

s/c
STYLE CLUB



ENJOY YOUR EVERYDAY FEELING.

ARIMINO

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New day, new me

It's time to start enjoying styling hair
more freely just like enjoying clothes and
make-up—discover a new me

STYLE CLUB brings me styling just the way I want it.
Combine these products to my heart's content*
and open the door to an endless world
of hairstyling possibilities.

A new me every day—365 days a year



*Within the ranges specified by ARIMINO

DAY 1 / WET & TIGHT

Take advantage of the balm's glossiness for a slick hairstyle that will stay in place even on rainy days



USE ITEM: BALM



HOW TO USE Recommended amount: Two pearl-sized portions of balm



Spread balm evenly from the palm of your hand to between your fingers, run your fingers through your bangs, and smooth your whole hair back.

DAY 2 / ROUGHLY PONYTAIL

A rough Western-style ponytail with loose hair left around the sides



USE ITEM: OIL, WAX



HOW TO USE Recommended amount: Two pumps of oil and two pearl-sized portions of wax



1. First, mix oil and wax in the palm of your hand and run it through your hair. Then, roughly pull your hair into a ponytail, leaving long strands of hair loose behind your ear on one side. While holding the knot, tug out some of the hair on the top little by little. (See page 12)

2. Wrap the remaining hair around the knot, and tie with another hair tie to hide it. (See page 12)

DAY 3 / SOFT WAVE

Cool waves for extra femininity



USE ITEM: MIST



HOW TO USE

Recommended amount: Five pumps of mist



Spray mist from the middle to the ends of your hair. Curl once towards the nape of your neck with straighteners set to 180°C. Next, put sections of your hair between the straighteners and run the straighteners through as if to make semi-circles one after another, and repeat to make S-shaped curls over your whole hair. (See page 12)

DAY 4 / LOW HALF-UP

A refined half-up hairstyle that gives an air of intelligence



USE ITEM: OIL, BALM



HOW TO USE

Recommended amount: Two pumps of oil, two pearl-sized portions of balm



After making S-shaped curls like in DAY 3, mix oil and balm in the palm of your hand and run it through your hair. Tie the top half of your hair with a hair tie, leaving hair down on both sides. Twist both sides and bring them to the back, crossing them over the knot, tie them together below it and fasten with another hair tie.

DAY 1 / TWISTED LOW PONYTAIL

Super-trendy low ponytail



USE ITEM: *OIL, BALM*



HOW TO USE Recommended amount: Three pumps of oil, two pearl-sized portions of oil



1. First, mix oil and balm in the palm of your hand and run it through your hair. Separate your hair diagonally and twist sections of your hair before twisting twice in the opposite direction (rope braid). Fasten with a hair tie, leaving full-length strands of hair loose.

2. Take a small section of the ponytail and wrap around to hide the hair tie. (See page 12)

DAY 2 / RELAXED SIDE ARRANGE

Side hairstyle with a relaxed feel



USE ITEM: *MIST, BALM*



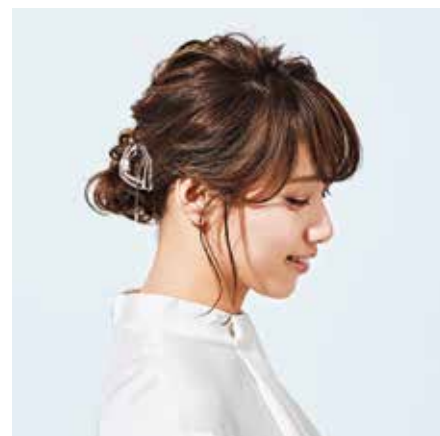
HOW TO USE Recommended amount: Seven pumps of mist, two pearl-sized portions of balm



*Inverted ponytail: A hairstyle where you pull down the knot of a ponytail down slightly, divide the hair above the hair tie into left and right, and pull the length of the ponytail through the gap.

DAY 3 / LOW CHIGNON

A low chignon that is appropriate for the office



USE ITEM: *OIL, WAX*

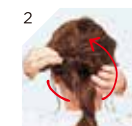


HOW TO USE

Recommended amount: Three pumps of oil, two pearl-sized portions of wax



1. Style waves into your whole hair (see page 12). Next, mix oil and wax in the palm of your hand and run it through your hair. Separate the top and bottom halves of your hair and tie them up in slightly different horizontal positions. Tug some of the hair on the top with your fingers (see page 12).



2. Twist the top ponytail and tug at it to loosen the hair little by little. Wrap counter-clockwise around the bottom ponytail and fasten with a pin. Fasten the bottom ponytail clockwise with a pin.

DAY 4 / RICH WAVE

A trendy, tousled, textured style for loose hair



USE ITEM: *Mist*



HOW TO USE

Recommended amount: Seven pumps of mist



1. Spray mist from the middle to the ends of your hair.



2. Curl your hair once from the middle downwards with a 32 mm curling iron to give a textured look.



LINE UP

This styling series will open the door to so much variety of styling possibilities. Freely mix and match products, using what you feel like that day.



OIL SMOOTH OIL

Tidy hair and after-bath haircare, all in one bottle.

Use for haircare after bathing and before drying. This oil both repairs hair and protects it from heat damage, giving a long-lasting shiny-smooth, tidy finish.

Heat care Moisture Silkiness

SMOOTH OIL 50 mL, 2,200 yen (excl. tax)

- Erucalactone³ (For hair repair and protection)
- Olive oil (For moisture and shine)

³: Gamma-docosalactone

Fresh geranium fragrance



HEAT PROTECT MIST

Infuses your hair with moisturizing ingredients to keep it soft to the touch.

Use as a base before heat styling with straighteners or curling irons. The mist attaches to the hair right away, both protecting hair from the outside and maintaining moisture from the inside. Makes hair bouncy.

Heat care Moisture Style maintenance

HEAT PROTECT MIST 120 mL, 1,800 yen (excl. tax)

- Heat-activated keratin⁴ (For hair repair and protection)
- Aqua moisture amino⁵ (For moisture and shine)

⁴: Hydrolyzed keratin PG-propyl methylsilanediol

⁵: Betaine

Fresh geranium fragrance



Ingredients in all products
in line up



Monoi oil¹
(For moisture and shine)



Silk PPT²
(For hair repair and protection)

¹: Coconut oil, Gardenia taitensis flower extract ²: Isostearyl hydrolyzed silk
*Photographs are for illustrative purposes only.

BALM LIGHT BALM



Melts quickly in the palm of your hand to add whatever nuances you want to your look, just the way you want.

Use for styling with a textured look and for updos with some loose hair around the sides. This balm glides smoothly through the hair without being sticky and allows you to create just the style you want—everything from casual styles to looks with a sharp silhouette.

Setting hairstyles Moisture Shine

LIGHT BALM 30 g, 2,400 yen (excl. tax)

- Royal jelly⁶ (For moisture and shine)
- Macadamia nut butter⁷ (For moisture and shine)

⁶: Royal jelly extract, Squalene

⁷: Macadamia seed oil/Hydrogenated macadamia seed oil esters

Fresh geranium fragrance



LIGHT WAX

Use loose texture to give your look an airy, light finish.

This wax has a natural shine and feels light when applied, making your hair easy to style. It replenishes your hair with its moisturizing and protective ingredients, giving you nuanced locks to show off.

Texture Setting hairstyles Airiness

LIGHT WAX 70 g, 1,800 yen (excl. tax)

- Feather keratin⁸ (For moisture and softness)
- Beeswax (For moisture and shine)

⁸: Hydrolyzed keratin

Fresh geranium fragrance





SELF STYLING FOR BEGINNERS

Tips for hair styling and effectively using styling products for a look that sets you apart



OIL

Put 2-3 pumps of oil onto the palm of your hand and spread **well**, right to your in-between fingertips. Run your fingers through your hair to apply. The trick is to apply it a **little** at a time and see how it looks—don't apply it **all** at once!



Mist

Hold the mist 15 cm away from your hair and spray thoroughly over **all** areas that you will use straighteners or curling irons on.



BALM

When taking balm, don't use the underside of your fingertip and instead use your nail to scrape it up. Before applying, spread lightly over the palm of your hand to warm and melt it.



WAX

Put onto the palm of your hand and spread **all** over. Take sections of your hair into your hands and scrunch the wax in, focusing on the ends.



Mix

Another good idea is to take two styling products, such as oil and wax or oil and balm, into the palm of your hand and mix thoroughly to make a combination to set your hairstyle how you like and get the shininess you want.



1

How to use a section of hair to hide your hair tie



1. Put your finger between the hair tie you have tied your hair with to create a gap. Take a piece of hair and wrap it around the hair tie.

2. Wrap it around several times so that it gets closer to your scalp than the first wrapping. Adjust how many times you wrap according to the length of your hair.

3. To fasten, **pull** the piece of hair through the gap in the hair tie you made with your finger from the inside out.

2

How to tug hair above your ponytail for a well-balanced look



1. Use one hand to hold down the hair tie and tug on the upper layer of hair little by little to softly tousle hair.

2. Tug about five sections of the hair at equal intervals and adjust the overall volume.

3

Creating S-shaped curls with straighteners



1. Separate the upper layer of your hair and tie it up. Put the hair underneath the upper layer between straighteners right from the roots and style in waves.

2. The key is to twist so that the hair forms an S shape. Turn your wrist, curl, and release.

3. Do the same to the upper layer of your hair to create waves. Go over your roots once again at the end.