



June 19, 2017

**Opening “Japan Cosme Lounge”  
retail area dedicated to face-to-face consultation with cosmetic professionals  
at Akihabara Main Store, Ginza Exitmelsa Store, and Osaka Dontonbori Store**

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) will open JCL: Japan Cosme Lounge, a retail area dedicated to selling cosmetics while offering professional consultation.

Japan Cosme Lounge is a retail area specialized in offering professional counseling on and selling beauty products, with emphasis on those made by up-and-coming cosmetics brands that take advantage of the latest ingredients such as pearl components, fermented sake-lees extracts, placenta, high-PGF components, and so-called “Doctors Cosmetics” or cosmetics developed in collaboration with medical doctors which are both highly effective and safe. TBC, one of the most famous beauty salon franchises in Japan, will sell its cosmetics at Japan Cosme Lounge, the first time for the company to retail its products outside of its salons or direct mail business. E-Space, which runs a clinic in Omotesando and is getting popular as a “Doctors Cosmetics” distributor, will also sell its beauty products in professional consultation with its staff at Japan Cosme Lounge, again a first for the company.

You can choose the cosmetics truly best for you, in the large luxurious space, having your skin examined by makeup specialists and trying various cosmetic items. Japan Cosme Lounge proposes the ideal cosmetics from a wide variety of choices in the face-to-face counseling.

Consumables in general are increasingly popular with foreign tourists visiting Japan, and in particular, cosmetics are especially selling well. Tourism Agency’s Consumption Trends of International Visitors to Japan Survey for 2016 reports that the purchase rate for cosmetics increased by 1.4 point for all nationalities and 2.1 point for the Chinese, and that 24.6%, up from 19.8% in 2015, of the Chinese tourists said they were satisfied with the cosmetics and perfume, the highest rate of all items.

It is extremely important for us to sell cosmetics in consultation with makeup professionals because it offers an opportunity to serve consumers of goods (cosmetics) and consumers of experience (consultation). We will continue to make efforts in this direction.

■ Japan Cosme Lounge will be opened at

- Akihabara Main Store (scheduled for June 24<sup>th</sup>)
- Ginza EXITMELSA Store
- Osaka Dotonbori Store



Aesthetic <b>TBC</b>		newme
<b>HIROSOPHY</b>	ALSHODO MADE IN JAPAN	KYOTO KOMACHI 京都小町
TALIKA DEPUIS 1948	真珠肌 Madamahada	Spa treatment
Xone		yamano
上善如水 Jozen Mizuno Gotoshi		

※The Interior of Laox Dotonbori Store

※Logos of the participating brands  
(The participating brands differ depending on the store)

«Contact for information regarding this announcement»  
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