

Development Story

The Birth of Gatsby Hair Jam, a New-Generation Hair Styling Product

The Growing Need for New Styling Products That Create Lifestyle Value for Consumers Based on Consumer Input

Shockingly...

Many High School and University Students Currently Do Not Use Styling Products

The annual customer surveys that Mandom conducts indicate that the percentage of young people who use hair styling products is falling every year. Whereas nearly 80% of high-school-age boys used hair styling products in 2001, by 2012 this level had fallen to 25%. Nevertheless, the number of people responding that they were likely to use hair styling products in the future remained high and unchanged, at 65% in 2012. From these results, we deduced that rather than being uninterested in hair styling products, high school students had simply concluded “there’s no hair styling product that suits me.”

“Smart Hair” to Match a Trend toward Moderation

Present-day high school and university students are sometimes thought to be a generation inclined toward moderation: rather than asserting their individuality, they tend to blend their character into their surroundings. Accordingly, hair styling tends to be viewed as something “for being well mannered” and “to make a good first impression.” One type of hair styling product currently in use is hair wax, which went on the market in the mid-1990s. Hair wax went to the top in popularity because it suited the hairstyles of the time, which trended toward hair down to the neckline with spikily moving tips. At the same time, however, we judged that there was a growing mismatch between hair wax products and the desire to play down individuality and opt for more natural-looking hairstyles (smart hair).

Preferred Styling Products Differ by Generation

A study into mainstay styling products for people ranging from their teens into their 60s shows that older men, even as they age, tend to continue using the products that debuted when they began using hair styling products.

Hair wax is currently being used mainly by customers in their teens to early 40s, but people in their teens are stopping the use of hair wax, and the uptake by this demographic is beginning to fall.



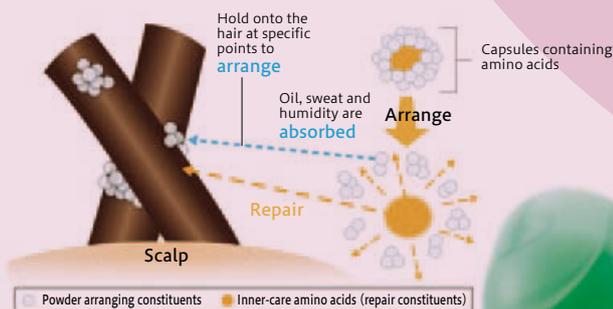
Successfully

Energizing the Hair Styling Product Category: Rolling Out the Product Overseas

A post-launch customer survey showed that hair styling product use had risen to 32% among high school students and 49% for university students. We have succeeded in energizing the hair styling product category. In 2014, we simultaneously launched Gatsby Hair Jam in Hong Kong, South Korea, Taiwan, Singapore and Malaysia, and the product is now being used by consumers overseas.

Development of a New Styling Product Using Proprietary “Powder Styling” Technology

Gatsby Hair Jam makes use of Mandom’s proprietary “powder styling” technology. This technology applies unevenly shaped powder to the surface of the hair to create a sculpted hairstyle. The airy and natural-looking finish is perfect for smart hair.



Product Characteristics

The Hair Jam Series: Using the “Natural Touch” Styling Technology for a Non-Sticky, Long-Lasting Hold

[Black] Hair Jam edgy nuance

No. 1 hair styling strength in the series, freely adds nuance to short hair, with a strong hold

[Blue] Hair Jam tight nuance

Adds lift and controls tightness for neat hair

[Red] Hair Jam smart nuance

For unselfconsciously dynamic and well-organized hair movement

[Green] Hair Jam rough nuance

For airy hair with fluffy volume