

Brand Expansion

The Mandom Group has six strategic business areas, with operations concentrated in three areas—men's grooming, women's cosmetics, and women's cosmetics—through which it responds carefully to a range of consumer demands.

The remaining three areas are categorized as “other business” (professional use business, other business, and international trading business).

Men's Grooming Business

Business offering a range of products including men's everyday grooming products as well as general fashion items

Target Categories:

Hair styling

Hair coloring

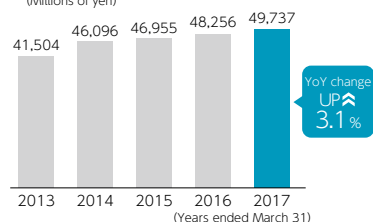
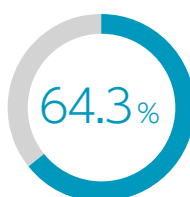
Scalp care

Face care

Body care

Net sales by business
(Year ended March 31, 2017)

Net sales
(Millions of yen)



GATSBY

Japan

Overseas

A total men's grooming brand targeting young men
Developing horizontally across 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	Singapore	Taiwan	Hong Kong	South Korea	Malaysia	Philippines	Thailand	Vietnam	China	India
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
LÚCIDO	●											
Bifesta	●		●	●	●	●	●	●	●		●	
Pixy		●					●					
LÚCIDO-L	●	●	●	●	●	●	●		●		●	
Pucelle		●					●			●		

Women's Cosmetics Business

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

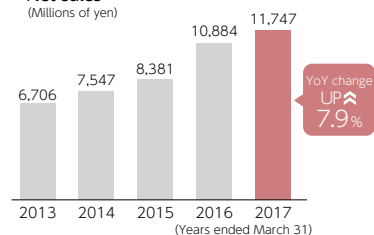
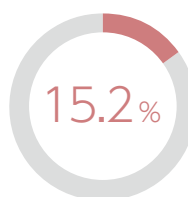
Target Categories:

Make-up

Skin care

Net sales by business
(Year ended March 31, 2017)

Net sales
(Millions of yen)



Bifesta

ビフェスタ

Japan Overseas

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

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

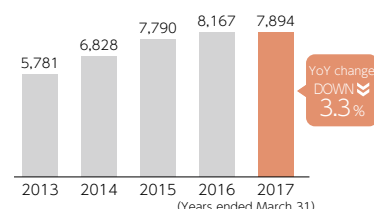
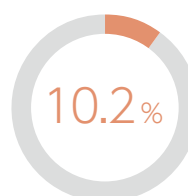
Hair coloring

Hair treatment

Body care

Net sales by business
(Year ended March 31, 2017)

Net sales
(Millions of yen)



LÚCIDO-L

Japan

Overseas

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

Pucelle

Overseas

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

