



ARIMINO

Men

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Men

ARIMINO MEN
Care & Styling Series

ARIMINO

Arimino, Co., Ltd.

〒161-0033 1-5-22, Shimoochiai, Shinjuku Ward, Tokyo TEL. 03-3363-8211 (Main)

www.arimino.co.jp  www.facebook.com/arimino.jp

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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



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.

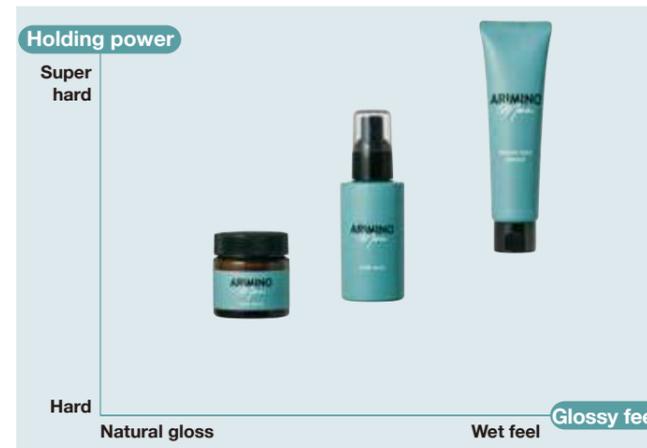
Firm bubbles reduce friction.
The surfactant derived from olive oil creates fine and firm bubbles that reduce friction. It foams well and gives nice feeling when washing.

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

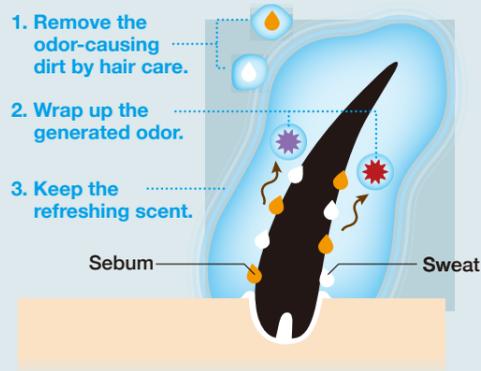


Provides excellent hold but very pliable for best styling.



- 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.



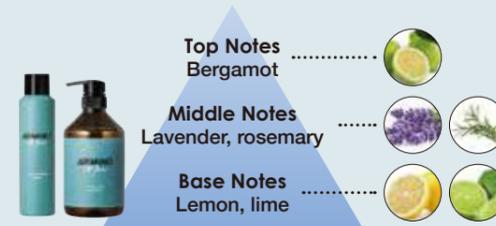
Select plant-derived ingredients

- 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)

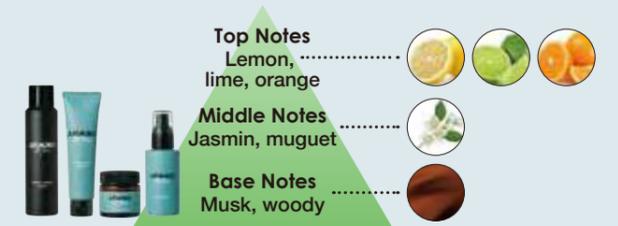
*1 Scent retainer *2 Scent and hair protector

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.



Health starts from the pore.

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

Shampoo only



Cleanser and shampoo



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.



The resilient firm bubbles give soft washing tough.

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



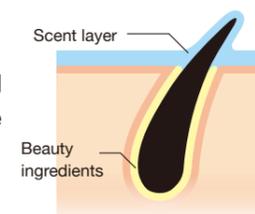
Moisturizer with nice scent for healthy scalp



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.



Hydrates the scalp and pores* *Into the stratum corneum

Apply the More Charge Spray to hydrate the scalp.



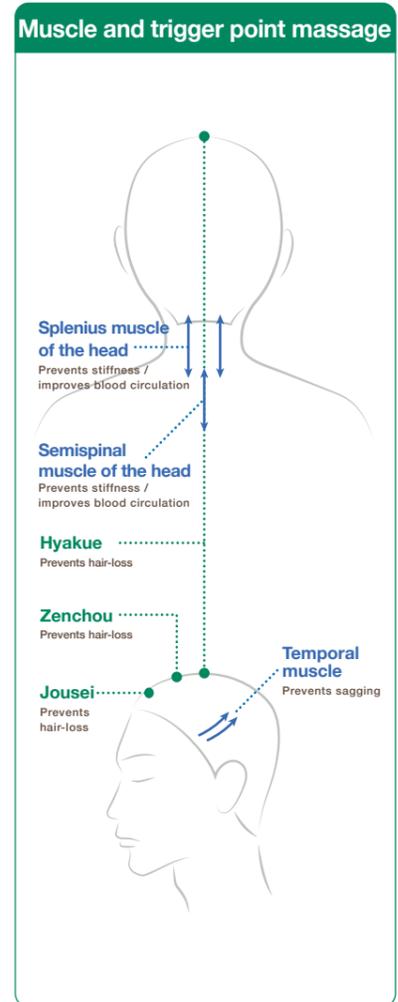
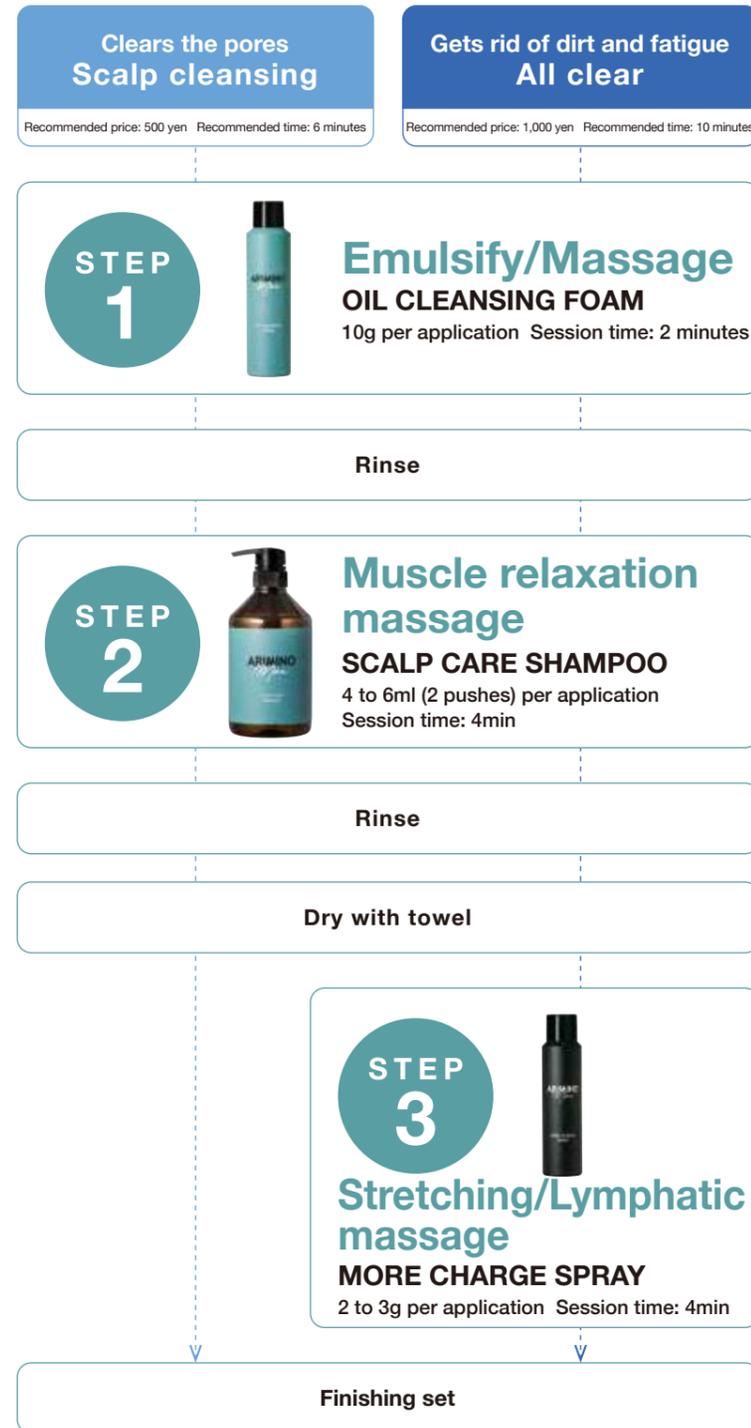
Dry skin before applying the spray

Hydrated skin after applying the spray

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

APPROACH

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



LINE UP

ARIMINO MEN Series Lineup



Quantity / List price	180g	280mL	90g
		680mL	
		1,000mL	
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



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		