ARIMINO
Men

ARIMINO
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ARIMINO MEN
Care & Styling Series

Long-lasting freshness "ARIMINO MEN"

Hair care for healthy scalp and hair. Inner care to support men's health.

Styling for a lasting clean and neat look.

"ARIMINO MEN" is a brand for men with a new concept that makes you feel positive everyday.





CARE SERIES

"Preventive care" to keep your scalp and hair healthy.*

*Dirt/damage/dryness

This hair-care series was born to tackle the hair-loss resulting from friction and tangles caused by shampoos that don't lather enough, as well as the source of odor that are hard to get rid of just by regular care. Salon care combined with daily care at home will improve the health of scalp and hair.

Hair-loss causes

- Clogged pores
- Frictions
- Dryness/ Stimulus

Scalp cleansing with oil

The product is infused with olive oil and carbonated (aerosol) bubbles, which lift the clogged debris and cleanse out pores completely.

Firm bubbles reduce friction.

The surfactant derived from olive oil creates fine and firm bubbles that reduce friction. It foams well and gives nice feeling when washing.

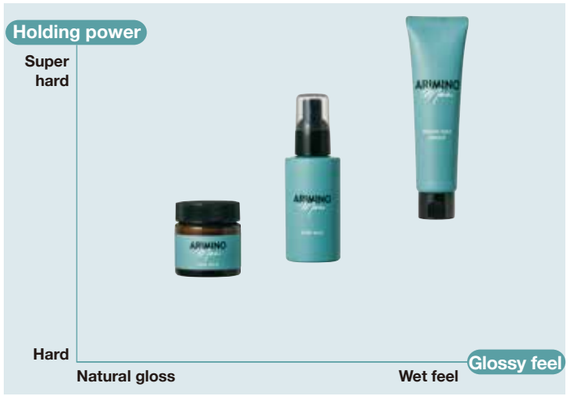
Plant-derived extract moistures scalp and keeps it healthy.

The formula is enriched with Saccharina sculpera (its extract), a powerful moisturizing agent, and herbal extract (marjoram extract), a popular ingredient since ancient times. They moisture the scalp and protect it from drying.



STYLING SERIES

Provides excellent hold but very pliable for best styling.



FREEZE KEEP GREASE

Glossy and wet feel

Recommended for **Tight look**

HARD BALM

Natural gloss x Lightness

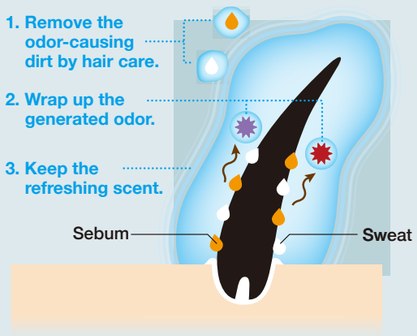
Recommended for **Casual look**

HARD MILK

Choppiness/Wet feel x Spreadability

Recommended for **Curly look**

Our commitment to odor care.



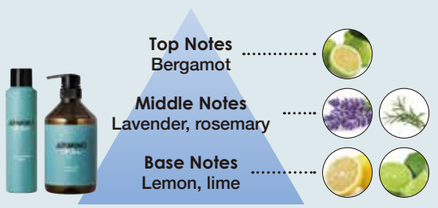
Select plant-derived ingredients

- Cyclo Dextrin Note1
- Sugar cane Polyphenol Note2 (Sugar cane extract)
- Rose Polyphenol Note2 (Rosa Gallica Flower extract)
- Green tea extract Note2 (Tea leaf dry distilled solution)

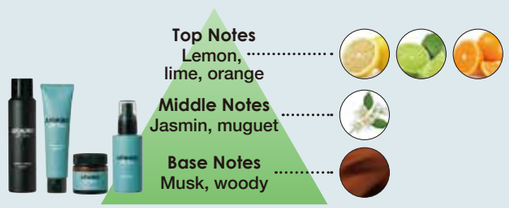
*1 Scent retainer *2 Scent and hair protector

Functional perfume with comfortable scent

Aromatic citrus scent



Citrus musk scent



HAIR CARE

Intense care for tough dirt



OIL CLEANSING FOAM

180g

<Aromatic citrus scent>

With carbonated (aerosol) bubbles, cleans out the pores clogged with hard-to-remove sebum stains and tough styling agents. The olive oil moisturizes scalp and hair.

The foam goes into the pore and lifts the embedded dirt to help it removed.



Completely removes dirt on the hair and scalp



SCALP CARE SHAMPOO

280mL

680mL

1,000mL (Refill)

<Aromatic citrus scent>

It foams up well and leaves hair clean with just one wash removing all kinds of residues, including styling products. It contains surfactant derived from olive oil. Thanks to the fine and firm bubbles, the shampoo alone will leave your hair smooth.

The shampoo washes away the dirt on hair and scalp.



Moisturizer with nice scent for healthy scalp



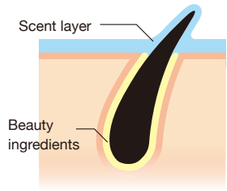
MORE CHARGE SPRAY

90g

<Citrus musk scent>

The beauty ingredients go deep inside the stratum corneum and hydrates the scalp, while it wraps up the bad odor and keeps nice scent. It refreshes the scalp with sparkling carbonated (aerosol) bubbles, and its massaging effect improves blood circulation.

The beauty ingredients and the scent layer protect the hair and scalp.



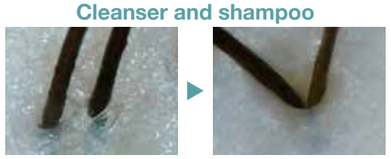
Health starts from the pore.

Comparison of cleanliness: "shampoo only" vs "cleanser and shampoo".

Shampoo only



Cleanser and shampoo



The resilient firm bubbles give soft washing tough.

The resilient firm bubbles are created by the surfactant derived from olive oil.



Hydrates the scalp and pores*

*Into the stratum corneum

Apply the More Charge Spray to hydrate the scalp.



Dry skin before applying the spray



Hydrated skin after applying the spray

*The result may vary depending on the dirt level and skin condition



STYLING

Provides excellent hold but doesn't get crispy. Creates wet, glossy look.



FREEZE KEEP GREASE

100g

Holding power

<Citrus musk scent>

Our unique "Wax x Grease Formula" that strikes a perfect balance between pliability of wax and glossy look of grease. Keeps the hair tight for a long time.





97% of the ingredients are derived from natural origin. Creates airy look with natural gloss.



HARD BALM

60g

Holding power

<Citrus musk scent>

Melts at body temperature and spreads well on the hair. Keeps the lively hairstyle while adding natural gloss to the hair and creating a tousled, airy look.





Spreads to the tip of the hair, and creates just the right choppy, wet look.



HARD MILK

100g

Holding power

<Citrus musk scent>

With the "slow-drying formula," the holding power is maximized when it's dry, enabling time-lapse styling. Adds just the right choppy, curly touch to the style.





APPROACH

Improve the customers' scalp condition and satisfaction with scalp cleansing and massage using ARIMINO MEN!

Clears the pores
Scalp cleansing
Recommended price: 500 yen Recommended time: 6 minutes

Gets rid of dirt and fatigue
All clear
Recommended price: 1,000 yen Recommended time: 10 minutes

STEP 1



Emulsify/Massage
OIL CLEANSING FOAM
10g per application Session time: 2 minutes

Rinse

STEP 2



Muscle relaxation massage
SCALP CARE SHAMPOO
4 to 6ml (2 pushes) per application
Session time: 4min

Rinse

Dry with towel

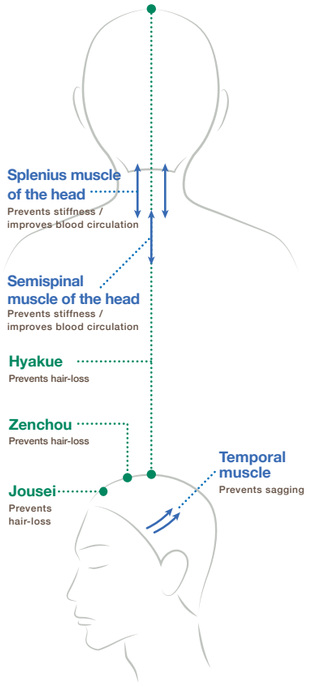
STEP 3



Stretching/Lymphatic massage
MORE CHARGE SPRAY
2 to 3g per application Session time: 4min

Finishing set

Muscle and trigger point massage



LINE UP

ARIMINO MEN Series Lineup



OIL CLEANSING FOAM



SCALP CARE SHAMPOO



MORE CHARGE SPRAY

Quantity / List price	180g	280mL 680mL 1,000mL	90g
Suggested amount of use	10g (when applied to the whole scalp)	4 to 6ml (2 pushes)	2g (when applied to the whole scalp)
Ingredients that act on the source of odor	Cyclodextrin (keeps scent) Rosa Gallica Flower extract (keeps scent / protects hair) Sugar cane extract (keeps scent / protects hair) Tea leaf dry distilled solution (keeps scent / protects hair)		
Ingredients that act on the scalp	Saccharina sculpera extract (moisturizes scalp) Marjoram extract (moisturizes scalp)		
Our unique blend of ingredients	Olive oil (moisturizes scalp) Carbon dioxide (aerosol)	Olive oil PEG-7 (Cleansing ingredient)	Talc (sebum absorption powder) Olive oil (moisturizes scalp) Carbon dioxide (aerosol)
Scent	Aromatic citrus scent		Citrus musk scent



FREEZE KEEP GREASE



HARD BALM



HARD MILK

Quantity / List price	100g	60g	100g
Ingredients that act on the source of odor	Cyclodextrin (keeps scent) Rosa Gallica Flower extract (keeps scent / protects hair) Sugar cane extract (keeps scent / protects hair) Tea leaf dry distilled solution (keeps scent / protects hair)		
Holding power	■■■■■	■■■■□	■■■■□
Scent	Citrus musk scent		