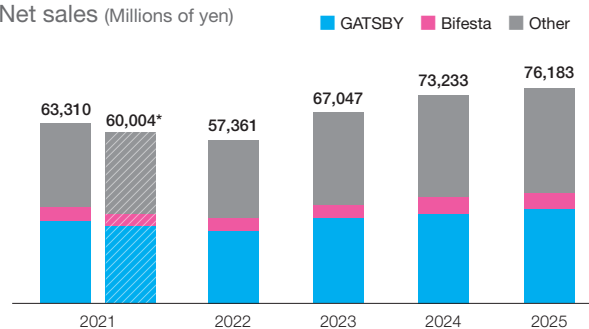


Brands of the Mandom Group

The Mandom Group responds meticulously to the wants of each consumer and offer a wide range of brands, primarily in Asia.

GATSBY **Bifesta**
LÚCIDO **LÚCIDO-L** **PIXY** **SILKYGIRL**

Net sales (Millions of yen)



* Calculated using the same criteria as the fiscal year ended March 31, 2022

GATSBY

Target categories: Hair styling/hair coloring/face care/body care

Japan Overseas



A brand that brings fun to everyday life through grooming and style. Utilizing insights gained from addressing the essential needs and characteristics of men, we support those who want to transform themselves, and as a core brand of the Mandom Group, it is loved mainly in Asia.



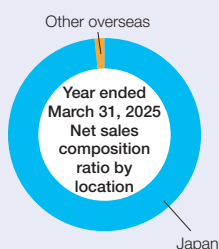
LÚCIDO

Japan Overseas



A brand that offers aging care* for middle-aged men, based on years of research, providing mature style and grooming. Developed mainly in Japan.

* Care appropriate for one's age



LÚCIDO-L

Japan Overseas



A brand that supports you in freely enjoying your own upgraded hair, with salon-inspired hair care proposals and attractive, easy, and reliable solutions for everyday hair concerns. Developed in Japan and other Asian countries.



Development Regions (as of May 31, 2025)

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

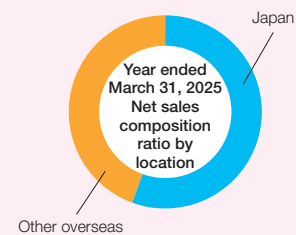
Bifesta

Target categories: Skincare (cleansing lotion/cleansing sheets/point makeup remover/face wash, etc.)

Japan Overseas



With proposals that break away from conventional beauty norms, this skincare brand offers not only satisfaction with skincare effects and functionality, but also new discoveries, joy, and excitement, and is developed in Japan and other Asian countries.

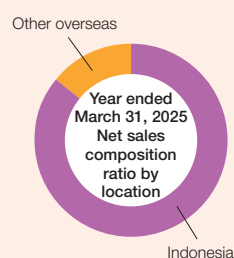


PIXY

Overseas

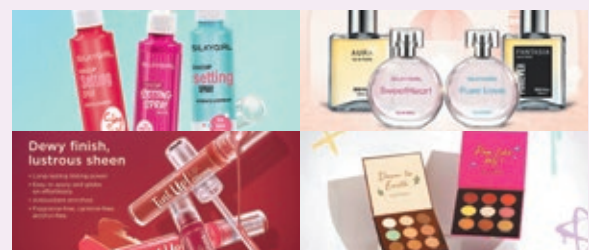


Rather than adhering to standardized beauty, this brand maximizes each individual's natural beauty and pursues the essence of beauty. Rolling out in Indonesia and certain other countries.



SILKYGIRL

Overseas



A brand with a lineup of makeup products suited to the tastes of consumers in Southeast Asia, developed by swiftly adopting cosmetic trends. Primarily operate in Malaysia, Singapore, and Indonesia.

