

TAKARA BELMONT

COMPANY PROFILE





OUR PURPOSE

Rise into beauty, Walk into life.

Living a beautiful life is to live your own journey.

This belief drives Takara Belmont to continuously evolve our knowledge and technology and, with our beauty and health experts, rise to the peak.

We work resolutely so that everyone is able to polish the gem that is their individuality. Allowing each person to shine in their own right, embrace their own wellness, and face now and the next day holistically.

Through all life's moments we hope that each and every person live their life with grace and that society can celebrate everyone's beautiful life.

Hair and Beauty

All our work is for the moment your beaming smile lights up when you look in the mirror.



Cosmetics

The captivating magic of cosmetics sparks joy in your heart.



Dental

Healthy teeth are essential for savoring life to the fullest.



Medical

The light of life comes on, and it shines bright. The light may sometimes waver, tender care warms the heart.



OUR PURPOSE

Rise into beauty, Walk into life.

There is one thing that never changes no matter how the times change.
That is, the professionals to whom we offer products and services touch their clients to serve them in person.
To support their uncompromising passion, we pursue their ease of work, safety, and peace of mind.

Our Businesses

To fulfill people's universal desire to be healthy and beautiful, we support dental/medical and hair/beauty professionals with our long-accumulated technology and knowhow, and further hone our skills with them.

HAIR AND BEAUTY CARE

Hair and Beauty Business



Hair and beauty salons are places where both professionals and their clients bring their life into bloom. We work so that they can fully demonstrate their expert skills and artistic sensibility, and that their clients can discover their own new charms. Hair and beauty equipment is not the only thing we offer. In Japan and other parts of the world, we provide a wide range of support as a “hair and beauty salon design and solution partner,” from space design and menu proposals to business establishment and management advice.

Cosmetics Business



We provide hair and beauty professionals with products and services that exert their sophisticated skills and give wings to their limitless imagination and creativity. Through these efforts in many fields, from hair and skin care to nail art, we spread the joy of living a beautiful life.

HEALTH CARE

Dental Business



Dentists and dental clinic staff support each patient's life through dental care for the health of the whole body. They contribute to society, and we support their commitment.

Dental equipment is not the only thing we offer. In Japan and other parts of the world, we provide dental clinics with comprehensive services as a clinic operation partner, from space design to business establishment and management support.

Medical Business



Just as healthcare professionals give all their support to let their patients live and enjoy life, we give all our support to let these experts do their best work.

Medical equipment is not the only thing we offer. In Japan and other parts of the world, we provide meticulous services, from space design advice to clinic establishment support. In Japan, we will give more solid support in the field of female healthcare.

Our Products

We offer products that are both easy to use
for professionals and safe and secure for their clients.

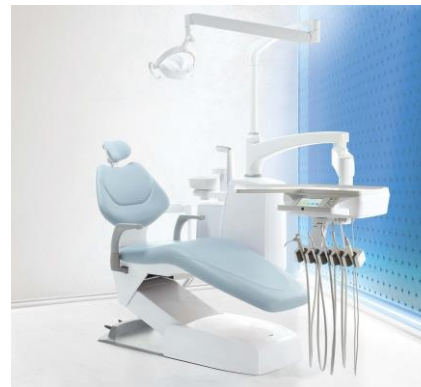
Hair and beauty specialists can fully demonstrate their expert skills
and artistic sensibility to let their clients discover their own new charms.

Medical experts can support each patient's health to contribute
to society and give hope to the world.

● Hair and beauty salon equipment



● Dental and medical equipment



● Hair care and cosmetics products



- Business establishment consulting



- Technical training



- Seminars



- Design and construction of hair and beauty salons, and clinics



- After-sales service



Our Solutions

Based on our long-accumulated overwhelming knowledge, we offer a wide range of business support mainly in Japan, from capital funding, location surveys, space design and construction, and staff training for business establishment, to after-sales service.

The rich experience and know-how we have accumulated in Japan is also a great source of insight for our business outside the country.

Beautiful Elaboration by Excellent Handwork and Machining

Takara Belmont products are made with experienced craftsmanship and advanced machining.

That is a golden combination of skilled workers' handwork for beauty, smoothness, and elaboration in every detail with machining for high quality and precision.



Craftsmanship

Outstanding product strengths achieved by uncompromising manual efforts



Automation

High-precision machining



Quality

World-class quality





Cutting-edge Research to Create Valuable Innovations

As an industry pioneer, Takara Belmont strives to create new technologies and value in the areas of equipment and cosmetics development, aiming to lead the growth of the industry and back up the activities of professional users.

We take many approaches to the creation of new technologies and value, including study of treatment techniques based on affective engineering and ergonomics, and basic and applied research based on hair and skin science.

Equipment research and development

We develop equipment that fulfills the detailed needs of professionals at hair and beauty salons, dental clinics and medical clinics.

Based on our research on affective engineering and ergonomics, we make strenuous efforts to create new value and services that have never previously existed.



Cosmetics research and development

We develop cosmetics and quasi-drugs through a combination of basic and applied researches. While pursuing basic research on hair and skin to explore uncharted areas, we are engaged in applied research on technologies and formulations that meet the needs of professional users even more precisely.

Our pioneering research on hair and skin science has borne fruit in the form of products that provide new value.



Study case

The world's first discovery that two types of medulla exist: black and white (2020)

We are the world's first company to discover that there are two types of medulla, black and white, unraveling the long-standing mystery about the core of the hair. In 2020, we presented our "Hair Medulla Care" technology at an international academic conference as a highly promising innovation in hair care.

Hair Medulla Care makes it possible to tame unruly hair and naturally cover gray hair, providing a solution for the hair styling and coloring markets and creating new value in the hair salon industry.



01 Played a key role in the birth of the “Head Spa”

The “YUME” series, our full lie-flat electric shampoo unit released in 2006, was a pioneer in the Japanese head spa market. It is Takara Belmont that developed the salon technique of the head spa, which has become nowadays a standard service of beauty salons.



We Set New Industry Standards

Many of our products, services and proposals have brought new perspectives to the industry and have become new industry standards.

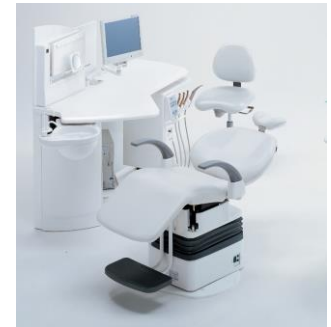
02 Released the industry’s first natural hair-care products

Three decades ago in 1992, we released Natural Hair Soap and Treatment (NHS), the industry’s first weakly acidic soap-based hair soap containing natural ingredients. With the product concept of “natural and eco-friendly,” NHS soon gained great publicity, and it still has many faithful fans in Japan and overseas.



03 Facilitated dentist-patient communication

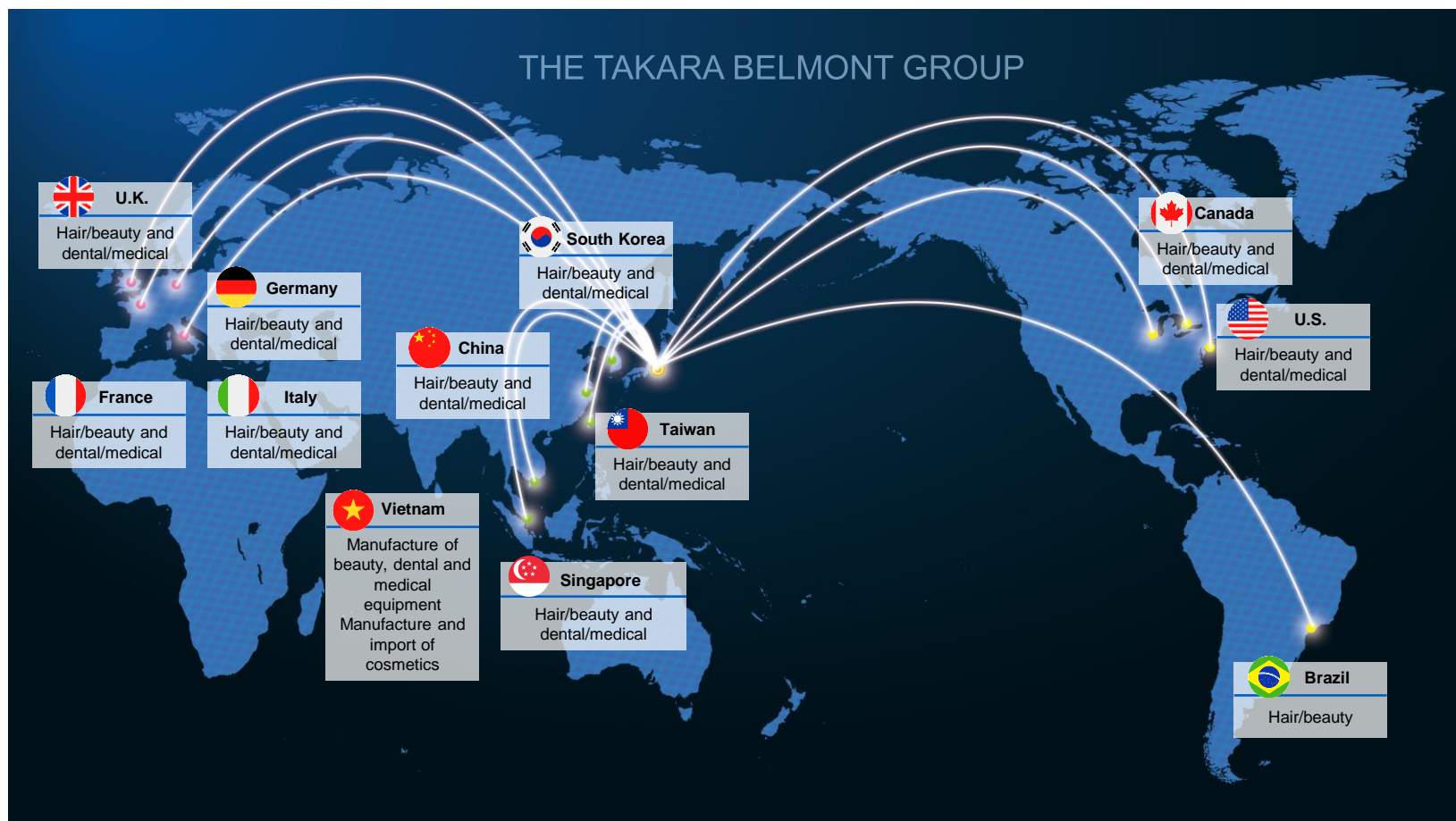
In the 1990s, recognition of the importance of informed consent began to spread to the field of dentistry. We were the first to propose to dentists a dental unit and chair that facilitated giving and receiving detailed counseling. This product, Rapport, earned an excellent reputation in the market immediately after the launch, leading to the new product category of dentist-patient communication units.




04 Listened to the unheard voices of patients to develop less embarrassment-causing obstetrics and gynecology examination tables

We were the first in Japan to offer examination tables with a seat that slowly swivels, rises, and tilts to move the patient into the examination posture, contributing to relieving the psychological stress of patients taking obstetrics and gynecology examinations. This product received exposure by newspapers and other mass media as an innovative invention to transform the idea of obstetrics and gynecology examinations, setting an industry standard.





- 1932**
Embarked on overseas business in the Korean Peninsula
- 1934**
Established the Export Dept.
Expanded our overseas operations into a full-scale business
- 1956**
Established our first affiliate outside Japan
U.S. 
- 1969**
Acquired Korean Manufacturing Co., Inc., the largest local manufacturer of barber products, in a merger
U.S. 
- 2012**
Established an affiliate outside Japan for manufacturing dental products
Vietnam 
- 2018**
Acquired a local manufacturer of professional-use hair cosmetic products in a merger
Vietnam 

Affiliates outside Japan	12 countries/regions
Track record of doing business	Over 120 countries/regions

Beauty knows no borders

Good health and beauty is a universal aspiration that transcends borders and cultural boundaries.

Takara Belmont Group has affiliates in 12 countries /regions outside Japan, and fans of its hair, beauty, dental, and medical equipment and professional-use cosmetics in over 120 countries/regions (as of 2022).

Sustainability

We Strive for Environmental Conservation and a Sustainable Industry.

Since before the SDGs were officially adopted, the Takara Belmont Group has been committed, both directly and indirectly, to improving society and preserving the environment through its business activities, as well as contributing to the development of the industry. We believe that our efforts to promote the fulfillment of the SDGs will powerfully propel us to the fulfillment of our social roles.



Upcycling of once-discarded leather scraps in consideration of the lifecycle of products and materials

In 2021, we launched “Re:bonis,” a factory-led project to recycle synthetic leather scraps from the chair manufacturing process to create new value. It aims to establish an ecological system that gives a new lease of life to scraps of cutout leather, which used to be useless, only to be thrown away. Re:bonis is our new effort to promote recycling-oriented business models with an eye to the future of the environment.



Development of environment-conscious cosmetics for professional use

Our Cosmetics Division was one of the first in the professional-use cosmetics industry (in 2000) to become certified with ISO 14001, an international standard for environmental management systems. We develop environment-conscious cosmetics for professional use according to our own standards for environmental preservation. Our Lebel ONE SHAMPOO, released in 2021, contains 30% less surfactants than our conventional products, saving the time and water needed for rinsing. Moreover, this shampoo also preserves the moisture in the hands of hairdressers.

Sustainability

We Strive for Environmental Conservation and a Sustainable Industry.

Staff technical training support for hair salons and clinics



In 1981, Lebel, our professional-use cosmetics brand, started holding regular contests of winding, a perming technique. Now, as the event called “I.D.,” we support hair designers to improve their creativity. Also in the field of dentistry, we offer opportunities for dental hygienists to hone their technical skills by co-sponsoring the Japanese Society of Periodontology Best Hygienist Award and the Japanese Society for Disability and Oral Health Prophylax Award.



I.D. contest



Best Hygienist Award trophy

Dispatch of disaster assistance vehicles and experts to affected clients for rapid business recovery



Belmont Communications Corporation, the after-sales service division of the Takara Belmont Group, has introduced disaster assistance vehicles loaded with special devices, including high pressure washers and generators in 2013, based on the experiences and lessons learned from the Great East Japan Earthquake. In the event of a flood or an earthquake, we rush to our affected clients to help them get back to business with our specialized support, so that those who need treatment or a haircut can receive the service as soon as possible.



Dispatch to disaster-stricken areas

Disaster devices

Sustainability

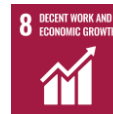
We Never Stop Striving for a Better Society and Industry.



Aqua Forte



Salon rooming ideas of having private and semi-private rooms



Pursuit of both the job satisfaction of the hair/beauty salon staff and the development of the hair/beauty industry

We at Takara Belmont have always provided new surprises to the industry by developing innovative products that reduce the workload of technicians, such as the world's first electric barber's chair and the Aqua Forte automatic shampoo unit. Our products help hair stylists streamline their routine work and save time through automation, so that they can concentrate on creative work. We also propose and promote "salon rooming" and other ideas of designing comfortable and relaxing hair/beauty salons from the general consumer's viewpoint. Through these products and services, we pursue both the job satisfaction of the salon staff and the development of the hair/beauty salon industry.



Kochie key visual



Kochie products



Contribution to the prosperity of the Vietnamese industry and higher skills of local experts

A professional cosmetics company, Ngu A Chau (now TB Cosmetics), has been part of the group since 2018, with the aim of improving the prosperity and technical skills of the local beauty industry in Vietnam. Moreover, we established Kirei Network Co., Ltd. in Vietnam, and started a hair salon business for the local market in 2019.

At TB Cosmetics, we worked with local staff to set up a new brand "Kochie" based on the technologies and knowledge of cosmetics development we had accumulated in Japan. Using Vietnam as our starting point to expand into neighboring Asian markets, we aim to contribute to the development of the industry.

Facts and figures of Takara Belmont

Markets

Number of hair and beauty salons in Japan

373,000

There are about 373,000 hair and beauty salons in Japan.*
* Source: The Ministry of Health, Labour and Welfare Hygiene Administration Report released in 2022

Number of hospitals and clinics in Japan

179,000

The number of dental clinics in Japan is about 68,000,* larger than the number of convenience stores.
* Source: The Ministry of Health, Labour and Welfare Medical Facility Survey released in 2022

Track record of doing business

Over 120 countries/regions

We have a track record of doing business with over 120 countries/regions.

R&D

Number of patents held

117

As of March 2022, we hold 117 patents, seven utility model registrations, and 204 design registrations. We also hold 13 overseas patents.

Number of Good Design Award-winning items

22

We have won this award for 22 items as of March 2022, including the SP II dental unit, which won the Good Design Gold Award in 1987.

Staff

R&D staff

103 people

62 engaged in equipment development in the Development Div. and 41 in cosmetics development in the Cosmetics R&D Dept. (As of March 2022)

Production staff

504 people

207 in the Osaka Factory, 164 in the Shiga equipment factory, and 133 in the cosmetics factory (As of March 2022)

Manufacturing

Number of product models developed so far

500

We have released about 500 hair and beauty salon chair models.

Number of parts

20,000

The Osaka Factory uses about 20,000 parts.

Number of times a prototype of a product (barber chair) is tested for durability

100,000

In our equipment development phase, prototypes undergo the toughest endurance test 100,000 times. Only those that pass the tests allowed to be commercialised.

We Develop a Corporate Culture That Serves Our Purpose

We make constant efforts to develop an even better corporate culture, aiming for corporate management that matches our Purpose: “Rise into beauty, Walk into life.” We believe that, for purpose-driven management, each of our employees should embody this Purpose. To this end, we have recently introduced many systems that enable our employees to work with vigor in an open culture and achieve a good career-work-life balance.



Introduced a life stage counseling system (2020)

Resolving psychological and physical concerns that may arise at each life stage is a key to career growth. Our corporate midwives are always ready to give expert advice regarding these concerns. This 24/7 support system boosts the happiness of our employees through work.



Introduced an in-house internship system (2021)

The in-house internship system gives employees opportunities to learn what other departments do, deepening cross-department understanding and creating a culture of openness. This system is also beneficial for individual employees: experiencing various jobs in the company broadens their horizons, widens their career prospects, and expands their domain of job satisfaction.



Established the Purpose under the leadership of a company-wide project led by young employees (2019)

Before the establishment of the Purpose, a cross-division project team was set up, consisting mainly of young employees, to discuss how the company could contribute to the future society. This project team has started activities to promote purpose-driven management.

Company Overview



Company name	Takara Belmont Corporation
Location	Osaka Headquarters (head office): 2-1-1 Higashi-shinsaibashi, Chuo-ku, Osaka Tokyo Headquarters: 7-1-19 Akasaka, Minato-ku, Tokyo
Founded	October 5, 1921
Established	July 1, 1951
Capital	300 million yen
Number of employees	1,594 (as of March 31, 2022)
Number of affiliates	12 in Japan, 18 overseas
Number of business bases	54 in Japan, 26 overseas (including those of our affiliates)
Sales	61.9 billion yen (fiscal year ended March 2022)