

**Complete revamp of Mandom's corporate website**  
~Newly established research & development site features an overhauled design that can be intuitively operated even from mobile devices~  
Open from March 20, 2019 afternoon URL: <https://www.mandom.co.jp>

Mandom Corporation (Head Office: Osaka, President Executive Officer: Motonobu Nishimura, hereafter "Mandom") has completely renewed its corporate website and will open it to the public from the afternoon of March 20, 2019.

[Smartphone Home Screen]



[PC Home Screen]



■ Circumstances Regarding Renewal

In view of the increasing number of cases of our website being accessed by mobile devices (mainly smartphones), we have decided to take this opportunity to renew the design of our corporate website. This revamped website will act as a hub for Mandom to conduct its corporate communication with customers, and features an easily viewable and understandable design that is mainly geared towards visitors accessing the site on a mobile device.

■ Overview of Renewal

1. Easily viewable and user-friendly design that can be operated intuitively

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Please contact us in Japanese or English.

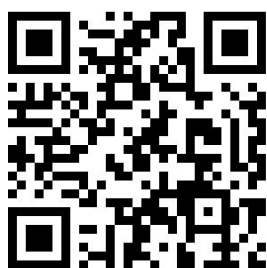
URL: <https://www.mandom.co.jp/en/>



## 2. Newly established research & development site that introduces Mandom’s research activities which pursue safety, functionality, and comfort

### ■ About the Site’s Overall Design

A section labeled as “Feature” will be located at the top of the website and will provide visitors with constantly updated seasonal content. Visitors browsing the website will now be able to navigate to each informative page by using visual cues together with text. This intuitive experience doesn’t change even if visitors view the website on their mobile device. Each informative page has a set key color, so visitors will know which category they are viewing at all times. In addition, the information and contents in each page also make frequent use of visuals, making the new website design both easy-to-read and intuitively navigable.



Corporate website QR code

### ■ About the Newly Established R&D Site

The R&D site consists of menu items such as the ones listed below.

1. R&D Stance
2. R&D Areas
3. Unique Initiatives that Maximize Our Dedication to Service (*Oyakudachi*)
4. Pick Up Contents
5. Researcher Interviews

These menu items help visitors understand our company better by redirecting them to pages about research findings that have been released until now.

Furthermore, in order to have visitors gain a better grasp of the unique research we conduct here at Mandom, we have created comprehensible pick up contents that introduce information using various figures and illustrations. When the site opens it will feature two articles titled, “The Truth About the Middle-Aged Oily Odor of Men in Their 30s and 40s” and “The Reality of Men’s Axillary Odor,” which can also be accessed from the top of the site under “Feature.”

### R&D Site

“The Truth About the Middle-Aged Oily Odor of Men in Their 30s and 40s” contents page

“The Reality of Men’s Axillary Odor” contents page

■ R&D Video Contents “-Helping you express yourself more freely & more like yourself-”

A dance that expresses the excitement you feel inside when using Mandom’s products. The dance covers four themes (sensitivity, feel, impression, smell) to intuitively have viewers feel Mandom’s research and development that values our human senses.

■ Future Development

On March 29, 2019 (Friday) we will release the English version of our new corporate website. In the future, we will further enhance the synergy within the Mandom Group by integrating the image of the corporate website in the entire group, including our group companies overseas.