

Mandom receives the 26th Incentive Award given to outstanding papers published in the Journal of the Society of Cosmetic Chemists of Japan (SCCJ) —Development of a Hair Styling Agent That Creates a Perm Style without a Perm—

Mandom Corporation (Head office: Osaka, President Executive Officer & Director: Ken Nishimura, hereinafter “Mandom”) received the 26th SCCJ Incentive Award for its short communication “Development of a Hair Styling Agent That Creates a Perm Style without a Perm.” The announcement and award presentation took place at the 65th SCCJ Annual Congress, held on Tuesday, May 13, 2025.

The 26th awards for outstanding papers were selected from 13 original articles^{*1} and 5 short communications^{*1} published in the Journal of SCCJ in 2024, and the Incentive Award honors research that shows promise for meaningful future development.



Award winner Kaishi Takashima

○ **Title of the winning paper**

Development of a Hair Styling Agent That Creates a Perm Style without a Perm

○ **Authors (award winners)**

Kaito Takashima (Mandom Corporation)

Atsushi Nakagawa (Mandom Corporation)

○ **Research and development overview**

Perm styles are attractive to many people. However, many also feel that they “don’t want to jump straight into getting a perm” or “want a permed look just for a day.” In this study, we aimed to develop a new hair styling agent that can achieve a permed look without getting a perm.



We have succeeded in combining foam and wax to establish a technology to create an aerosol foam agent that can form hair bundles with wire-like maneuverability and great hold and is adhesive and can be applied uniformly. It has been confirmed that the agent forms fine, uneven structures on the hair surface without stiffness, hooking hairs with each other in order to maintain the curls. Furthermore, the results of a hair combing test revealed that it can strongly hook hairs with each other. These characteristics may significantly contribute to creating a permed look.

This technology is applied in Mandom's "GATSBY Meta Rubber Bubble Perm-Style Creator." We will continue to research and develop hair styling technologies that can offer new value.



GATSBY Meta Rubber Bubble Perm-Style Creator

*1

An original article is a complete report of a piece of research and contains detailed information. On the other hand, a short communication is shorter than an original article and places emphasis on speed.