

PRESS RELEASE

2024/06/18.

To the concerning people

KINDAI KAGAKU CO., LTD

(A different hair care needs for male and female) for female [damage care], and for male [scalp care].

At least 40% have tried option menu in salon, among them above 90% has the rate of satisfaction.

The CEO (Mr.OKABE TATSUHIKO) of this company KINDAI KAGAKU CO.,LTD(located in Ebina city, Kanagawa prefecture) has conducted a survey about why often people from 20`s to 50`s used beauty salon.

In recent years, many people feel that not only haircuts but also optional services such as hair coloring, hair quality improvements, and treatments have become more extensive.

Additionally, there may also some people that buy salon`s hair care products form market and apply it on home.

So far, for those who have tried optional services、 how effective did they find??and also for those who have purchased salon`s quality products, what kind of products are they buying.

Therefore, KINDAI KAGAKU CO., LTD (<https://www.kindaikagaku.com>) conducted a survey on the actual usages of beauty salons, targeting for men and women in their 20`s to 50`s.

Survey overview: a survey topic [actual usages of beauty salons].

Survey period 2024/5/14(Tuesday) to 2024/5/15(Wednesday)

Survey method: An internet survey has conducted by PRIZMA (<https://www.prizma-link.com/press>), provided by link and partners.

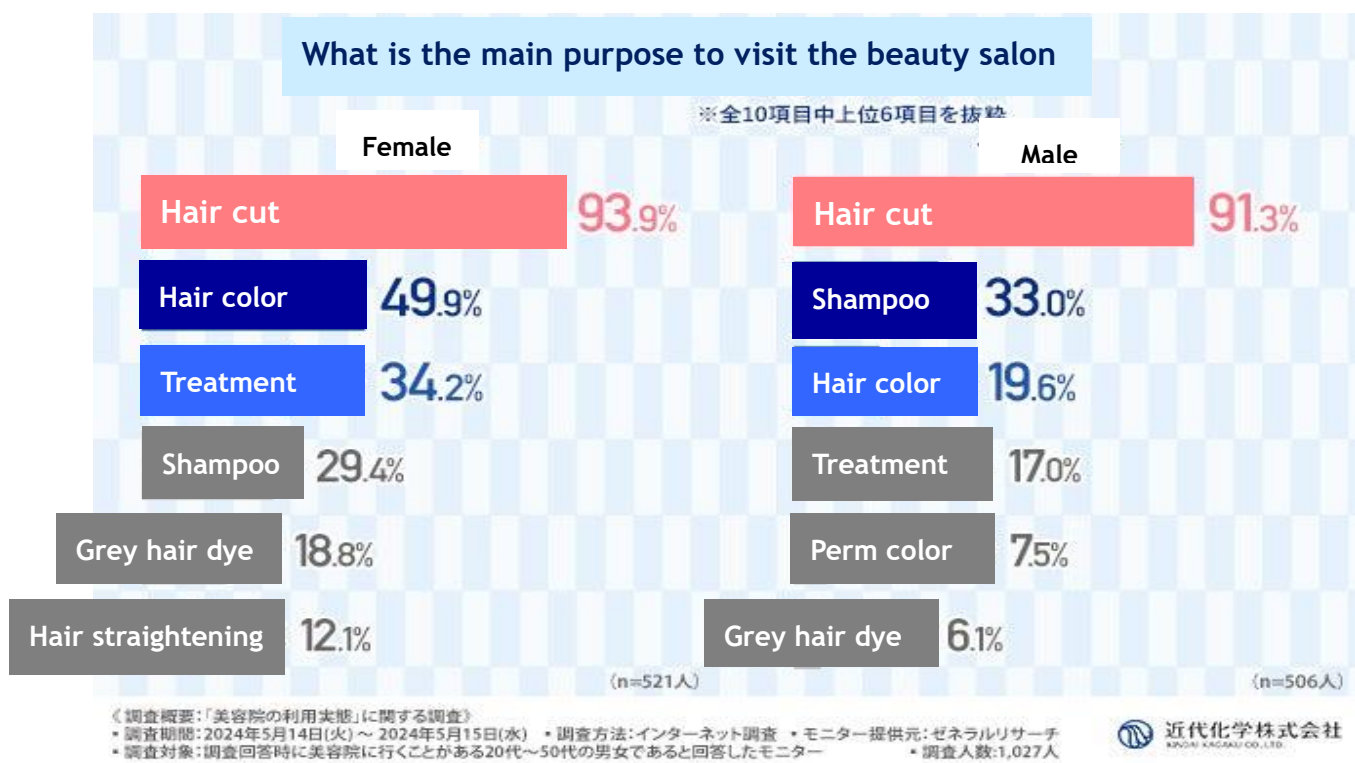
Participated people: 1027 person.

Survey focus: to those who answered, use to go beauty salon at their 20`s to 50`s

Survey by: KINDAI KAGAKU CO.,LTD (<https://www.kindaikagaku.com>)

Volunteer provided by: PRIZMA researcher.

The most common purpose of visiting beauty salons for both men and women is to get haircuts.



When we asked what is the main purpose to visit the beauty salons: -the response was given as follows.

Men: - [hair cut (93.9%)] [hair color (49.9%)] & [treatment (34.2%)]

Women: - [hair cut (91.3%)] [shampoo (33.0%)] & [hair color (19.6%)]

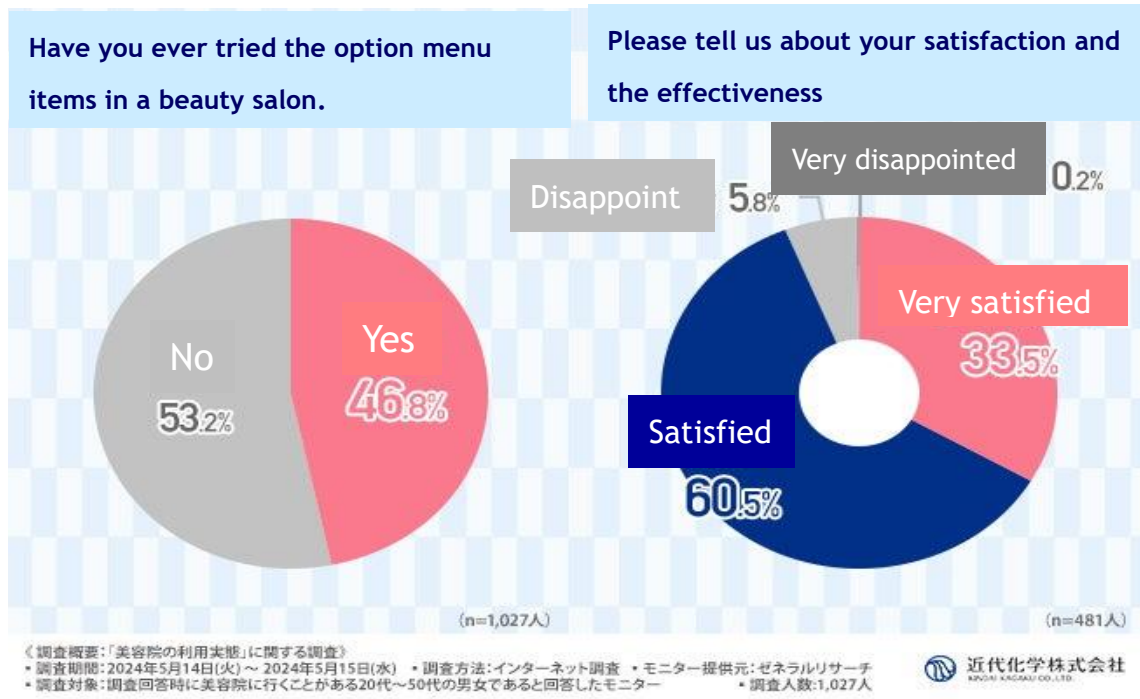
It seems that both men and women mostly go to the beauty salons for the purpose of getting haircuts.

It also shows that approximately half of the women go to the beauty salon for color their hair.

About half of the respondents have tried the optional menu items, with the different preferences between men and women.

In beauty salons, in addition to regular services like haircuts, there are also a variety of optional menu items available. However, the level of demands for

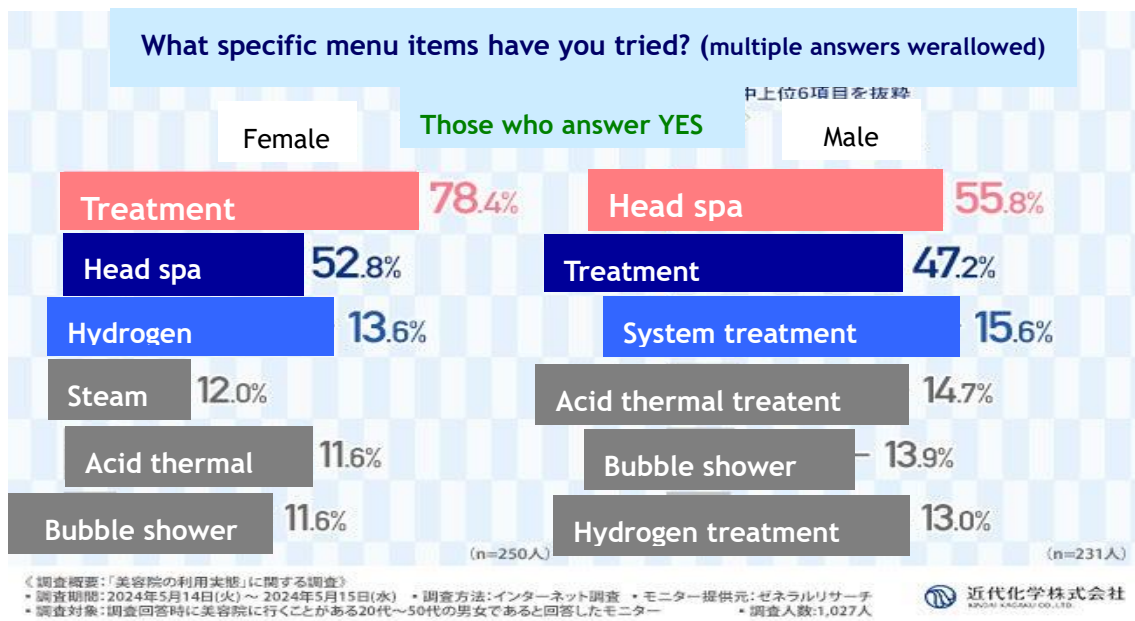
this option may vary.



The next question is have you ever tried option menu items at beauty salon? approximately half of them were answered yes (46.8%).

And when we asked about their result and experiences, there answer was [very satisfied (33.5%)], [satisfied (60.5%)], [very disappointed (5.8%)], [disappointed (0.2%)].

It seems that approx. 90% of people were satisfied with the effectiveness of optional menu items.



when asked, what specific menu items have you tried? (multiple answers were allowed), the responses were given as follows for men and women.

Women: - [treatment (78.4%)], [head spa (52.8%)], [acid thermal treatment (13.6%)]

Men's: - [head spa (55.8%)], [treatment (47.2%)], [system treatment (15.6%)].

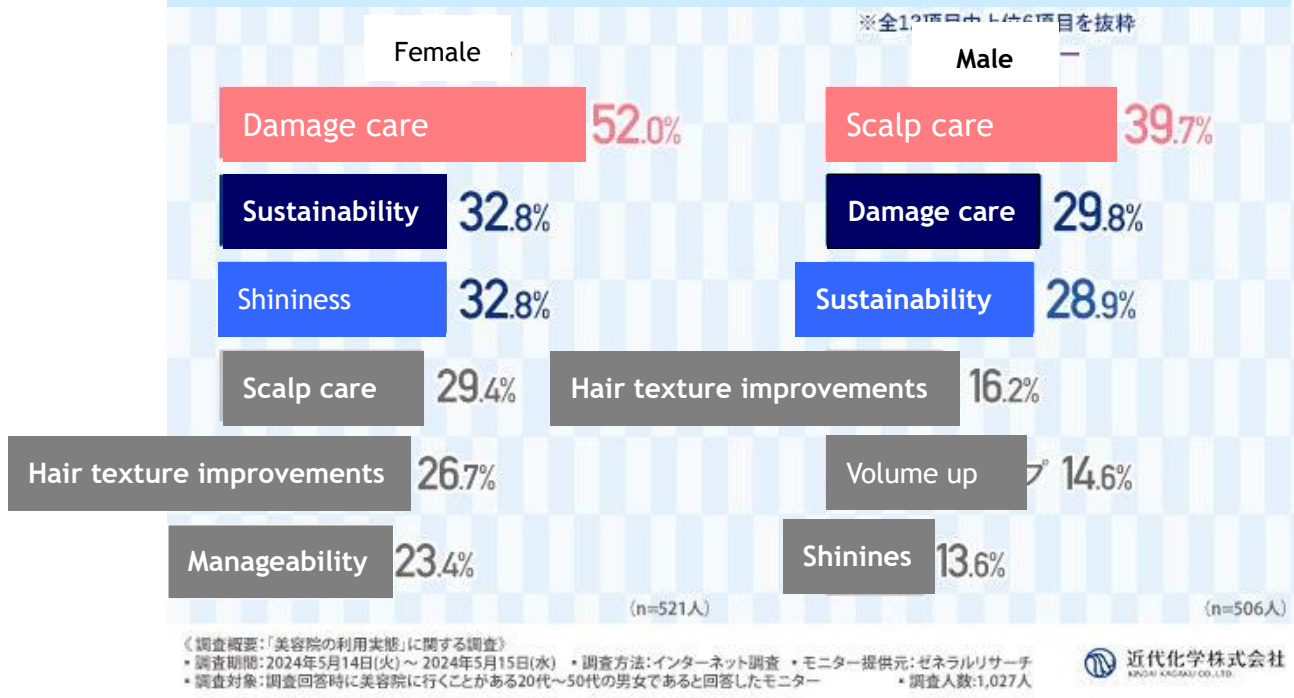
For women, treatments are highly popular with the, approximately 80% of responses indicating this preference, among men, head spa treatments ranked as the most popular choice.

Additionally, regarding the types of treatments, hydrogen treatments were more popular among women, while system treatments were more popular among men, it shows the differences in their preferences.

The results different between men and women regarding the menus they have tried.

Could it be that their purposes for using optional menus are different?

What do you look for optional services at a beauty salon? (multiple answer allowed)



When we asked [what do you look for in optional services at a beauty salon?], there answer is given as below,

- Female: - [damage care (52.0%)] [sustainability (32.8%)] [shininess:-(32.8%)]
- Male: - [scalp care (39.7%)] [damage care (29.8%)] [sustainability (28.9%)]

Half of the women are looking for [damage care] and 40% of the men are looking for scalp care.

Based on the above answer we come to know that women's are more interested in improving hair health, while men's are focused on resolving scalp issues.

For those who have purchased salon-exclusive products at a beauty salon, what did they actually buy?

I have asked about option menu services in beauty salons, is that possible to buy salon exclusive products which is not generally available in general store.

People who are particular about hair and scalp care tend to show the highest interest in such products, how many of them have buy these products?

When I asked to have you ever purchased salon exclusive products at a beauty salon? The response has given between men and women are follows.

Female: - [yes, I have (44.7%)] [no not yet (55.3%)]

Male: - [yes, I have (38.7%)] [no not yet (61.3%)]

Women have slightly higher percentage, but overall, about 40% of responders have purchased salon-exclusive products from a beauty-salon.



So, what is the actual products they have bought?? The answer varied between men and women are given below.

- Female: - [treatment (57.1%)], [shampoo (56.2%)], [styling products (53.2%)]
- [shampoo (64.8%)], [styling products (44.9%)], [treatment (33.7%)]

It seems that many people are usually buying hair care products like treatments, shampoo, and styling products.

Among women, treatments are more popular like optional menus, while among men, shampoo was a significantly common answer.

Let's find out what salon exclusive products people have purchased and found beneficial.

What are the actual good products have found from the salon exclusive products.

- Keratase (40`s /female/ Tochigi prefecture)
- Olaplex, bykarte (40`s /female/ kanagawa prefecture)
- VIN ionet shampoo (50`s /male/ kanagawa prefecture)
- Lebel cosmetics (50`s /male/ osaka prefecture)

Conclusion: there is a high demand for salon-exclusive products that allow for salon level care to be apply at home.

In this survey, it become clear how men and women in their 20`s to 50`s use beauty salons.

About 90% of both men and women indicated that their primary reason for visiting a salon is for a haircut. When asked about the uses of optional menus, approximately half of the responders said that they have tried them in the past. Interestingly around 90% of those who have used optional menus express satisfaction with them.

Based on the survey results, the top optional menu tried by women is treatment, while for men, it is scalp care. Additionally about half of women prioritize "damage care", whereas approximately 40% of the men prioritize "scalp care" when considering optional menus. These finding suggest that women are more concerned about their hair damage, while the men are more focused on improving scalp issues. It appears there is trend towards different care preferences between genders at beauty salons.

Both men and women seem to have purchased salon-exclusive products, with about 40% reporting have done so. Among women, there is a high demand for treatments similar to optional menus, while among men, shampoo appears to be the most popular purchase.

From these results, it is possible to be specific approaching targeting different demographics within the beauty salon contexts. For women, who often engage in activities like hair coloring at salons and are frequently concerned about damage,

focusing on introducing “treatment” as a prominent option menu and promoting salon exclusive products could be beneficial.

On the other hand, men show a high level of interest in scalp care, as evidenced by the popularity of salon-exclusive shampoo purchase. Therefore, there appears to be significant demand for services and products that cater scalp care needs among men.

- To deliver the hair care products that user really need, searched by [hair care kobo]



This time KINDAI KAGAKU CO., LTD (<https://www.kindaikagaku.com/>) has conducted a survey about actual usages about beauty salons and how they operates hair care process. We would like to guide everyone involved in developing hair care products from planning to processing and production.

With the intention of fostering collaboration and creating new innovation product together, we provide content that serves as a valuable resource not only for professional cosmetics developers but also for individual from different industries looking to enter the market or independently trying to launch their own new products.

The process of product development

① Meeting.

To Build a product image.

To Fixed the conform development flow and fixed the budget and purpose product

specifications that match with the concept.

② Considering the formulation.

Based on the customer requirements, first we will make sample product in our laboratory.

③ Evaluation

We will let customer to check the sample product and take feedback.

④ Design planning.

Discuss the suitable packaging bottle for product and finalized the main product.

⑤ Evaluation

Once the final formulation and specification are determined, we will provide a final valuation based on the quantity of the required product.

⑥ Production.

Once you approve evaluation, we will start to take orders from customer and move to production hub.

⑦ Delivery.

After getting approval from company's laboratory, we will deliver to the specified delivery location.

If you are interested to develop your own cosmetics brand, please feel free to consult us. Our specialized product developing advisors will guide you to create your own hair care products.

Lets create a hair care products together that give people dreams and make them come true.