dAnce.

Dance design tuner for all occasions.
The perfect hairstyle to keep you
in the best mood all day.



Dance design tuner

These days, there are no clear lines
defining style, personality, or values.

We need customizability,
what's "Just Right" for eash individual.

To stand out, but not by too much.
Simple, but not too simple.

These styling products bring out
the you what you want to be, in the moment.

Your mood, your way.
Which rhythm are you feeling today?

Move to your own rhythm.

Dance design tuner





Treatment oil spray





It creates a soft flow and gentle movement, like a waltz turn.
It spreads lightly to add subtle weight for a smooth, natural finish.

Gently move, WALTZ VEIL

WALTZ VEIL

ワルツヴェール

KAGURA FLOW

カグラフロー



Light, free, KAGURA FLOW

It brings a soft, airy finish, like a graceful kagura dance.
It applies evenly to create natural texture and flexible styling.



Wax spray



Balm grease





It allows bold yet flexible styling, inspired by swag dance.
It gives a wet finish with strong hold while keeping a smooth touch.

Move your way, stay your way, SWAG DEW

SWAG DEW

スワッグデュー



JAZZ STELLA

ジャズステラ

Glisten, JAZZ STELLA

It brings out natural texture with light shine, like free jazz.
It blends smoothly to create a soft, polished finish.



Styling oil



LOCKIN' MOVE

ロッキンムーブ

Break the mold, LOCKIN' MOVE

It allows flexible movements to fix your hairstyle.
It has a smooth finish, yet a strong hold to keep your hairstyle for a long time.





Hard wax





Wax gel

It immediately locks your style as a gel,
but also gives you a re-workable style as a wax.

Hold onto your free style, BREAK KEEP

BREAK KEEP

ブレイクキープ





MODERN SHIMMER

モダンシマー

Keep on shining, MODERN SHIMMER

It brings you a flexible style to your hair.
It melts like oil on your palm to create a wet, shiny look.





Treatment oil jelly



POPPIN’ FIG.

ポッピンフィグ

Pop it your way, POPPIN' FIG.

Like a popping dance hitting each beat, it creates light, bouncy styling.
It glides through dry hair to form soft texture, shine, and control.





Balm milk





Milk

Each strand softens to create smooth, graceful movement like ballet.
The result is a light, airy finish with soft flow and natural control.

Soft and supple, BALLET MELLOW

BALLET MELLOW

バレエメロウ





HULA PRIMER

フラプライマー

Moist and mesmerizing, HULA PRIMER

Smooth, soothing motion leaves your hair soft and naturally shiny.
This formula keeps hair moisturized while helping protect it from damage.



Oil

LOCKIN' MOVE

Hard wax



Hair styling
80g

Hold／ ★★★★½
Shine／ ★★★☆☆
Care／ ★★☆☆☆



Hard wax that reminds you of lock dance, switching from fast and free movement to sharp, locked-in poses. It allows flexible movement to fix your hairstyle. It has a smooth finish, yet a strong hold to keep your hairstyle for a long time.

BREAK KEEP

Wax gel



Hair styling
120g

Hold／ ★★★★★
Shine／ ★★★★½
Care／ ★★★☆☆



Go from dynamic steps and freeze the motion in an instant. Get the same feel with this wax gel.
It immediately locks your style as a gel, but also gives you a re-workable style as a wax.

MODERN SHIMMER

Treatment oil jelly



Hair styling
80g

Hold／ ★½☆☆☆
Shine／ ★★★★★
Care／ ★★★☆☆



Like modern dance, create a free finish that is out of the box. It brings you a flexible style to your hair.
It melts like oil on your palm to create the trendy wet, shiny look.

POPPIN' FIG.

Balm milk



Hair styling
80g・240g

Hold／ ★★★☆☆
Shine／ ★★★★☆
Care／ ★★★☆☆



Balm milk for light and bouncy style that reminds you of popping dance, getting the rhythm by body popping. It blends in well with dry hair. Ideal for unruly hair and curls, as it holds to define curls. Non-sticky balm creates piecey and

BALLET MELLOW

Milk



Leave-in treatment
120g

Hold／ ☆☆☆☆☆
Shine／ ★★★☆☆
Care／ ★★★★★



Soft, supple movement that is clear and polished from head to fingertips. Like ballet, each strand of hair becomes softer, giving you light and flowy style.

HULA PRIMER

Oil



Leave-in treatment
120mL

Hold／ ☆☆☆☆☆
Shine／ ★★★★☆
Care／ ★★★★☆



For glossy hair that is as smooth and silky as the mesmerizing, flowing motion of the hula. Applying it the night before will keep the hair moisturized and smooth for the next day. Gently protect hair from damage.

NEW

KAGURA FLOW

Wax spray



Hair styling
140g

Hold／ ★★☆☆☆
Shine／ ★★★☆☆
Care／ ★★★☆☆



Wax spray that creates a light, flexible finish, like the graceful flow of kagura dance. Lightweight strands and a smooth feel deliver an incredibly natural finish. The texture feels like your own hair, creating dimensional styles.

NEW

WALTZ VEIL

Treatment oil spray



Leave-in treatment /
Hair styling
130g

Hold／ ☆☆☆☆☆
Shine／ ★★★½☆
Care／ ★★★★☆



Treatment oil spray that creates cohesive strand movement, like a waltz turn. Fine oil particles softly envelop each strand, adding a soft, natural movement with a veil-like finish.

NEW

2027 Jan.

SWAG DEW

Balm grease



Hair styling
80g

Hold／ ★★★½☆
Shine／ ★★★★½
Care／ ★★★☆☆



Balm grease that delivers bold, versatile styling, like the swag dance's powerful groove and expressive big and small motion. It is great for creating wet-look strand and a smooth, silky feel.

NEW

2027 Jan.

JAZZ STELLA

Styling oil



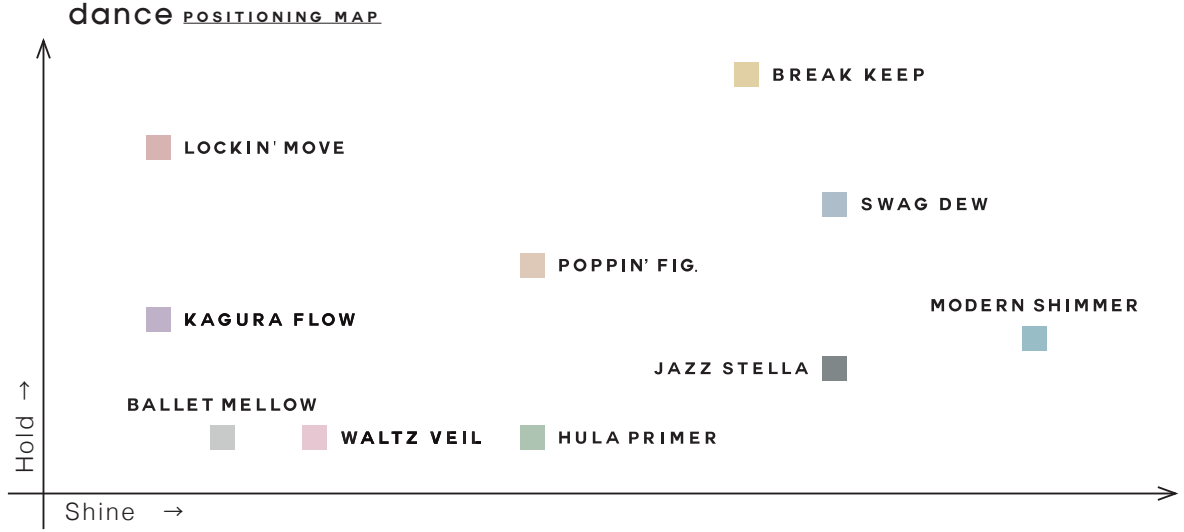
Hair styling /
Leave-in treatment
115mL

Hold／ ★☆☆☆☆
Shine／ ★★★★½
Care／ ★★★★½



Styling oil that creates your own unique texture at the ends, like the limitless expression of jazz. Gently blends into the hair for a light, silky finish. Textured strands with elegant gloss, creating a polished look.

dance POSITIONING MAP



ARIMINO

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