

After dedicating nearly a century to developing styling and grooming culture since its establishment,

## Mandom Unveils Website Commemorating The Company's 90<sup>th</sup> Anniversary

- A review of history, products, consumers, global affairs and trends -

On March 30, 2018, Mandom Corporation (Head Office: Osaka, President: Motonobu Nishimura, hereafter "Mandom") unveiled a website commemorating the company's 90<sup>th</sup> anniversary. The website looks back on the past 90 years since the company's establishment.

The site's contents are split into two types: one titled *Mandom's Journey Over the Past 90 Years* which highlights global affairs and trends, and the other titled *90<sup>th</sup> History Gallery* which highlights products and consumers. Both review the 90 years since Mandom's establishment and how the company proposed new values for consumers to realize while never abandoning its dedication to consumers with each passing decade.

### ■ Overview of 90<sup>th</sup> History Gallery

The *90<sup>th</sup> History Gallery* focuses on the products that widely disseminated into the daily lives of consumers after Mandom proposed new lifestyles that were unconstrained to the perceived social norms of the time throughout the 90-year period after the company's establishment. The *90<sup>th</sup> History Gallery* also includes illustrations of consumers symbolizing their respective eras.

#### Contact

mandom corp.  
Public Relations Div.  
mail: [press@mandom.co.jp](mailto:press@mandom.co.jp)  
Please contact us in Japanese or English.

URL: <https://www.mandom.co.jp/en/>



Kintsuru Perfume launched in 1927

Gatsby Moving Rubber launched in 2006

**1927**  
Kintsuru Perfume

Close

1933

Mandom pioneers widespread popularization of perfume with its high-quality domestic perfume  
During this time the importing of perfume was mainstream, but Mandom succeeded in achieving domestic production while maintaining high quality. The company kept prices low, making perfume easily accessible for many to enjoy. This paved the way for the popularization of perfume in Japan.

**2006**  
Gatsby Moving Rubber

Close

2001

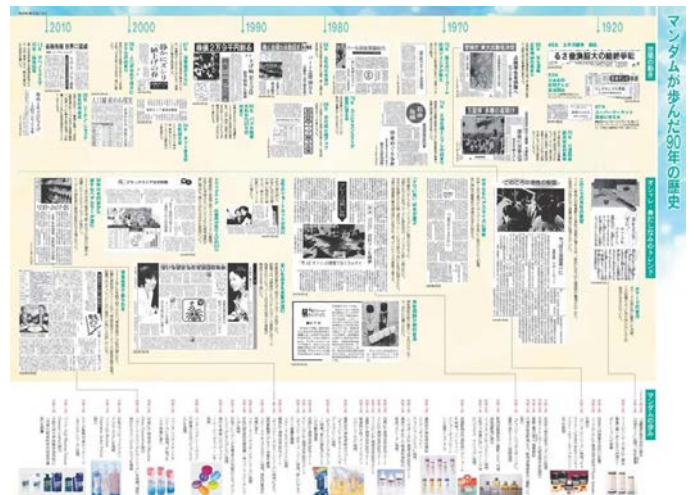
2011

Making simple and easy professional-grade hair styling a reality  
In addition to the product's colorful packaging, Mandom collaborated with salons to develop a hair wax that can achieve professional-grade hair styles. This allowed Mandom to offer consumers the pleasure of creating elaborate hairstyles with spikes and movement.

■ Overview of Mandom's Journey Over the Past 90 Years

Mandom's Journey Over the Past 90 Years reflects back on global affairs, as well as styling and grooming trends while referencing past newspaper articles.

The information listed here introduces changes that occurred during various generations such as world events that symbolized turbulent times in history, the long men's hair boom, the time when young women were key value drivers, and the growing prevalence of passive men who are relatively less aggressive than the stereotypical image men have. This article also explains how Mandom faced the changing times and its journey thus far.



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