

Mandom to Open Flagship Store on Tmall Global on May 16
 Popular Japanese Cosmetic Brands, Including Bifesta, Barrier Repair, GATSBY,
 and LUCIDO, to be Available

OSAKA, Japan--(BUSINESS WIRE)-- Mandom Corporation Japan (Headquarters: Osaka / President Executive Officer and Director: Motonobu Nishimura) will open the Mandom Flagship Store on Tmall Global, the Internet Shopping Website, on May 16, 2019.

Mandom includes several cosmetic brand lines, including GATSBY, LUCIDO, Bifesta, Barrier Repair, and LUCIDO-L, used for haircare, hair styling, hair coloring, skincare, bodycare, and other day-to-day personal grooming and fashion needs. Mandom also has business divisions in eleven Asian countries and regions, including Japan.



NOTE: Mandom’s official name in Chinese is 漫丹, not 曼丹.

We will open a Mandom Overseas Flagship Store on Tmall Global to allow customers in China to more easily purchase reliable, safe, and high-quality products. For sale on that Mandom Flagship Store will be 32 items from four of our major brands.

Contact

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 Please contact us in Japanese or English.

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



[Official Flagship Store Account URLs]

- Mandom Overseas Flagship Store at Tmall Global: <https://mandomglobal.tmall.hk>
- Official Bifesta Weibo Account: <https://weibo.com/u/5204961983>
- Official Barrier Repair Weibo Account: <https://weibo.com/u/2416017680>
- Official GATSBY Weibo Account: <https://weibo.com/u/2641840504>

[Series Available at Mandom Overseas Flagship Store]

·Bifesta

A facial foam and cleansing brand for beautiful skin. The Bifesta brand is particularly popular for its cleansing lotion series, with the highest(*) market share for that category in Japan.

- o Eye makeup remover (1 item)
- o Cleansing lotion (4 items)
- o Cleansing sheet (4 items)
- o Foaming whip (4 items)

·Barrier Repair

A skincare brand that focuses on the skin's ability to serve as a barrier, promoting healthier skin from the inside out. An expanding line of facial masks to choose for various skin concerns and skin condition you want to be.

- o Facial mask (5 items)
- o Oil-in facial mask (3 items)

·GATSBY

A men's cosmetic brand, expanding not only within Japan but throughout Asia as a whole, offering younger men a constant connection to fashion trends. The extremely popular facial wash series has the highest(*) market share for the facial wash tube category in Japan.

- o Facial wash (6 items)
- o Facial paper (2 items)

·LUCIDO

A men's cosmetic brand for adult men who are serious about their good looks and personal grooming. This line includes high-quality products, developed through long years of research into adult skin and hair.

- o Skincare series (3 items)

* Based on Mandom market data from April of 2018 to March of 2019

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