

UNDERSTANDING BEAUTY AND WELNESS



The core of basic Japanese skincare routine

Japanese skincare often focuses on simplicity and effectiveness. While individual preferences may vary, some must-have skincare products commonly used by many Japanese people include

- 1.Cleansing Oil:** Used for the initial step in the double cleansing process to remove makeup, sunscreen, and other oil-based impurities.
- 2.Foaming Cleanser:** A water-based cleanser used to clean the skin after the oil cleansing step, removing remaining impurities and leaving the skin fresh.
- 3.Hydrating Toner (Lotion):** Lightweight toners or lotions are applied to balance the skin's pH, provide hydration, and prepare the skin for subsequent products.
- 4. Essence/Serum:** Products with concentrated active ingredients, such as hyaluronic acid or vitamin C, to address specific skincare concerns like hydration, brightening, or anti-aging.
- 5.Sheet Masks:** Fabric masks soaked in a serum, used 1-2 times a week to provide an extra boost of hydration and address specific skin concerns.
- 6.Moisturizer:** Lightweight moisturizers that hydrate the skin without feeling heavy. Some may contain ingredients like ceramides for barrier support.
- 7.Sunscreen:** Daily sun protection is a fundamental step in Japanese skincare. Sunscreens with high SPF are used to prevent UV damage and premature aging

Top 5 hair benefits sought after by Japanese consumers

1. Smooth and Silky Hair: Japanese consumers often prioritize products that promote smooth and silky hair. Straight, sleek, and well-moisturized hair is a common preference, and products that address frizz and enhance shine are sought after.

2. Scalp Health: Scalp health is a significant focus in Japanese hair care. Products that nourish the scalp, address issues like dandruff, and maintain a healthy balance of oils are popular. Scalp massages and treatments to promote blood circulation are also valued.

3. Volume and Texture: Some individuals seek products that provide volume and enhance the natural texture of their hair. This is particularly relevant for those with fine or limp hair. Volumizing shampoos, conditioners, and styling products are commonly used.

4. Color Protection: As hair coloring is a popular trend in Japan, many consumers look for products that protect and prolong the vibrancy of their hair color. Color-preserving shampoos and conditioners are commonly used to maintain the integrity of dyed hair.

5. Damage Repair and Prevention: Given the prevalence of heat styling and chemical treatments, there's a demand for products that repair and prevent damage. Hair masks, deep conditioning treatments, and serums that target split ends and breakage are sought after for maintaining healthy hair.



THE HIGHLIGHT FOR US:

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