

Mandom's 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.

● Products ● Japan ● Overseas

Brand Developments

1933.4

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



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



1982.10

Introduced Pixy women's cosmetics in Indonesia



1989.9 **LÚCIDO**

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



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



GATSBY

1978.7

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

1920

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 Pielabro Corporation)

1976.3

Construction of Fukusaki Factory completed; commenced operations

1982.4

Commenced Mandom Corporation's first five-year Middle-Range Planning (MP Project)

1988.11

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

Overseas Developments



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



1969.11

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



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.)



2003.2

Launched Lúcido-L Prism Magic Hair Color series, entering the market for women's hair color products



2011.8

Launched Bifesta Uru-Ochi Water Cleansing products

Bifesta
ビフェスタ



1993.9

Launched Lúcido-L, a lineup of fragrance-free products for women



LÚCIDO-L

2005.11

Launched Perfect Assist 24, Mandom's first proprietary cosmetic product in Japan for women



2008.8

Commenced full-scale renewal of the Lúcido-L brand

2013.8

Released Gatsby brand Hair Jam as a new styling offering following on the heels of wax



2014.2

Introduced the Lúcido Deodorant series aimed at combating the body odors that develop in one's middle years



1999.3

Achieved ¥10 billion sales of Gatsby products, a first in the Japanese cosmetics industry for men's products



2001.3

Launched Gatsby Hair Color series, developing a market for men's hair color products

2006.8

Launched Gatsby Moving Rubber and commenced the sixth round of full-scale renewal of the Gatsby brand

1990

2000

2010

1994.6

The second phase of construction of a new Head Office ended, completing the construction of the building

2002.1

Listed on the Second Section of the Tokyo Stock Exchange

2006.11

R&D building completed on Mandom headquarters site

1995.6

Motonobu Nishimura was appointed president of Mandom Corporation

2003.3

Designated for listing on the First Section of the Tokyo Stock Exchange

1993.9
P.T. Tancho Indonesia listed on the Jakarta Stock Exchange (currently the Indonesia Stock Exchange)

2001.3
Commenced operations at PT Mandom Indonesia Tbk's Cibitung Factory

2015.6
New factory and headquarters commenced operations at PT Mandom Indonesia Tbk

1990.4
Started a joint venture in Thailand (now consolidated subsidiary Mandom Corporation (Thailand) Ltd.)

2007.12
PT Mandom Indonesia Tbk achieved annual sales of 1 trillion rupiah

2013.12
Annual sales at PT Mandom Indonesia Tbk reached 2 trillion rupiah

1992.2
Started a joint venture in the Philippines (now consolidated subsidiary Mandom Philippines Corporation)

2008.5
Established Mandom China Corporation (a consolidated subsidiary) in China

1993.7
Started a joint venture in Hong Kong (now an equity-method affiliate Sunwa Marketing Co., Ltd.)

2012.3
Established Mandom Corporation (India) Pvt. Ltd. (consolidated subsidiary) in India

1996.12
Started a joint venture in China (now consolidated subsidiary Zhongshan City Rida Cosmetics Co., Ltd.)

1997.1
Started a joint venture in Malaysia (now consolidated subsidiary Mandom (Malaysia) Sdn. Bhd.)

2015.1
In Vietnam, established Mandom Vietnam Company Limited as a consolidated subsidiary

1999.8
Started a joint venture in South Korea (now consolidated subsidiary Mandom Korea Corporation)