hair colors, such as blonde or pink, and about seven people volunteered,” he said. “I decided to go blonde first to make it easier for others to follow.” The company then gathered insights and used them to develop the hair care series designed for high-tone hair.

### The Upcycling Project

Through its environmental initiatives, BCL seeks to advance sustainability and reduce waste. Through its partnerships with Mizkan and Kanro, the company uses food waste to create base ingredients for beauty products. The focus is on reducing waste at an ingredient level.

At the same time, BCL is rethinking packaging. Its Saborino mask is a prime example. “We were able to reduce this to a three-layer structure while still maintaining leak resistance,” he said. “Even small changes like this contribute to reducing material usage.” At a time when beauty routines are becoming increasingly complex, BCL offers a smarter, more convenient alternative. Choosing BCL means choosing a brand that respects your time and the planet, while delivering the reliability of Japanese manufacturing. “Japanese products are often associated with stability, reliability, and consistent quality over time,” Omura said. “Rather than being trend-driven, they are seen as products that can be used continuously with confidence.”



**“The brand communicates the idea that you do not need to overexert yourself to achieve beauty.”**

**Kazushige Omura**

Company Executive President, StylingLife Holdings Inc. BCL COMPANY.

**BCL**  
Beauty Creative Life



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