



Long-lasting freshness


ARIMINO MEN

Two items debut
The variety of texture variations is expanded

NEW

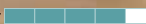


FREEZE KEEP GEL

Holding power 
<Citrus musk scent>
200g



HARD SPRAY

Holding power 
<Citrus musk scent>
160g

STYLING

Creates a lively gloss hairstyle without stickiness but does not coagulate immediately.



FREEZE KEEP GEL

200g

Holding power

<Citrus musk scent>

Hybrid formula that strikes a perfect balance between flexibility of wax and holding power of gel, and furthermore it is easy to remove the gel. Keeps the hairstyle for a long time.



Keeps the hairstyle strongly even on windy and damp day.



HARD SPRAY

160g

Holding power

<Citrus musk scent>

Although it is a light mist, it strongly keeps the hairstyle without a change of volume.



LINE UP



FREEZE KEEP GREASE

100g

Holding power

<Citrus musk scent>



HARD BALM

60g

Holding power

<Citrus musk scent>



HARD MILK

100g

Holding power

<Citrus musk scent>

Men's odor care market

《Men's aesthetic sense》

How I want to be seen

Clean 61.5%

Neat 37.2%

Having a good taste 36.5%

Men's care

Odor care 65.3%

Styling the hair 38.2%

Personal grooming 30.3%

《Women's aesthetic sense》

What you request for opposite sex

Odor care 70.0%

Styling the hair 66.8%

Shaving 53.4%

▶ Odor care and styling the hair are important

An in-company investigation

Styling map

Holding power

Super hard

Hard

Natural

Wet feel

Glossy feel



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