

History

Over the years, Mandom has offered consumers a host of unique products tailored to lifestyles in every era. We are accelerating our growth, aiming to be an "Only One" company in Asia with global management expertise.

Brand Developments

1933.4

Launched Tancho Tique, a hit product which laid the foundation for future success



1982.10

Introduced Pixy women's cosmetics in Indonesia



1987.11

Launched women's cosmetic item Pixy Moisture Lipstick in Indonesia



LÚCIDO

1989.9

Introduced Lúcido, a lineup of fragrance-free men's cosmetics products, unprecedented in the industry



1970.7

Launched the Mandom Series of men's cosmetics
Held a product rollout, launching 10 products in nine categories
Became the first company in Japan to feature a Hollywood star (Charles Bronson) as a character



1985.3

Commenced the first over-the-counter sales of hair foam for men
Commenced the second round of full-scale renewal of the Gatsby line



1978.7

GATSBY

Launched the new Gatsby and Spalding product lines, the first time in Japan's cosmetics industry that two major lines were introduced simultaneously



1920

1970

1980

Historical Highlights in Japan

1927.12

Established Kintsuru Perfume Corporation



1959.4

Company name was changed to Tancho Corporation



1971.4

Company name was changed to Mandom Corporation



1972.10

Established Japan Doctor Renault Cosmetics Company (now consolidated subsidiary Piacelabo Corporation)

1976.3

Construction of Fukusaki Factory completed; commenced operations

1988.11

Mandom Corporation shares traded on the over-the-counter market

Overseas Developments

1969.11

Started joint venture P.T. Tancho Indonesia in Jakarta, Indonesia (now consolidated subsidiary PT Mandom Indonesia Tbk)



1958.4

Tancho Tique formed a technical tie-up with a local company in Manila, the Philippines, and began operations; this marked the first step in overseas expansion



1989.12

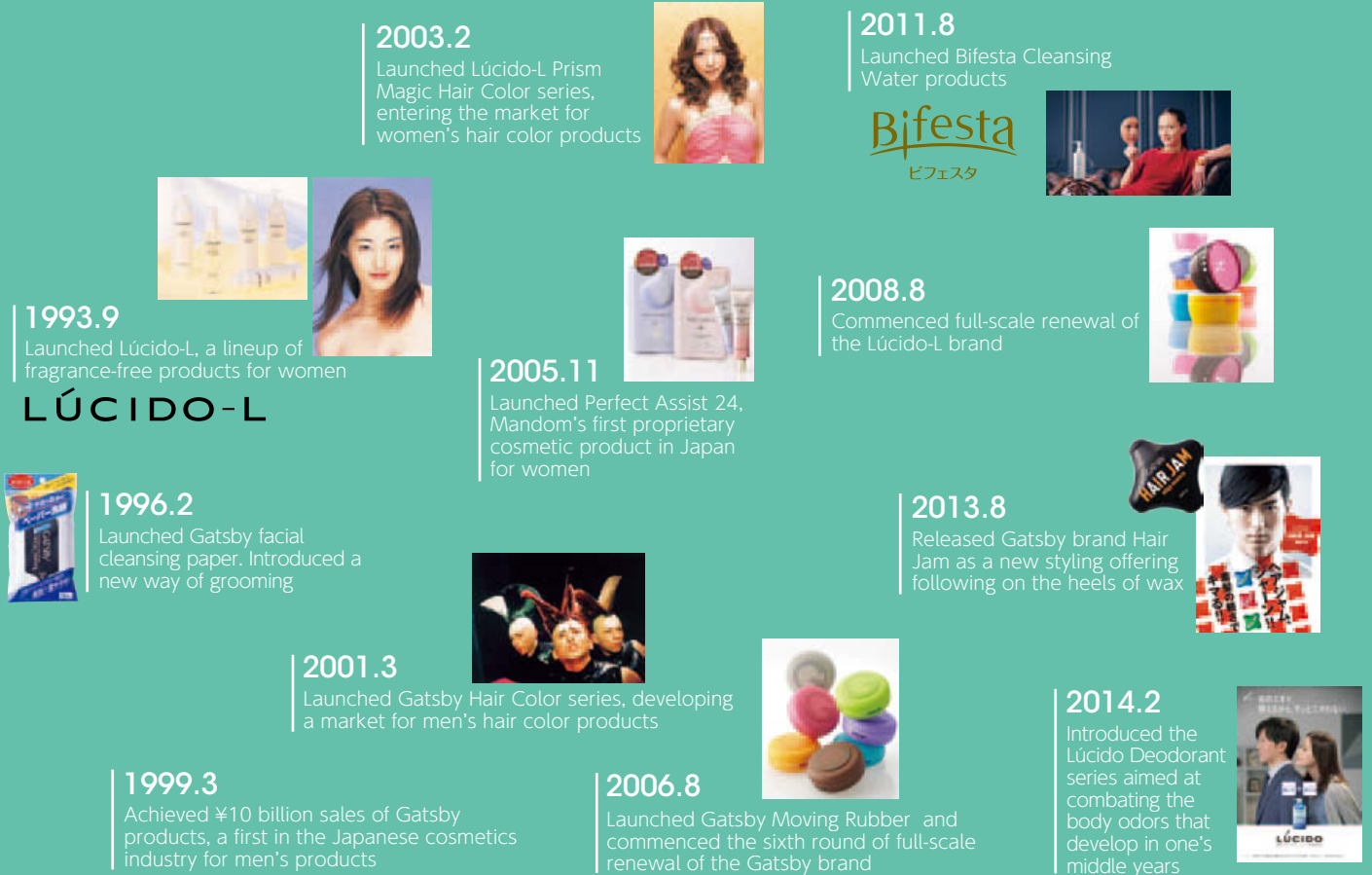
Started a joint venture in Taiwan (now consolidated subsidiary Mandom Taiwan Corporation)



1988.2

Started a joint venture in Singapore (now consolidated subsidiary Mandom Corporation (Singapore) Pte. Ltd.)





1990

2000

2010

