

**Laox decided to launch a new original product in July
in collaboration with Wave Corporation, known for SPA Treatment
Stretch i Sheet with a great word-of-mouth reputation!**

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President LuoYiwen/security code 8202, hereinafter referred to as “we”) has decided to develop a new facial mask in collaboration with Wave Corporation Co., Ltd. (hereinafter referred to as “Wave Corporation”) and sell it at our stores as our private brand product starting from July.

Since last year we have been operating Japan Cosme Lounge, the retail space that offers consultation on and sells cosmetics, in a bid to boost sales of beauty and health products that are becoming more and more important in the inbound market. as well as to pursue the strategy of serving both “consumption of experience”(in this case, consultation) and “consumption of goods”(cosmetics). According to the Consumption Trend Survey for Foreign Tourists Visiting Japan 2017 published by the Japan Tourism Agency, 46.2% of visitors to the country bought cosmetics or perfume last year, showing an increase of 2.4 % from a year earlier. Furthermore, the export of cosmetics amounted to 298.2 billion yen in 2017, representing a 38% year-on-year growth, and surpassing the import for the first time. Overall, we can safely say that demand for Japanese cosmetics is solidly on the increase.

It is not rare in recent years that cosmetics made by relatively unknown makers in Japan suddenly become popular through word of mouth. Accordingly we select merchandise that reflect street trends and customers’ voice. For example, Hyaluronic Acid/Undiluted made by Sun Aloe began to be sought after because of word of mouth reputation. There was even a TV news program, TV Tokyo’s World Business Satellite, aired on May 22nd 2018, that featured the cosmetic being sold at one of our stores.

Spa Treatment Stretch i Sheet also became popular through word of mouth about three years ago. Its maker, Wave Corporation, and we have decided to collaborate and develop an original facial mask, which is scheduled to be introduced to our stores starting from July.

In the future, we will further actively cooperate with makers to meet the needs of customers both from Japan and abroad, drawing on our strength of unique data on purchasing behavior of our international clientele.



Sun Aloe’s Hyaluronic Acid, Undiluted



※ New Face Mask, to be launched in July
(Package design)

« Contact for information regarding this announcement »
Corporate Planning Division, Laox Co., Ltd. TEL 03-6852-8881