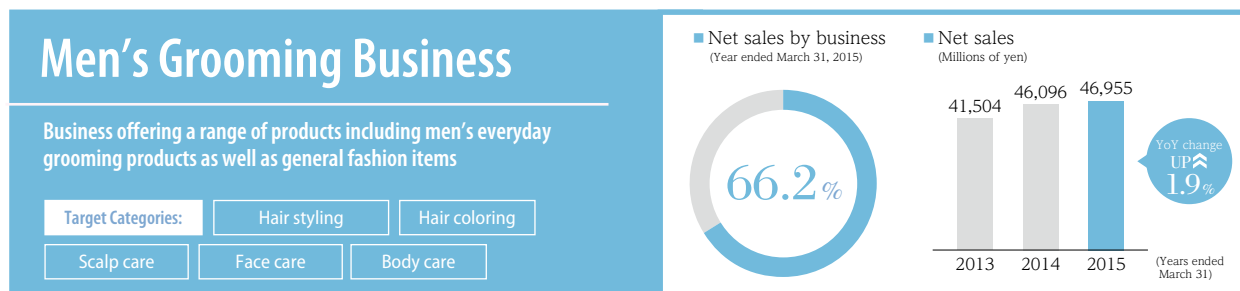


Brand Data

With business operations concentrated in three areas—men’s grooming, women’s cosmetics, and women’s cosmetries—we respond carefully to a range of consumer demands.



GATSBY

Japan Overseas

A total men’s grooming brand targeting young men
Developing horizontally across the countries of Asia as a core brand of the Mandom Group



LÚCIDO

Japan

A men’s grooming brand targeting middle-aged men
Developing in Japan



Overseas Development Regions

	Japan	Indonesia	Thailand	Philippines	Malaysia	Singapore	Taiwan	Hong Kong	South Korea	China	India	Vietnam
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
LÚCIDO	●											
Bifesta	●	●	●	●	●	●	●	●	●	●		
Pixy		●		●	●		●					
LÚCIDO-L	●	●	●	●	●	●	●	●	●	●		
Pucelle		●	●	●	●						●	

Women's Cosmetics Business

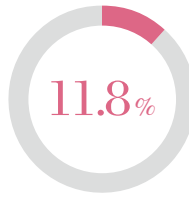
Business offering women's beauty products, including make-up and skin care items

Target Categories:

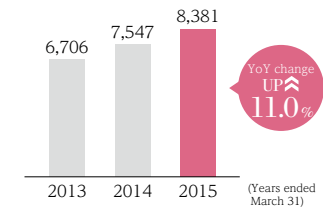
Make-up

Skin care

Net sales by business
(Year ended March 31, 2015)



Net sales
(Millions of yen)



Bifesta

ビフェスタ

Japan

Overseas

Cosmetics brand with the key themes of simple and beautiful
Being rolled out horizontally across various countries as a Japanese brand



The two products on the right are Barrier Repair brand products

PIXY

Overseas

A total cosmetics brand for sophisticated women
Rolling out in a number of countries, centered on Indonesia



Women's Cosmetics Business

Business providing a range of products spanning everyday women's grooming and fashion

Target Categories:

Hair styling

Hair coloring

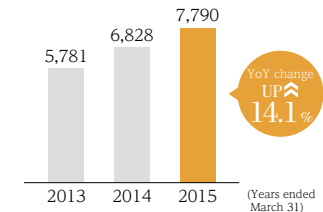
Hair treatment

Body care

Net sales by business
(Year ended March 31, 2015)



Net sales
(Millions of yen)



LÚCIDO-L

Japan

Overseas

A hair styling and hair care brand to help young women express their identity
Developed across Japan and in other Asian countries



Pucelle

Overseas

A fragrance and body-care brand for fashion-conscious young women
Centered on fragrances, developing the brand in Indonesia and certain other countries

