

The ODM behind the world's most successful health and beauty brands

Since its foundation in 1912, Nihon Kolmar, Japan's No.1 ODM/OEM for the health and beauty sector, has diversified its service-offering to become the partner of choice for all cosmetic companies seeking to enter the Asian market.



"When a client comes to us, we can take care of regulatory affairs, formula development, bulk making and packing processes, from beginning to end."

Yoshihide Kanzaki, President & COO, Nihon Kolmar Co., Ltd.

With almost unstoppable economic growth and a rapidly growing base of middle-class consumers, Asia offers unprecedented opportunities for the world's cosmetics brands, from India and China and onto the up-and-coming Southeast Asian region, where rising incomes have spurred an insatiable demand for health & beauty products.

With 30 years of experience operating in the region, Nihon Kolmar, Japan's number one cosmetics ODM/OEM, can serve as the ideal partner for cosmetic companies looking to tap into Asian markets.

Having built up one of the industry's most diversified product portfolios over the past 70 years (ranging from skin-care and make-up to hair-care), Nihon Kolmar offers its

clients fully integrated 'one-stop-shop' services, deep regional market and regulatory environment knowledge, unrivalled R&D capabilities, more than a century of experience, and unmistakable Japanese quality.

"When a client comes to us, we can take care of regulatory affairs, formula development, bulk making and packing processes, from beginning to end. Our laboratories and research centres allow us to develop original formulas from scratch, while our production bases and quality control facilities enable us to cover each stage of the product's lifecycle. From development to market entry, Nihon Kolmar has a solution for each step of the process," explains president, Yoshihide Kanzaki.



"Our model is so integrated that we can even take care of the procurement of containers for cosmetics products. Because we collaborate with hundreds of container makers, we offer flexible packaging solutions tailored to our clients' needs. With our in-house team of technicians and professionals, we also offer consulting services to help customers navigate changing regulatory environments."

From start-ups to leading multinationals, Nihon Kolmar serves as both an ODM and OEM partner to some 480 companies who depend

on its industry-leading services. The deep trust established with customers has been crucial to Nihon Kolmar's success, allowing for the forging of close collaborative relationships that enable the company to remain on top of industry trends and respond to client demands. "The number of products we release annually is simply the outcome of the close relationship we have with our clients," adds Mr. Kanzaki. "On top of our customers, we also closely collaborate with our packaging and raw material suppliers, enabling us to remain on top of market trends throughout the value chain."

Such is the pace of change in the cosmetics market, that Nihon Kolmar produces approximately 8,000 SKUs annually at its highly-reputed production sites across Japan. This includes its Izumo Factory in Shimane Prefecture, which achieved clearance by the US Food & Drug Administration, one of the toughest standards in the world, for the manufacturing of certain products. While Nihon Kolmar's objective was to focus on ODM up until recently, it has since strengthened the OEM business in response to major cosmetic brands that have chosen to outsource their manufacturing processes.



"Our ability to swiftly respond to customers' needs is our greatest advantage. This flexible and comprehensive approach has been a decisive factor for our success," explains Mr. Kanzaki. "This includes our integrated production capacity and quality control capabilities. Offering this comprehensive line-up of



services allows us to answer our clients' demands and to keep up with their requested deadlines."

Nihon Kolmar's success has been underpinned by investment in R&D. Among its network of R&D facilities is the Skin Research Centre, which is tasked with analysing raw materials to develop new extracts for cosmetic products. "All our raw materials are listed on our website, and we have patented certain discoveries so that our customers can take advantage of these active ingredients," adds Mr. Kanzaki.

"We also have a special task-force that focuses on developing innovative and cutting-edge products that have never been seen before. This team does not engage in 'daily R&D', instead, they research truly innovative solutions. Our formula specialists are located in each R&D center and they are responsible for daily innovations and improvement."

In the spirit of full-integration and close collaboration for which Nihon Kolmar is reputed, the company's marketing team works hand-in-hand with these R&D specialists, ensuring that their commercial representatives – the outward-facing members of the brand – have experience in R&D and fully understand the product from the eye of the specialist.

This combined approach enables Nihon Kolmar to swiftly respond to the varying demands of its clientele and is yet another distinguishing factor of Japan's top ODM/OEM cosmetics firm, which can serve as the gateway for companies looking to reap the opportunities in the fast-growing health & beauty market in Asia, where it already has factories in China and Vietnam.



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www.kolmar.co.jp/english/



Bringing the unmistakable quality of J-Beauty to every single customer around the world

Having established itself as a leading domestic player by meeting the extremely high demands of the Japanese cosmetics consumer, Ands Corporation now aims to bring the unique quality of J-Beauty to the wider international market.

Health & Beauty go hand in hand, and they are two areas in which Japan famously excels. The fact that Japan enjoys the world's longest life expectancy can be mainly attributed to the Japanese obsession with health and diet. And this obsession also extends to hygiene and beauty, where Japanese cosmetics firms have built up incredible capabilities with regards to effectivity, safety, and ease of use in response to the extremely high demands of domestic cosmetics consumers.



"In a nutshell, J-Beauty Technology is comprised of three pillars. One is its good effect, second is its safety and third is its ease of use for the customer. It's that delicate balance of all three pillars we are constantly striving to attain."

Masayoshi Yamada,
President, Ands Corporation

Such is the reputation of the Japanese cosmetics industry that it also has its internationally recognized "J-Beauty Technology," which is very much centered around the Japanese *monozukuri* manufacturing philosophy based on craftsmanship, high-quality, innovation and an acute focus on customer needs. Today, leading Japanese cosmetics firms like Ands Corporation, which develops high-quality skincare products based on *monozukuri* principles, aims to expand J-Beauty Technology's global scope.

"In a nutshell, J-Beauty Technology is comprised of three pillars. One

is its good effect, second is its safety and third is its ease of use for the customer. It's an integrated design model that we are very particular about, and it's shrouded in the Japanese concept of *sensai* work: that is, a sensitively crafted product of a high-quality nature. This probably rounds up what J-Beauty is. It's a cut above other cosmetic products from around the world and what large overseas corporations have found is that such work cannot be easily replicated," explains President of Ands Corporation, Masayoshi Yamada.

"Japan's cosmetic literacy is probably top in the world. And I believe that because the Japanese cosmetic industry was primarily focused on its domestic customers, this high standard for quality cosmetics became even more polished as a result."

However, much like every other industry in Japan, the cosmetics industry has faced increasing competition from China. But as Mr. Yamada notes, "while Chinese products may be cheap and easy to use, we don't know anything about their effectiveness or safety."

"On the other hand, Japanese companies continue to excel through their dedication to developing products that are effective, safe, and easy to apply. Therefore, in the future, it will be imperative for us to develop groundbreaking technologies that can evaluate both their effectiveness and safety," he says.

"At Ands Corporation, we strive to create the best balance in terms of efficacy and safety. For example, for people with delicate skin, we want to create the safest and most effective formula for them. We also possess a very powerful technology to help moisturizing and anti-aging. In fact, for the oil in technology applied for moisturizing and anti-aging formulas, and products that make oil into balms, we have the top market share in Japan."

Established in 1960, Ands Corporation's cosmetics technology cultivated over the past six decades has allowed it to develop its own brand, while at the same time excel as an original design manufacturing (ODM) company. In its quest to bring J-Beauty Technology to the world, the



company is today partnering with fellow Japanese companies as they look to tackle the global market together. Once having then established local partnerships, Ands Corporation can go about adapting its technology and products with respect to the demands of each market.

"It's more like a platform or a business partnership that we want to bring into the core of our global business. For example, Ands Corporation is very high skilled in skincare, but we also want to work with other Japanese ODM manufacturers that are good with haircare and make-up to enhance this ODM business, so we can deliver the highest-quality products to all our clients in the entire beauty and make-up field. Also, if each ODM manufacturer shares their production facilities with one another, we as a result, will be able to attain a very high cost-performance organization. And by collaborating with the Mitsui Bussan Group, including Mitsui Bussan Chemicals, which has a wide range of assets associated with a global non-manufacturer, we believe that we can also provide a variety of added value to our clients," explains Mr. Yamada.

"By promoting J-Beauty Technology to our customers as their plat-

form of choice, we believe Japanese ODM manufacturers will be able to gain a much more powerful global presence. Put in other words, ODM manufacturers in Japan possessing high technology capabilities must unite to develop a business model in which they can compete in the overseas markets by leveraging their respective strengths. And for clients, visiting this ODM platform should be an experience in which they can get the best of what J-Beauty Technology has to offer in one single step.

"Furthermore, the innovative technology that will be applied to evaluate the efficacy and safety of cosmetics in the future, will, no doubt, provide a unified sense of security and conviction towards J-Beauty Technology as a whole. And once J-Beauty Technology is introduced into the global market, how we localize it to each respective country will become our second goal. What this means, is that we will ultimately be personalizing our cosmetic products to the fullest for all our customers worldwide."

ands
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Using *monozukuri* to create unique toys enjoyed by all

Kawada's stunning toys have captivated three generations in Japan and the company continues to delight customers with its unique products.

Since its founding almost 70 years ago, Japanese toy manufacturer Kawada has been at the forefront of innovation in the industry, creating high-quality toys for adults and children alike. The company applies the philosophy of *monozukuri* to its production, using molding technology it has

perfe-cted through decades of dedication to produce toys of the highest quality. Kawada's Diablock toy was first produced in 1962 and con-

tinues in production to this day, allowing three generations of Japanese families to play together thanks to the product's enduring appeal. These blocks were first created to teach children how to build things, and the company has since expanded to target the older

demographic with its widely popular Nanoblocks. First produced in 2008, Nanoblocks have become a market leader due to the care taken in their cre-

ation and the culture that has grown around them. "We give awards to people who create the best things using the Nanoblocks. This is widely distributed and publicized using social media with the hashtag #nanoblocks," explains Masakazu Kobayashi, President of Kawada. The quality and adaptability of these products have allowed Kawada to expand across Asia and into the North, Central and South American markets and the European market, where it is looking to work with distributors with strong online sales capabilities. The company's molding technology allows it to recreate stunning recreations of popular figures and places from around the world, from Pokémon to the Notre-Dame Cathedral, giving it global appeal.



"Our essential mission is to provide joy, enrichment and excitement to the lives of people."

Masakazu Kobayashi, President, Kawada Co., Ltd.

the company continues to expand overseas, Mr. Kobayashi says this motto remains key, adding: "We aim to become a company that provides joy and excitement to people around the world."



nanoblock.
The original micro-sized building block



www.diablock.co.jp/kawada/en/index.html

Writing excellence for more than a century

Amid the endless typing and clicking on smartphones and computers, ink-based writing instruments continue to prevail, which is why Platinum Pen remains committed to providing high-quality, elegant and affordable fountain pens to discerning customers for whom the art of writing will never die.

its modern customers, based firmly on the belief that its fountain pens will always have a place even in our highly digitalized world.

"Writing contributes to creativity and brain activity; and the use of writing instruments in exams and reports continues to increase. In Europe, fountain pens have been used since the compulsory education stage. The digital megatrend is easy to see, but the other side continues to exist. Just as a pendulum does not swing only in one direction," says Platinum Pen's president, Toshiya Nakata, who highlights the important role of the fountain pen in a world where mindfulness, reconnecting with tradition and 'digital detox' have become increasingly popular concepts.

fountain pens have been sold worldwide. Offering smooth writing and high quality at a very low price, Preppy fountain pens are perfect for beginners and have become incredibly popular with younger women thanks to their cool, sleek and modern design.

The Preppy features Platinum's patented 'Slip and Seal' mechanism that prevents the nib from drying out after long periods without use. "This allows comfortable writing with fresh ink anytime and also reduces the need for repairs considerably," explains Mr. Nakata. "We applied the technology to the Preppy series to make it

easier to handle for people who do not use fountain pens regularly."

For serious fountain pen enthusiasts seeking a more luxury and classic style, the 'Slip and Seal' mechanism is also a feature of Platinum's premium #3776 series. Launched in 2011, the #3776 Century pen – whose name is a nod to being the No.1 fountain pen in Japan featuring the height of Mount Fuji (3,776m) – boasts a 14k gold nib and cartridge converter-style fill system. Forty years on since the release of the first #3776 brand, the #3776 Century is the result of Platinum's untiring efforts over the past one hundred years to craft the ideal fountain pen.



Channeling the spirit of Japanese *monozukuri* craftsmanship for more than a century, Platinum Pen, which celebrated its 100th anniversary in 2019, combines tradition and innovation to develop writing instruments fit for the needs and desires of



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