



Immediately following its foundation, Kintsuru Perfume Corporation marketed a lineup of core products that became leaders of the Japanese perfume market amid the prominence of Western perfumes during the 1920s and 30s. These core products symbolized the age of the “modern girl” and “modern boy.”

Since 1927

Founded in 1927

In 1927, Mandom was formed as the Kintsuru Perfume Corporation. Since its foundation, Mandom has developed its business based on “the spirit of excellence at a low price.” Guided by this spirit, we are contributing to society by bringing quality goods to the masses and forging our own unique path that does not pander to trends.

In the 80 plus years since Mandom’s foundation, this spirit has enabled us to overcome two management crises as well as expand our operations throughout Asia, thus “contributing to a comfortable life of consumers” and “becoming an “Only One” company.” We will make every effort to pass along this rich tradition in the years ahead.



Released in 1933, Tancho Tique took the market by storm as a men’s cosmetic thanks to using the first vegetable oil ever produced in Japan as a base, its dignified scent and novel shiny white container.

■ Contributing to a Comfortable Life of Consumers

Mandom's mission is to "satisfy the average sense of style, bring style to the average consumer." Reflecting this, we believe that the source of our continual existence is the generation of value through products that leverage employee creativity and the acceptance of this value by a significant number of consumers.

This belief is simply stated in the concept, "contributing to a comfortable life of consumers." Mandom engages in business activities that take this concept to heart.

■ Becoming an "Only One" Unique Company

Mandom strives to maintain sustainable businesses with the aim of "contributing to a comfortable life of consumers." Consequently, it is essential that we possess the dynamism required to prevail over the competition in any era. Coupled with this, Mandom will continue to be a company that plays a useful social role by effectively balancing its humanity and social responsibilities as a good corporate citizen and by gaining recognition for its existing social value as an "Only One" company.

Mandom will realize its aim of becoming an "Only One" company by promoting unique businesses and encouraging the participation of all employees.

