

- Nurturing Beauty with Basic Daily Care -  
**Mandom's Online Shop "HIBInoBI" launched  
on July 30, 2019 (Tue)**

<https://www.hibinobi-mandom.jp>

On Tuesday, July 30, 2019, Mandom Corporation (Head Office: Osaka City, President Executive Officer & Director: Motonobu Nishimura, "Mandom") launched an online shop "HIBInoBI," targeting modern women who want to stay beautiful while living busy days with work, housework, childcare and personal development.

We want to look after women mainly around 40 years of age, who are always busy but wish to age gracefully.

The HIBInoBI online shop offers cosmetics and beauty tools available only by mail-order to support women to nurture beauty that brightens their everyday life.

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## About the HIBInoBI Online Shop

### 1. Concept

The online shop's name "HIBInoBI" (literally "daily beauty" in Japanese) comes from a concept that daily routines, such as sleep, bathing, and skincare, are fundamental to beauty. By turning your routine daily activities into daily care practices for nurturing beauty, you can keep up daily care more easily. We value continuing daily care: we will help transform your daily care into joy.

Three joys HIBInoBI aspires to create:

1. Joy to continue basic daily care that fits smoothly into the user's daily routine
2. Joy to be able to continue daily care as one gets older by choosing suitable items from a broad range of products
3. Joy to feel that one's beauty will shine continually by continuing basic care

日々、美しいを育む。  
HIBInoBI

We propose "continuable" beauty care to help women shine brighter continually by nurturing their HIBInoBI.

### 2. Best-matched Product Lineup for Busy Women

The HIBInoBI online shop offers cosmetics and beauty tools to nurture beauty. These products can be easily incorporated into daily routines, such as sleeping or taking a bath. We support beauty that makes your everyday life shine, not beauty only for special occasions. New skincare items will be added to the existing lineup on Thursday, September 26, 2019.



### 3. Useful Tips on Beauty Routine for Your Everyday Life

JOURNAL, our special online page, provides information on beauty routines to help each and every woman shine from inside as she gets older. It gives useful tips on skin complaints, sleep issues, etc.. We want HIBInoBI to be more than an online shop: it will also be a place for customers to visit for help and advice when they have concerns about beauty, no matter how small.

