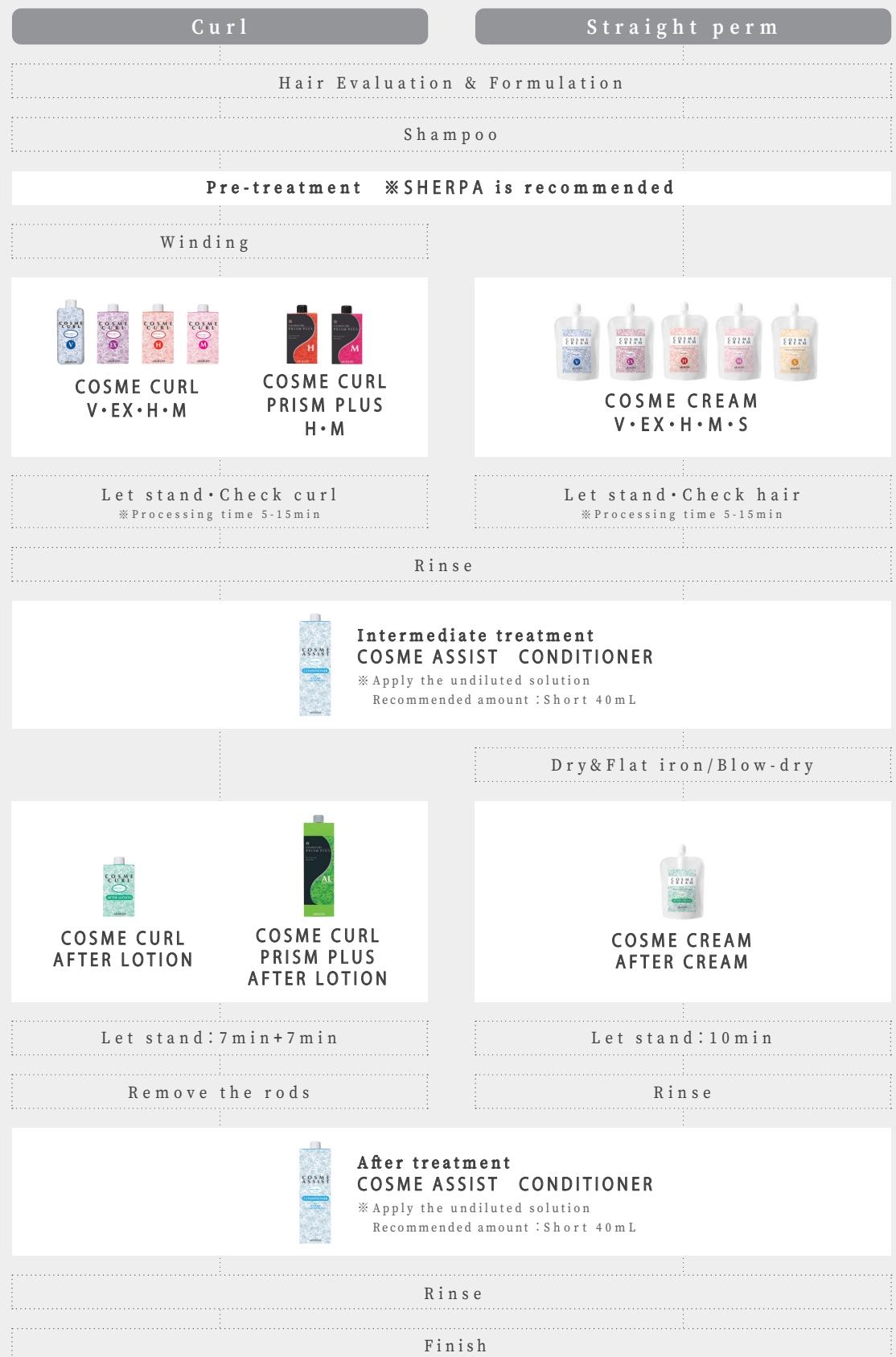


PROCESS (Curl/Straight perm)

**COSMECURL**

コスメカール

COSMECREAM

texture control

コスメクリーム

COSMECURL
PRISM PLUS

コスメカール プリズムプラス

COSME SERIES

From curls to straight styles, create soft, manageable hair.

The COSME series provides moisture while helping you create your ideal style.

Enjoy a smooth, glossy finish.

Achieve your desired texture, whether it is curls or straight hair.

From virgin hair to highly damaged hair and aging hair, it works for everyone—men and women alike.

Provides shine and a silky-smooth finish.

The COSME series
allows you to

Combining with coloring allows for more flexible design options.

A beautiful finish with less dryness, even after repeated processing.



Expressing a variety of curls on any hair type without causing dryness.

COSMECURL

コスメカール

Creates soft, supple curls—perfect for combining with coloring or straight perm.

- Soft, natural texture that does not feel like a perm.
- From loose to tight curls, versatile curl expression.
- Manageable curls and easy styling by finger comb.



Transforms unruly hair into naturally straight, shiny and moisturized hair.

COSMECREAM

texture control

コスメクリーム

Leaves your hair soft and silky, just like after a salon treatment.

- Hair texture control that leads to smooth, easy to manage hair.
- A natural straight look unlike traditional straight perm.
- A user-friendly formula that minimizes risk and is gentle on hair.



Addresses thinning hair from damage and aging, providing moisture and well-defined curls.

COSMECURL PRISM PLUS

コスメカール プリズムプラス

Gentle on hair with repeated processing, leaving it soft and supple.

- Provide moisture and well-defined curls to thinning hair.
- Low-alkaline formula* that reduces hair stress.
- Long-lasting curls make it possible to enjoy the hairstyle even more.

* Compared to our conventional product

Express a variety of curls and texture change with a silky-smooth finish.

The COSME CURL and COSME CREAM contain the optimal balance of reducing agent

Cysteamine HCl and hair treatment components.

Additionally, reduces unpleasant odors and addresses damage caused by repeated processing.



Reducing agent
Cysteamine HCl



Soft texture with
hair treatment
effects



Greatly reduces
residual odor

※ Compared to our conventional product

Reducing agent Cysteamine HCl

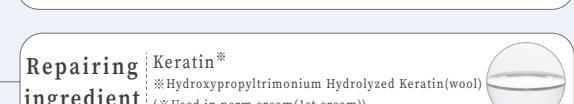
Minimizes excessive hair swelling and reduces damage.

A key feature is that it prevents over-swelling, which helps protect internal proteins and reducing damage. It keeps hair manageable, even with repeated processing.



Hair treatment effects

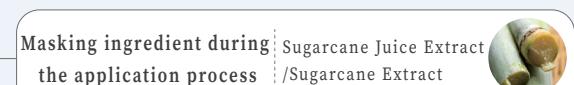
Provides shine and leaves hair with a smooth, silky texture.



Greatly reduces residual odor

※ Compared to our conventional product

Masks reaction smell during processing and effectively reduces any residual odor.



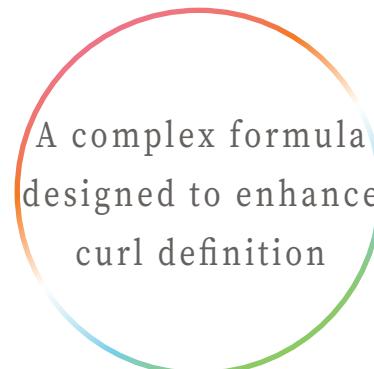
※ Photos are for illustrative purposes only.

Product lineup

Category	Product name	Perm lotion (1st)			
		COSME CURL V	COSME CURL EX	COSME CURL H	COSME CURL M
COSME CURL 1st	Category				
	Product name				
	Size	320mL	400mL	400mL	400mL
	pH	8.8	8.8	8.8	8.5
	Alkaline agent	Ammonium Solution	Ammonium Solution	Ammonium Solution	Ammonium Solution
COSME CREAM 1st	Alkali amount	6.5mL	4.8mL	3.0mL	1.5mL
	Reducing agent	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl
	Reducing power	7%	5%	3%	2%
	Hair type	Virgin hair~ Damage level 2	Damage level 2-3	Damage level 3-4	Damage level 4-5
	Category				
COSME CREAM 1st	Product name				
	Size	400g	400g	400g	400g
	pH	8.8	8.8	8.8	8.5
	Alkaline agent	Ammonium Solution	Ammonium Solution	Ammonium Solution	Ammonium Solution
	Alkali amount	6.5mL	4.8mL	3.0mL	1.5mL
Neutralizer 2nd	Reducing agent	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl	Cysteamine HCl
	Reducing power	7%	5%	3%	2%
	Hair type	Virgin hair~ Damage level 2	Damage level 2-3	Damage level 3-4	Damage level 4-5
	Category				
	Product name				
Neutralizer (2nd Lotion)	COSME CURL AFTER LOTION				
	Size	400mL			
Neutralizer (2nd Cream)					
	COSME CREAM AFTER CREAM				
Common treatment	Category				
	Product name				
Intermediate・After treatment	COSME ASSIST CONDITIONER				
	Size	800mL			
Common treatment	Category				
	Product name				
Common treatment	Buffer				
	Odor control/Masking				
Common treatment	Sodium Citrate(pH control)				
	Sugarcane Juice Extract/Sugarcane Extract				
Common treatment	Rich moisture				
	Heat protection from heat damage				
Common treatment	Sorbitol(Moisturizing)				
	Hydrolyzed Silk PG-Propyl Methylsilanediol				
Common treatment	Rosehip Oil(Moisturizing)				
	Avocado Oil(Moisturizing)				

Provide moisture and well-defined curls to thinning hair.

Hair protein decreases due to high tone coloring and aging, leading to dryness and loss of curl definition. With COSME CURL PRISM PLUS, you can repeatedly enjoy moisturized, well-defined curls. It achieves long-lasting curls with minimal stress on the hair.



Moisturized, bouncy curls

The adhesive spring function^(※2) provides moisture and well-defined curls.

- Arginine and Hydrolyzed Collagen attract and retain moisturizing ingredients.^(※2)
- Conditioning components in the AFTER LOTION are also retained.



Maintains curl definition with a complex formula

Perfect balance of Cysteamine + Thioglycolic acid + Cysteine

- **Cysteamine** Effectively reducing even in neutral pH range^(※3), well-defined curl formation.
- **Thioglycolic acid** Supports long-lasting curls.
- **Cysteine** Enhances elasticity.



40% less alkaline (compared to our conventional product)

Creates firm curls while reducing hair damage.

- Formulated with a high concentration of arginine as the alkaline agent.
- Arginine (one of the amino acids) helps protect and moisturize hair.
- Formulated with a neutral pH range^(※3) using the minimum necessary level of alkali.

High concentration of Arginine

Hair protection during swelling

Low-alkaline formula^{※1} in the neutral pH range

Recommended for those who

Thinning hair due to damage

Have given up on perming due to complex damage caused by coloring and heat styling.

- The hair ends tend to become dry and frizzy.
- Curls and waves do not last long.

Thinning hair due to aging

Hesitate to try perming because of changes in hair moisture and shine with aging.

- Loses volume at the roots and the hair ends become spread out.
- Dry hair that is prone to frizz.

Product lineup

COSME CURL PRISM PLUS	1st
Category	
Product name	
Size	400mL
pH	8.2
Alkaline agent	Arginine/Ammonia Solution
Alkali amount	1.9mL
Reducing agent	Cysteamine HCl/Ammonium Thioglycolate/Cysteine
Reducing power	5%
Hair type	Damage level 3-4

Perm lotion (1st)	
COSME CURL PRISM PLUS H	COSME CURL PRISM PLUS M
400mL	400mL
7.7	7.7
Arginine/Ammonia Solution	Arginine/Ammonia Solution
1.9mL	0.9mL
Cysteamine HCl/Ammonium Thioglycolate/Cysteine	Cysteamine HCl/Ammonium Thioglycolate/Cysteine
5%	4.5%
Damage level 3-4	Damage level 3-4

Neutralizer	2nd
Category	
Product name	
Size	800mL
Oxidizing agent	Sodium Bromate

Neutralizer (2nd Lotion)	
COSME CURL PRISM PLUS AFTER LOTION	

Sample curl	
Product name	
10 min with 20mm rod on damage level 3 (medium damage)	

COSME CURL PRISM PLUS H	COSME CURL PRISM PLUS M