

Mandom Launches Two Gift Services Promoting Human Relations & Self-Expression Through Fashion & Grooming

Mandom Corporation (Head Office: Osaka city, President & CEO: Ken Nishimura, hereinafter referred to as “Mandom”) is proposing its first gift services through fashion and grooming. From November 30, 2022, the company will launch two types of new experience gifts, namely, Mandom’s original gift “EMOTIONS by mandom,” which allows customers to give surprises filled with their thoughts and joys, and a “Men’s Transformation Experience Course,” which is an opportunity for customers to become the person they want to be by having a professional change their style.

Premise Behind the Launch of these Gift Services

Mandom places the concept of being “human-oriented” at the core of its corporate philosophy, and believes that it is important to imagine ways that make people happy (imagination) and create value that benefits people (creativity). In addition, Mandom supports the idea of “living in your own way” and “being yourself” under its corporate slogan “BE ANYTHING, BE EVERYTHING.” (meaning, be the person you want to become), and believes that sustainably creating a society where these ideas can be realized is the epitome of its dedication to service (Oyakudachi).

Mandom regards the act of choosing gifts while imagining how loved ones will enjoy them, and giving those gifts with special feelings, as a precious moment that strengthens bonds and is unique to human beings. On this occasion, Mandom wanted to encourage people’s feelings toward others and help their loved ones become the people they want to be, which is why the company has launched these gift services as a new form of its dedication to service (Oyakudachi).

While the means of communication between people are becoming more efficient and diluted due to the advancement of digitalization and COVID-19, there are some who want to value the relationships they have with family, close friends and other acquaintances. Research suggests that the number of casual gifts given to close friends and family during birthdays and anniversaries, as well as those given in exchange for not being able to attend certain occasions, is expected to grow this fiscal year as well*1.

Mandom will utilize these two types of gift services to help create bonds by making both gift givers and receivers happy.

The “EMOTIONS by mandom” service is an initiative being carried out in collaboration with Mandom Will Corporation, a special subsidiary of Mandom, and is positioned as part of the Mandom Group’s efforts to promote diversity.

*1 Yano Research Institute’s “Survey on the Gift Market (2021)” (Released on Jan. 28, 2022)



- Gift Service 1-

Mandom's original gift that allows you to personalize products for special occasions "EMOTIONS by mandom"

A gift service that allows you to put original images and messages on the label of a Gatsby product, a men's cosmetics brand favored by many male consumers.

You can easily make original gifts with a total of 10 practical items, including Moving Rubber, a hair styling product which is loved by consumers who are using hair styling products for the first time, as well as body wipes that can be used in various places and situations to wipe off sweat and help you feel refreshed. In addition, since orders are accepted online, it is possible to order from anywhere in Japan starting from a single item.



01

Original frame
Choose your favorite frame from a wide selection of options.

02

Original photo
Freely use memorable or favorite photos

03

Customized message
Add a name and/or message on the product label. Choose from 10 different colors and 5 fonts

Recommended gifting scenarios

- ◆ A fun, surprise birthday present that has an image of your friend on it.
- ◆ To commemorate a special occasion with a friend, such as someone who is retiring from a club activity.
- ◆ When expressing gratitude to someone important
- ◆ For making memories at school events such as graduation ceremonies, etc.

Moving Rubber Label Example

Original frame

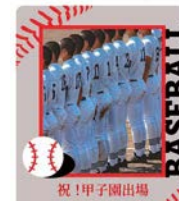


Adjustable frame



Can choose between original frames and adjustable frames based on the design of the Moving Rubber product label.

Body Paper Label Example



Can choose from a total of 25 types of adjustable frames that can be used for various occasions such as sports competitions, birthdays, graduation ceremonies and weddings.

*The product label is a plain label exclusively used for this service with a label sticker affixed from above with a printed design created by the customer using this service.

■Eligible Products/ Volume/ Price

*Original gifts offered through this service by price (tax included)/ exclusive of shipping fee.

MOVING RUBBER

(SPIKY EDGE/WILD SHAKE/MULTI FORM/
LOOSE SHUFFLE/AIR RISE/COOL WET/
GRUNGE MAT/EXTREME MAT)

content 80g / Tax-included price 1,100

BODY WIPES

- ・ ICE-TYPE DEODORANT BODY WIPES ICE
CITRUS (quasi-drug)
 - ・ POWDER DEODORANT BODY WIPES COOL
CITRUS (quasi-drug)
- content 10 sheets / Tax-included price 550



[How to Order]

Please use the following link to place an order:

<https://gift.mandom.co.jp/>

mandom Will
マンダムウィル

■Promoting Diversity within the Mandom Group

Product labels for this service are created by employees from Mandom's group company, Mandom Will Corporation, which is a special subsidiary where people with disabilities and reemployed staff members play active roles. The company has established systems and environments tailored to diversity, such as assigning work according to the diverse abilities and characteristics of employees, so that everyone can work enthusiastically and comfortably over the long term. Moving forward, Mandom Will Corporation will strive to directly deliver original gifts to each customer and promote diversity within the Mandom Group by not only leveraging its diverse pool of talent, but also by offering new value that allows people to convey their feelings by sharing their joy with others.

-Gift Service 2-

Five courses of experience gifts, including the “Men’s Transformation Experience Course” that gives you a special opportunity to become the person you want to be at the hair salon

Mandom, Harajuku’s popular salon “mailo,” and “SOW EXPERIENCE Inc.,” which was the first company to launch services in Japan specializing in experiential gifts, are all collaborating to provide special experience gifts that allow men to transform into the person they want to be and spend a relaxing time at the hands of skilled professionals.

A total of five types of experience courses that bring out the individuality of customers and provide them with a relaxing time by offering hair styling lectures using Mandom products by “mailo” and giving treatments such as head spas and face packs exclusive only to experience gifts. These courses will be offered as experience gifts and posted in the Sow Experience catalog, which is especially popular among people in their 20s and 30s.

In particular, the “Men’s Transformation Experience Course” provides an opportunity to support and encourage the special people in your life to transform into the person they want to be, while helping to create deeper relationships and emotional fulfillment for both the gift giver and receiver.

Furthermore, there are courses that include hair styling lectures where particular attention is given to being able to reproduce the image of the person customers want to become even at their homes, so customers can reproduce the look they achieved on the day of their experience course by using the products provided during the lectures given by stylists.



Recommended gifting scenarios

- ◆ As an opportunity for lovers, close male friends, etc., to experience a transformation that will make them even cooler
- ◆ As an opportunity to support your son, who is about to become a member of society, to realize the person he wants to become
- ◆ As an opportunity for husbands and fathers to take a step forward in fashion and relax

■ Example Course: “Men’s Transformation Experience Course” <Comprehensive Catalog Gift (GREEN) Relax Gift for MEN>

After relaxing with a head spa, customers can transform into the style they want to become via a haircut/hair coloring and eyebrow trimming experience, creating an impression that is different from their usual look. Customers can also take a hair styling lecture that makes it easy to reproduce their new image at home.

The flow of the experience



■List of Experience Courses

Name of experience course	Details regarding course & URL for placing an order	Pricing & catalog
Men's Transformation Experience Course	A course that allows you to transform into the style you desire by getting a haircut, coloring/perming your hair, trimming your eyebrows and using some makeup. Includes a lecture on hair styling. https://www.sowxp.co.jp/catalogs/972/courses/16412	23,100 yen (tax included) Comprehensive catalog gift (RED)
Men's Transformation Experience Course	A course that allows you to transform into the style you desire by getting a haircut/hair coloring your hair and trimming your eyebrows. Includes a head spa and a lecture on hair styling. https://www.sowxp.co.jp/catalogs/959/courses/16413	11,880 yen (tax included) Relax Gift for MEN Comprehensive catalog gift (GREEN)
Men's Transformation Experience Course	A course that includes a head spa, face pack and eyebrow trim to tidy up your face and make a better first impression. Includes a lecture on hair styling. https://www.sowxp.co.jp/catalogs/970/courses/16419	6,270 yen (tax included) Comprehensive catalog gift (BLUE)
Men's Head Spa+ Face Pack+ Treatment Course	A course that not only provides a relaxing experience with a professional head spa and face pack, but also includes a deluxe treatment of intensive care for the scalp, skin and hair. https://www.sowxp.co.jp/catalogs/959/courses/16420	11,880 yen (tax included) Relax Gift for MEN Comprehensive catalog gift (GREEN)
Men's Head Spa & Face Pack Course	A course that provides a relaxing experience with a professional head spa and face pack to care for your scalp and skin. https://www.sowxp.co.jp/catalogs/970/courses/16411	6,270 yen (tax included) Comprehensive catalog gift (BLUE)

*Customers can take home some products used in each course/treatment.

[How to Order]

The experience gift catalog can be purchased at Sow Experience's online store (<https://www.sowxp.co.jp/>), e-commerce malls (such as Amazon, Rakuten, LINEGIFT, Yahoo! Shopping), nationwide department stores and variety shops, external EC websites that handle department store EC and gifts, etc.